



# Fundraising Toolkit

## Fundraising Options

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### **PERSONAL FUNDRAISING (FOR YOUR OWN PARTICIPATION)**

If you are raising funds to support your program participation (such as course fees, travel, or gear), this is considered personal fundraising.

Please note:

- You may use third-party platforms such as GoFundMe or CanadaHelps
- Your fundraising must be clearly for your personal expenses
- You must not represent this fundraising as being on behalf of Outward Bound Canada

This type of fundraising is independent and not affiliated with Outward Bound Canada.

### **SUPPORTING OUTWARD BOUND CANADA (CHARITABLE FUNDRAISING)**

If you or your supporters wish to fundraise in support of Outward Bound Canada's programs, you may do so using OBC's official fundraising platform, [Raisely](#).

- Fundraising through [Raisely](#) supports Outward Bound Canada's charitable programs, including the Youth Access Fund, which provides bursaries based on financial need
- Fundraising must be for the benefit of Outward Bound Canada as a whole, and not for any specific individual
- You must not indicate that funds raised will support your own participation or the participation of a specific person
- Donations made through [Raisely](#) may be eligible for charitable tax receipts in accordance with CRA guidelines

Outward Bound Canada does not facilitate or administer fundraising for individual participation through its charitable platforms.



# It's as easy as 1-2-3-4

## A step-by-step guide to success!

Below are a few simple steps to help you in your fundraising journey to help ensure you get the most amount of success!

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### MAKE YOUR FUNDRAISING PLAN

Before you start fundraising, take a moment to think things through. A simple plan can make it easier to ask for support and stay focused along the way.



Answering these questions can help guide your planning:

- How much money do I need to raise?
- How much time do I have?
- What does this course mean to me, and why do I want to do it?
- How will this Outward Bound experience support my growth or goals?
- Who in my life might be open to supporting me, and how will I reach out to them?
- How can I thank supporters in a meaningful way (e.g., updates or messages)?
- What questions do I have, and who can I ask for help?

As part of your plan, you'll set up a free personal fundraising page using a personal fundraising platform of your choice (e.g., GoFundMe, CanadaHelps). Please ensure your fundraising is clearly presented as personal and not conducted on behalf of Outward Bound Canada.

Fundraising takes effort, but it can also be a meaningful part of the Outward Bound experience, helping you build confidence and connection before your course even begins.





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## PREPARE YOUR MESSAGE

Prepare yourself to explain why this course matters to you, what you hope to gain from it, and why you're asking for support. People are more likely to donate when they understand your personal connection and hear your story in your own voice.



Your message can show up in a few different ways:

### SAY IT

If someone asked you about your fundraiser in passing, what would you say? Aim for a clear, natural explanation you can share in about 30 seconds. Focus on why you're excited about your Outward Bound Canada course and what the experience could mean for you.

### WRITE IT

Put together a short version of your story that you can reuse in different places, especially on your Raisely fundraising page. This could be a few paragraphs, a caption, or a short post that explains your goal and why it matters to you.

### SHOW IT

Short videos are one of the most effective ways to connect with people right now. A quick video on social media can go a long way. Introduce yourself, share why you're taking part in an Outward Bound course, and invite people to support you. These videos don't need to be polished. Being real and honest matters more than perfect editing, and you can add them directly to your Raisely page.

You can also share photos, short clips, or updates as you go to keep people engaged and remind them why your goal matters. If helpful, you may reference your upcoming Outward Bound Canada experience alongside your own content. When sharing your story, be sure to clearly communicate that you are fundraising personally and not on behalf of Outward Bound Canada.

And don't forget to tag us so we can support you in your journey and cheer you on too!





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## ASK FOR SUPPORT

The number one reason people give is because they're asked. Sharing your goal and inviting others to support you gives them a chance to be part of your journey.



Here are a few ways to think about asking:

### WHAT TO ASK

Think broadly about your community. Family members, friends, classmates, neighbours, teachers, coaches, community groups, faith communities, or local businesses may all be open to supporting you.

### HOW TO ASK

Start by setting up your personal fundraising page using a third-party platform (e.g., GoFundMe, CandaHelps). This page becomes your main hub, where people can learn about your goal, see your progress, and learn about your goal and support you.

Once your page is live, share it wherever it makes sense for you. You might post it on social media, send it directly to friends and family, include it in messages or emails, or share it in group chats or community spaces.

For in-person events, conversations, or outreach to local businesses and groups, creating a QR code that links directly to your page can make donating quick and easy. You can print the QR code on flyers or posters, display it at events, or keep it on your phone so people can scan and donate on the spot. Ensure your QR code links to a personal fundraising page, not an Outward Bound Canada donation page unless it is a general donation.





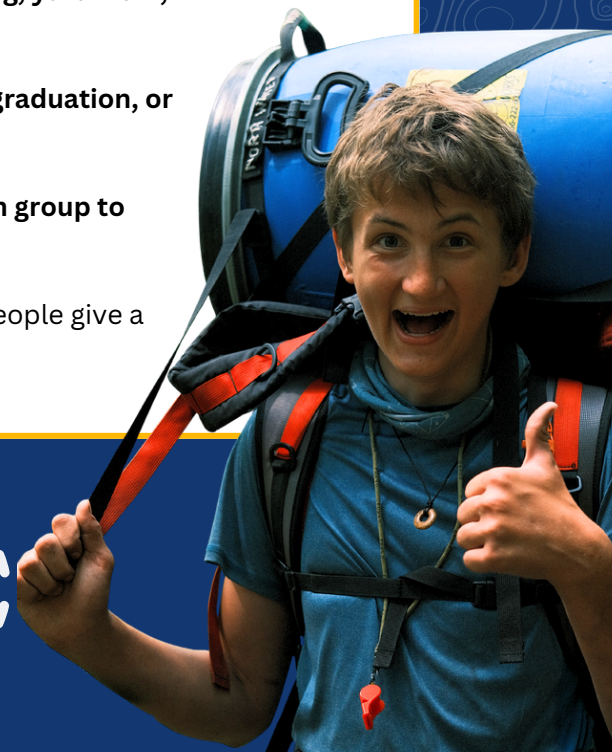
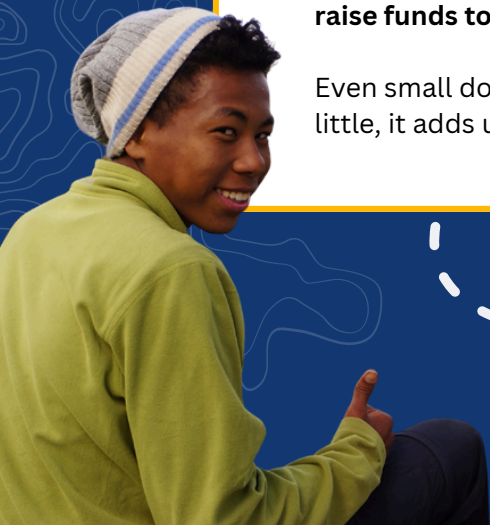
### FUNDRAISING IDEAS

Fundraising works best when it fits your real life. Choose ideas that make sense for your schedule, your interests, and the people around you. Some ideas include:



- **Hosting a bake sale or snack sale at school, a practice, or a community event**
- **Running a movie night, game night, trivia night, or tournament with friends**
- **Taking on a personal challenge, like walking, running, hiking, skating, or biking, and asking people to sponsor you**
- **Selling art, crafts, baked goods, plants, or second-hand items**
- **Offering babysitting, pet sitting, dog walking, tutoring, yard work, snow shovelling, or basic tech help**
- **Asking for donations instead of gifts for a birthday, graduation, or another milestone**
- **Teaming up with a school club, sports team, or youth group to raise funds together**

Even small donations make a difference. When many people give a little, it adds up faster than you might expect.





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### FOLLOW UP AND SAY THANK YOU

Many people need more than one reminder, and that's okay. Following up helps keep your fundraiser visible and lets people know how things are going. Sharing quick updates about your progress or how close you are to your goal can help keep momentum going.



After your course, take time to let people know how it went. A short message, photo, or video update helps supporters see the impact of their support and feel connected to your experience.

Showing appreciation matters. A thank-you doesn't have to be formal. A short message, text, email, or social post can go a long way. If possible, personalize it and let people know how their support helped you move closer to your goal. Sharing a photo or moment from your course is a great way to close the loop.

