



How to Ask for Donations

We understand that asking for donations can be a challenge all in its own! A lot of us have our own baggage when it comes to money, and some of us find it awkward to ask for donations, especially if it is a new skill for you.

This guide provides a step-by-step formula - with examples - that you can use to help you get started. It works for emails, texts, and conversations in person or over the phone. **Three of the most important things to remember are:**

- 1) You are not asking for people to give YOU money, you are sharing an opportunity to support Boyle Street's efforts to build a healthy, respectful, and strong community.
- 2) Talk about why Boyle Street is important to you personally.
- 3) Directly ask for a donation! Sometimes people will say no, and that's okay, lots of people will say yes, but only if you ask!

Share: What are you challenging yourself with?

Sum up what you and your team have chosen to challenge yourselves with!

"My team is [e.g. running 30 kilometers] in support of Edmontonians experiencing poverty and homelessness as part of the Boyle Street Challenge."

"I am [e.g. completing the Boyle Street Bingo Card] with my team. We are participating in the Boyle Street Challenge, because an inclusive and supportive community matters to us! Boyle Street's programs and services support our neighbours experiencing poverty and homelessness in a dignified way.."

"Have you heard of the Boyle Street Challenge? My team is [e.g. walking 10 kilometers every Sunday together] to raise money for Boyle Street's programs and services. We support Boyle Street because we agree that we have a social responsibility to support our fellow Edmontonian's experiencing poverty and homelessness."

Ask: Ask for Support

This is your opportunity to ask for a donation. You can come up with your own way of doing so, or borrow one of the templates below:

"Our goal is to help Boyle Street raise \$75,000. Will you help our community reach this goal by making a donation? Every dollar counts!"

"If you would like to support me and my team, please consider making a donation!"

"If you'd like to support Boyle Street's mission and support me in my challenge, make a donation today! Help my team reach our goal of fundraising the most for the Boyle Street Challenge!"


Direct: Let them know how to donate

Share your page everywhere you can! Email, social media and text are all good ways to go!

"You can check out my team's page [here], where you can make a donation and share a message of support as well!"

"More details and photos about our challenge can be found [here] on our team page, take a look!"

"Every donation supports Edmontonians experiencing poverty and homelessness. Visit my page [here] to donate!"



Remember: the Boyle Street Challenge is about helping our vulnerable neighbours. Your participation and fundraising supports Boyle Street Community Service's efforts to end chronic homelessness in the community we share. Ultimately, you are asking people to donate to a cause that you care about and believe in.