



OUTWARD BOUND
CANADA

Fundraising Toolkit

An Intro to Fundraising

Your Outward Bound Canada (OBC) journey starts before the course begins and continues long after you return home. Fundraising helps build support around your goal by inviting others to cheer you on and feel connected to what you're working toward. It also helps make our experiences more accessible to youth across Canada, while building skills that matter beyond the course, like asking for support, showing commitment, and being part of something bigger than yourself.

Please note: Donations received through student fundraising are directed to the Outward Bound Canada Youth Access Fund (YAF) Bursary, which supports youth access to OBC programs. Students should meet with an Admissions team member prior to fundraising to determine the amount of YAF funding they may be eligible to receive. If donations raised exceed the student's funding amount, the remaining funds will remain in the YAF Bursary and will be used to support other students participating in OBC programs.

When creating a fundraising profile, students should include the following statement to better inform their supporters:

Your support in helping me go on course contributes to the Outward Bound Canada Youth Access Fund, which helps make these programs accessible to youth like me.



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!

1

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?
- Is there anything I can offer as a small incentive or thank-you?
- 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 OBC's online fundraising platform, **Raisely**. This is where you'll share your story, set your goal, and track donations and progress as they come in.

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.





2

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 can use Outward Bound Canada posts, photos or videos as inspiration or background context, alongside your own content.

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 on our online fundraising platform, Raisely. This page becomes your main hub, where people can learn about your goal, see your progress, and donate easily and safely.

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 Raisely 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.





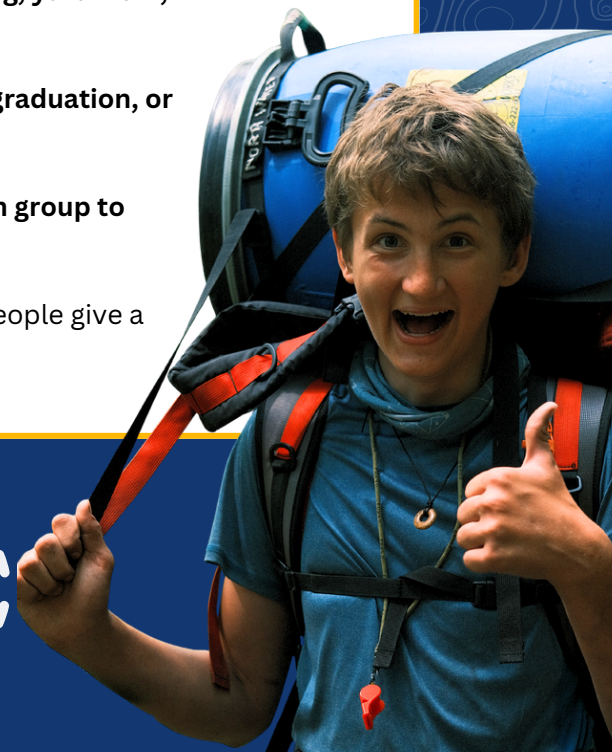
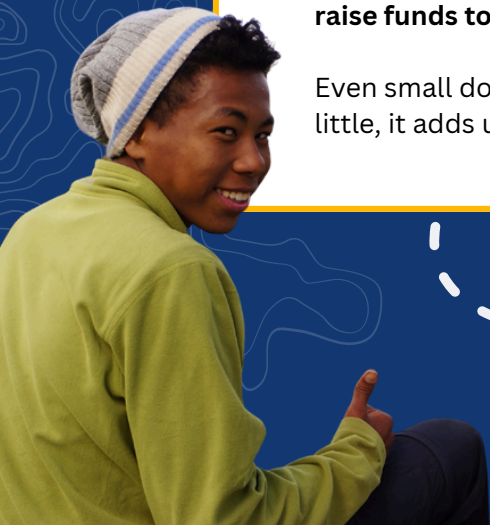
FUNDRAISING IDEAS

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.





4

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.

