



BOYLE STREET 40

FUNDRAISING CHALLENGE

GET MOVING - GET CREATIVE - GET OUTSIDE THE BOX

How to Ask for Donations

No matter what challenge you are taking on for BS40, with this formula you'll be set to explain what you're doing and why you're doing it!

This nifty little formula works for emails, texts, conversations in person or over the phone. The most important thing is that you talk about why fundraising for Boyle Street is important to you!

Tell: What Challenge Will You Conquer?

Sum up what challenge you and your team are taking on!

*"Our team, **The Phast Philanthropists** are running 40 KM for Boyle Street 40 in support of the 40+ program and services Boyle Street provides to Edmontonians experiencing poverty and homelessness."*

"I'm making 40 paintings in support of the 40+ program and services Boyle Street provides to Edmontonians experiencing poverty and homelessness."

Ask: Ask for Support

Borrow one of these asks or come up with your own!

"We are proud to support Boyle Street because we know the important work they do! Will you join us in making a difference in the lives of vulnerable Edmontonians by making a donation to our team?"

"Our goal is to raise \$40,000 dollars, be a part of helping our community reach this goal by making a donation!"

"Help our team get excited about our upcoming challenge day by making a contribution!"

Encourage: Let Them Know How

"Check out our amazing team page to make a donation and share a message of support!"

"Every donation gets us closer to our goal - visit my page here!"

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*Boyle Street Community Services is the trade name of **The Boyle Street Service Society**, an Alberta society and a registered charity*



Gratitude!

We have you covered with an automated thank you email that will go to anyone who makes a donation through our website, but it never hurts to say thank you twice! Reach out and personally say thank you in your own way to those who you've invited to support Boyle Street with you together!

Still feeling a little nervous?

Check out these TED talks from trusted experts on how to ask for donations.

How to be a Fundraiser by Kara Login Berlin



The Art of Asking by Amanda Palmer



Do you need some extra support finding the right words? Our development team is always ready and happy to help! Call 587-338-1740 or email development@boylestreet.org