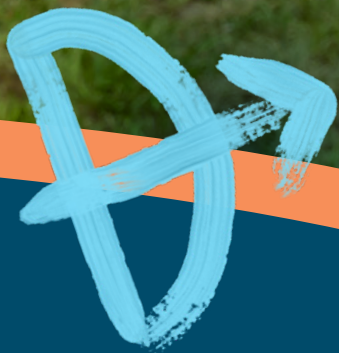


# BRIGADOON

## VILLAGE

### Third-Party Fundraiser Guidelines



## Table of Contents

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### Our Vision

Giving extraordinary kids a chance to be ordinary.

### Our Mission

Brigadoon Village passionately transforms the lives of Atlantic Canadian children and youth living with health conditions and other life challenges to help them reach their full potential through experiential learning, meaningful connections and exceptional fun.

### Our Values

Campers First, Fun, Intentional, Innovation, Our People

### Brigadoon [noun]

Brig·a·doon | \ ,bri-gə-'dün :

a place that is idyllic, unaffected by time, or remote from reality.



Brigadoon is the first facility of its kind in Atlantic Canada and is now the largest pediatric medical camp in Canada.

We believe that every child, regardless of the life challenges they face, should have the opportunity to experience the transformational and therapeutic effects of camp. That's why we strive to develop condition-specific camps that not only meet the medical needs of our campers but are also the most fun you can pack into a week!

***We offer the magic of camp to over 3,500 children & youth at the nearly 30 camp programs we host each year!***

# Thank You!

**By choosing to support Brigadoon, you are changing the lives of our campers by giving these extraordinary kids a chance to be ordinary.**

At Brigadoon, we do more than just summer camp. Brigadoon transforms the lives of those who attend our programs. Your support helps them reach their full potential through experiential learning, meaningful connections, and exceptional fun. Brigadoon campers find within themselves that they have limitless potential and can achieve more than they ever thought possible.

It costs approximately \$1,750 per child to attend a week-long camp program, however, over 80% of our campers are underfunded. In fact, the average family contribution made to Brigadoon is \$400 per child. The funds raised through philanthropy: individual, corporate, foundation and community support ensure we never turn a child away for financial reasons.

Each and every donation made to Brigadoon makes a huge impact in the lives of extraordinary children. Every child should have the opportunity to experience summer camp regardless of their health condition or other life challenge.

**Thank you for getting kids to camp.**

**Did you know?**

**88% OF CAMPERS  
REQUIRE FINANCIAL  
SUPPORT TO ATTEND  
OUR PROGRAMS**



# Getting Started



## STEP 1:

Get those creative juices flowing! Come up with your fundraising ideas while keeping in mind Brigadoon's mission, vision and values! Having trouble? You can find lots of ideas in *Appendix A* or you can reach out to [events@brigadoonvillage.org](mailto:events@brigadoonvillage.org) for help.

## STEP 3:

If fundraising offline, complete the Third Party Fundraising Agreement form, submit it to [events@brigadoonvillage.org](mailto:events@brigadoonvillage.org). As we want to make sure you are set up for success, please give our team a few days to get back to you before you start promoting your event.

## STEP 5:

Following your fundraising event or activity:

- Share your photos! You can email them to us at [events@brigadoonvillage.org](mailto:events@brigadoonvillage.org), send by direct message, or tag us on social media.
- Complete a Pledge Sheet for offline donations – make sure all necessary information is collected and balanced.
- Submit any offline donations that are not made through your fundraising page. Donations can be made by cheque or e-transfer (send to [eft@brigadoonvillage.org](mailto:eft@brigadoonvillage.org) - no password required. Please note in the comments field who the funds are supporting and the donor's details).
- The most important part of fundraising is saying Thank You! Remember to thank those who supported your event. While an email, text or phone call is great, people love getting snail mail – if time permits, consider sending off a handwritten note.

## STEP 2:

If fundraising online, set up your personal fundraising page and please allow a few days for our review. Visit *Appendix B* to see how.

## STEP 4:

Plan and host your fundraising event or activity!

Here are some helpful hints to keep in mind:

- Set a fundraising goal.
- Recruit volunteers to support you with your goals.
- Support local businesses! Work with businesses in your area to see how you may be able to help each other.
- Market your event! Consider reaching out to local radio stations or community newspapers. If you would like to use the Brigadoon logo in creating your own marketing materials, see *page 6* for more information.
- Share on social media! Make use of the free promotional tools on Facebook, Instagram and Twitter and be sure to tag us in your posts! See *Appendix C* for some social media advice.
- Most importantly, **HAVE FUN!** In fact, creating opportunities for 'exceptional fun' is part of our mission at Brigadoon.



# How Brigadoon Can Help

**BRIGADOON**  
VILLAGE

We're here to help you meet your fundraising goals – and have fun doing it! If you have questions about setting up your fundraising page or if you need some advice on making the most of your fundraising event, don't hesitate to reach out to us at:

[events@brigadoonvillage.org](mailto:events@brigadoonvillage.org)

Here are some of the tools that will help your fundraising efforts go smoothly:

## Pledge Sheets

Pledge sheets are great for keeping track of your offline support and essential for recording the details needed to ensure your supporters receive tax receipts for their donations. Please ensure that you complete all the fields on the form so that gifts are properly receipted.

## Marketing Materials

To help draw the connection between your fundraising event and our organization, we're happy to provide you with branded files and logos that you can print off and personalize as you see fit.

You can contact us at [events@brigadoonvillage.org](mailto:events@brigadoonvillage.org) for a pledge sheet, our logo, or for printable documents to assist you in your fundraising efforts.

*"BEING ABLE TO CREATE THE MEMORIES AND FRIENDSHIPS THAT ARE MISSED OUT ON IN DAY-TO-DAY LIFE FOR SOMEONE WHO HAS A CHRONIC ILLNESS. I NEVER THOUGHT I COULD HAVE SUCH A CLOSE CONNECTION TO A PLACE AND THESE PEOPLE BEFORE CAMP."*

~Brigadoon Camper



# Logo Usage

Brigadoon Village cannot provide custom designed materials for your fundraising event, as the volume of requests often exceeds our resources, but we are happy to see you create your own.

**The following information outlines how to request access to our logo for your marketing materials.**

## LOGO GUIDELINES:

- We are happy to provide you with the '**In Support of Brigadoon**' logo for use on approved fundraising marketing materials. If you'd like to use our logo, please contact us at **events@brigadoonvillage.org**.
- Proper use of the Brigadoon logo is important to ensure our brand identity is upheld. Before publishing any materials, we kindly request you share a proof with a member of our team. If you have any questions about marketing materials or logo usage, please feel free to contact **events@brigadoonvillage.org**.
- Proper logo size is vital to maintaining readability, as well as ensuring a consistent look. Make sure the logo is applied at a reasonable size, meaning it should never be overpowering (too large) or understated (too small).
- We also ask that you do not alter the logo design in any way, this includes stretching our logo or changing its colours.

**BRIGADOON**  
VILLAGE

In support of

**BRIGADOON**  
VILLAGE

**BRIGADOON**  
VILLAGE



**BRIGADOON**  
VILLAGE

Do not alter or distort the  
logo in any manner



Do not change the  
logo's colours



# Standards & Guidelines

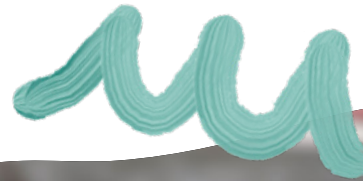
It is the event organizers' responsibility to communicate that Brigadoon Village is the beneficiary of their event and that Brigadoon Village is not conducting the event.

Promotional materials created by the event organizer under the guidelines provided by Brigadoon must be submitted to Brigadoon for final approval prior to being printed or distributed to ensure brand standards are upheld.

Please note that Brigadoon Village cannot assume any legal or financial liability in relation to a 3<sup>rd</sup> party community fundraising event. Brigadoon Village is not responsible for any damage, accidents to persons or property at such an event.\*

## **Brigadoon Village Cannot Provide the Following:**

- Funding or reimbursement for event expenses
- Donor or sponsor lists
- Promotions of a 3rd party event except when appropriate
- Prizes or auction items
- Applications for gaming permits for bingos or raffles, liquor licenses, or insurance
- Guaranteed attendance of staff, volunteers or attendees as the volume of requests often exceeds our resources



# Charitable Receipt Guidelines

Charitable donation receipts are issued in accordance with Canada Revenue Agency (CRA) guidelines. For further clarification, please refer to the CRA Website.

## Summary

- All donations made to Brigadoon are eligible for a tax receipt. Donor name and contact details are necessary for the issuing of donation receipts.
- If tax receipts are required for eligible gifts received during a third-party event, please provide Brigadoon a list of supporters, full addresses including postal codes, with the associated donation.
- Not all contributions meet CRA guidelines for tax receipt eligibility. For example, Brigadoon can provide receipts from cumulative casual day donations when detailed lists are provided for amounts that include the donor's name, full address, donation amount and email or phone number. We, however, are not permitted to provide tax receipts for activities such as coin box collections or community/company fundraising activities such as auctions, raffles, bake sales, car washes, etc.
- Please note that a charitable donation receipt can only be issued to the issuer of a cheque. Also, according to CRA guidelines, the tax receipt must be made out to the entity listed on the cheque - this is why it is important that cheques are made out to *Brigadoon's Children's Camp Society* or *Brigadoon Village*.
- A gaming license is required by law for all bingos, raffles and 50/50 tickets. Brigadoon will provide letters of endorsement and support to include with a lottery application. Please email [events@brigadoonvillage.org](mailto:events@brigadoonvillage.org) to request a letter of support. Please visit: <https://beta.novascotia.ca/programs-and-services/gaming-control-and-registration> for more details.
- A charitable tax receipt may be issued for the purchase of a ticket to a Brigadoon charitable event, but not necessarily for the entire ticket price, depending on the nature of the event.
- A charitable donation receipt cannot be issued for a lottery ticket or raffle ticket. No part of the cost of a lottery ticket or raffle ticket is considered a gift because the ticket offers the purchaser a chance to win prizes.
- Donations of gift certificates to Brigadoon are not eligible for tax receipts. The retailer is entitled to claim the cost of the property transferred to the certificate holder as a business expense.
- A charitable donation receipt cannot be issued for sponsorships. Where a business gives a gift of cash or merchandise and receives a material business advantage such as promotional or advertising services, the business has not made a gift according to CRA and Brigadoon cannot issue a charitable donation receipt. In these circumstances, the business can usually claim the cash payment or value of the merchandise as a business expense.

**We know this is a lot to take in but we're here if you need any help or if you have any questions!**

**We're just an email away at [events@brigadoonvillage.org](mailto:events@brigadoonvillage.org).**



## Reach Out

If you have any questions about your third-party fundraising for Brigadoon or any of the content in this booklet, please feel free to contact us at: [events@brigadoonvillage.org](mailto:events@brigadoonvillage.org)

***Thank you for considering hosting a fundraiser for Brigadoon. By fundraising for Brigadoon, you will provide children and youth the opportunity to experience adventure, leadership and exceptional fun while building the confidence to take on life's challenges.***

**BRIGADOON**  
VILLAGE



Having trouble coming up with a fundraising idea? Here are some tried and true activities you could consider:

- |   |                             |
|---|-----------------------------|
| Wine Survivor*                                  | Food Cook-Off (i.e., Chili) |
| Gift Card Survivor*                             | Online Auction              |
| 50/50 online*                                   | Bottle Drive                |
| Paint Night                                     | Fitness Challenge           |
| Bake Sale                                       | Donate Your Coffee Money    |
| BBQ at a local store (Sobeys, Superstore, etc.) | Casual Day                  |
| Gift Basket Raffle*                             | Movie Night                 |
| Trivia night                                    | Karaoke Night               |
| Book Swap                                       | Obstacle Course             |
| 'Rent' your car for a day to a friend           | Scavenger Hunt              |
| Social media challenge                          | Art Auction                 |
| Dare Competition, i.e., Loser does the "action" | Jewelry Party               |
| Game tournament (video game, board game)        | Car Wash                    |
| Company donation                                | Pet Wash                    |
| Betting Pool*                                   | Lemonade Stand              |
| Bingo*  |                             |



\*Some fundraising events and activities may require a gaming license from the Nova Scotia Gaming Authority. You can find more information on whether your fundraiser requires a license at:

<https://beta.novascotia.ca/programs-and-services/gaming-control-and-registration>

If your activity needs a gaming license, you'll need a letter of support from Brigadoon.

Please us at [events@brigadoonvillage.org](mailto:events@brigadoonvillage.org) to request a letter.



## Things to Remember:

1. **Don't forget to start with your 'inner circle'.** Oftentimes, your most generous supporters will be those you're closest to – friends, family, co-workers, etc.
2. **Personalize your messages.** You'll have more luck with getting support if you give your emails a personal touch.
3. **Let people know WHY you're fundraising.** Folks will be more likely to support you if they know how the kids at Brigadoon will benefit.  
*Example 1:* Help me raise funds to help give kids with chronic health conditions a camp experience at Brigadoon Village.  
*Example 2:* By supporting me in The BIG SWIM, you'll help extraordinary kids have the chance to be ordinary.
4. **Ask, ask, and ask again.**
  - Think about the amount of email that comes through your email each day. It's easy to skip over emails when you're busy and sometimes we forget to go back and read them.
  - Prepare a schedule and plan to send emails at three points in the months leading up to your event. Start with an introductory email explaining what you're doing and why and include a first ask for support in meeting your goal. Be sure to share your goal! Send a second email halfway between now and the big day and provide a fundraising update and ask your contacts to help you meet your goal. Finally, send an email just before the event and use your excitement for your event and Brigadoon to bring a sense of urgency to your ask.

## School Fundraising Ideas

### BAKE SALE

Invite students to make baked goods and treats for your school's Bake Sale. Funds can be collected through the sale of these delicious treats.

### PRINCIPAL FOR A DAY (OR HOUR!)

Give students a chance to rule the school for an hour by collecting donations of pre-determined values, which enters them into a draw. The winning ticket gets to be Principal for a Day (or hour)!

### TALENT SHOW/DANCE RECITAL/PLAY

Show off your students' talents by organizing a Talent Show, Dance Recital, or Play! Donations can be collected at the door for admission.

### ART GALLERY

Get your students' creative juices flowing by giving them the chance to design a piece of art for display at your school's Art Gallery. Open the gallery to the public for an admission fee and consider auctioning off the beautiful works of art at the end of the show.

### CARNIVAL

Consider hosting a carnival that involves games, rides, face painting, and other fun activities. Funds can be raised through the sale of tickets as tickets are used to participate in the different activities at your carnival.

## Business Fundraising Ideas

### CASUAL FRIDAYS

Should employees want to forgo their regular work attire and instead dress casually on Fridays, all they need to do is contribute a set donation amount to Brigadoon Village each week.

### POTLUCKS

Have a potluck lunch within your organization, where employees make delicious meals for all to share. Employees are then charged a fee that allows them to eat the potluck lunch that day.

### WASHER TOSS TOURNAMENT

Turn your day of staff bonding into a fundraising Washer Toss Tournament (or other tournament of your choosing). Each team has to pay a donation fee to enter where all proceeds go Brigadoon Village, and the winners win bragging rights!

### DONATE YOUR COFFEE MONEY

Challenge your employees to forgo their restaurant/café coffee for a set period of time and instead give their coffee money to a donation jar within the office.

## Other Fundraising Ideas

### CAR WASH

Fees can be collected in exchange for a clean car, which you and your fundraiser partners can deliver with the help of soap, water, and a sponge.

### BLUE NOSE MARATHON

A Halifax tradition typically occurring in May, the Blue Nose Marathon invites runners of all skill levels to participate and raise money for a charity of their choice. So, sign up for the run of your choice, choose to fundraise for Brigadoon Village, and have fun!

### IN LIEU OF

Considering collecting donations to Brigadoon in lieu of Birthday or Wedding gifts.

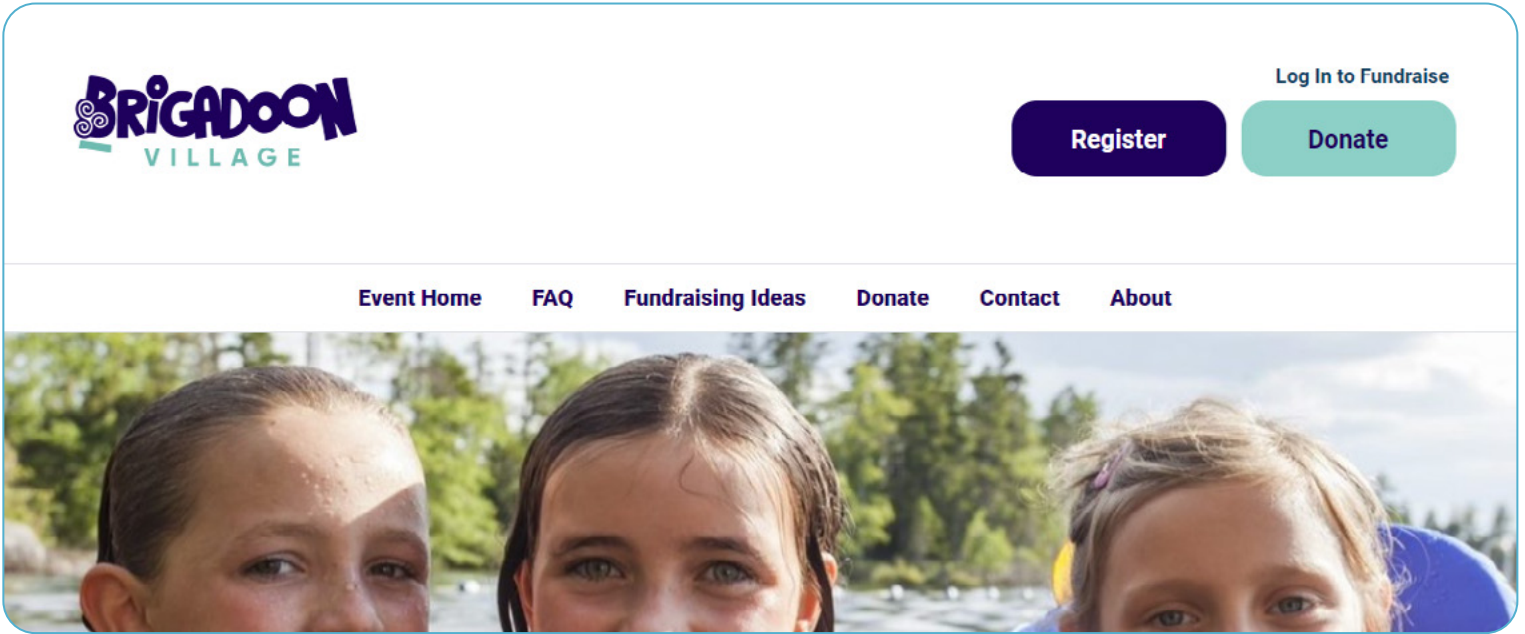
### AMAZING RACE

Gather up teams of racers and charge each team a participation fee. Each team gets an envelope of clues, which they must then decipher and go to the place outlined within the clue. Once at each location, teams must take a picture in front of the location. Points are given to those who get the locations right, with bonus points being given to those who get all their team members in the photo or who take the most original photo. Prizes are then given out to the highest ranked teams.

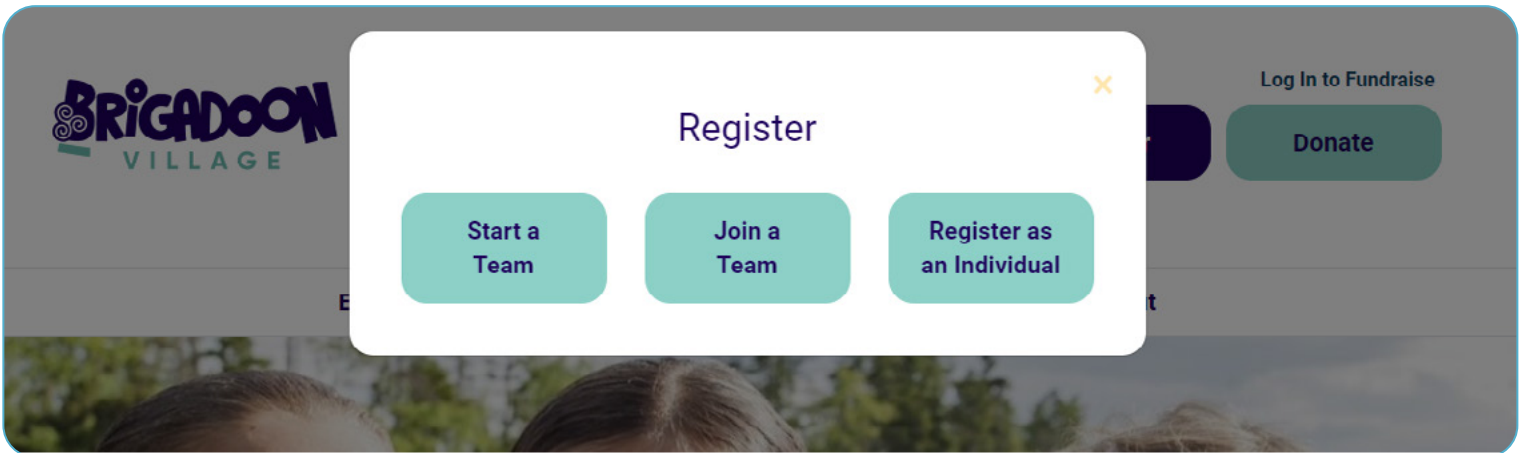
### A-THONS

Collect pledges and donations leading up to the big event. Whether it be a walk-a-thon, a dance-a-thon, a bike-a-thon, or another a-thon, get your family or friends to support you or your team prior to the competition.

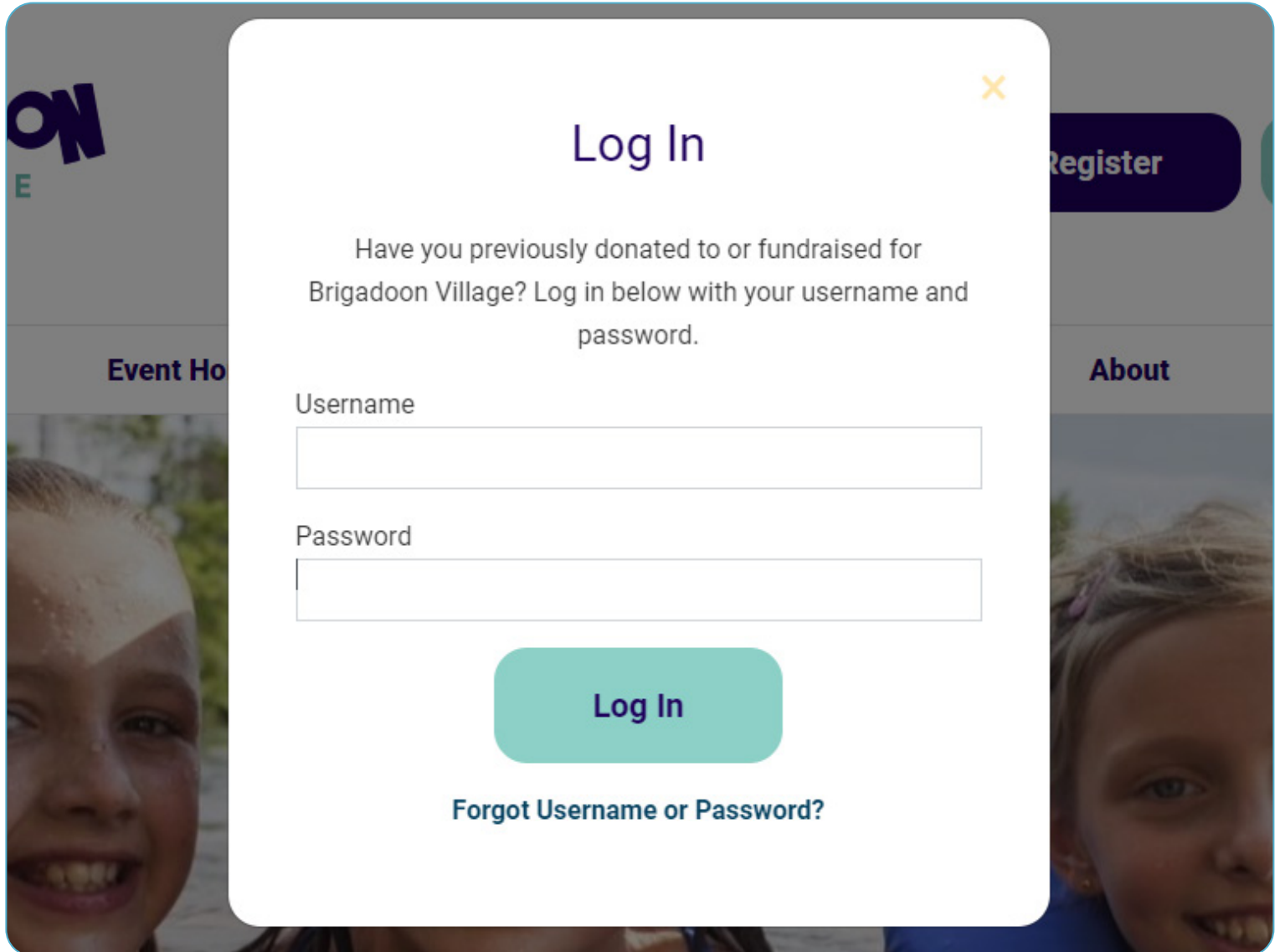
### 1 REGISTER YOUR EVENT OR LOG IN HERE!



### 2 IF REGISTERING, CHOOSE TO START A TEAM, JOIN A TEAM, OR REGISTER AS AN INDIVIDUAL!



#### 3 IF LOGGING IN, ENTER YOUR USERNAME AND PASSWORD.



The screenshot shows a login modal on the Brigadoon Village website. The modal has a title 'Log In' and a close button (X). Below the title is a message: 'Have you previously donated to or fundraised for Brigadoon Village? Log in below with your username and password.' There are two input fields: 'Username' and 'Password'. Below the fields is a 'Log In' button. At the bottom of the modal is a link: 'Forgot Username or Password?'. The background of the website is visible, showing a navigation bar with 'ON E', 'Event Ho', 'About', and 'Register' buttons. There are also images of children's faces on the sides.

**Log In**

Have you previously donated to or fundraised for Brigadoon Village? Log in below with your username and password.

Username

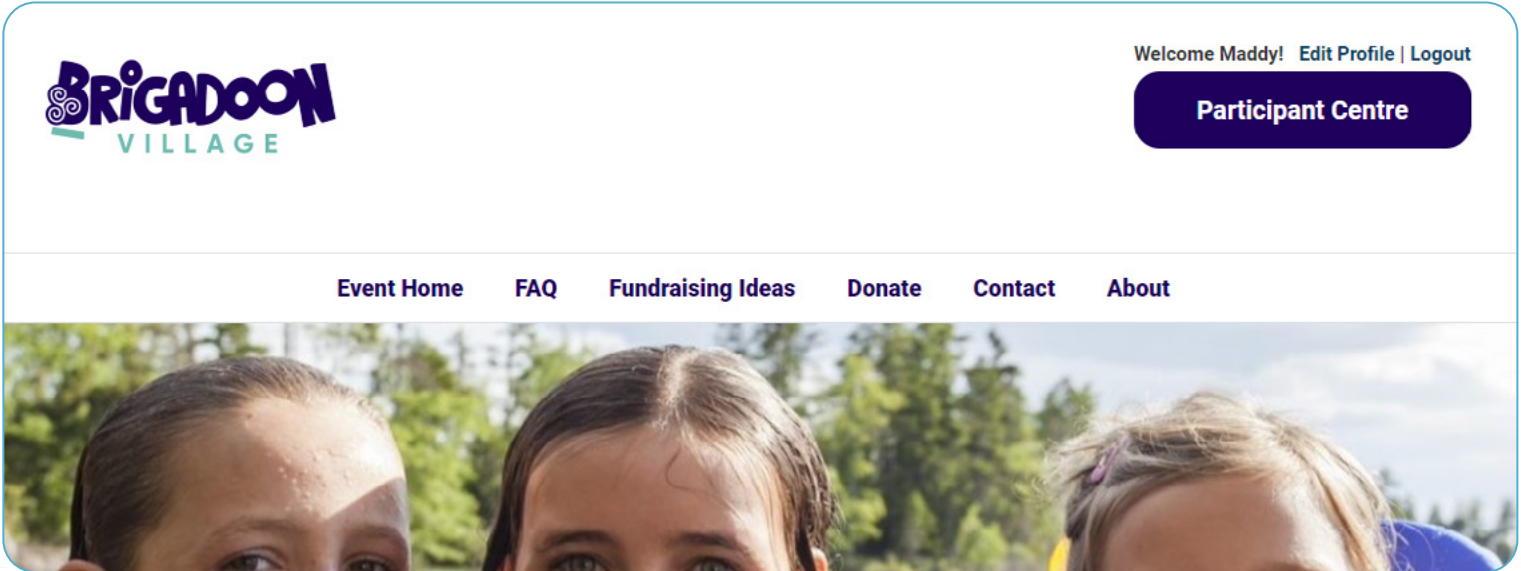
Password

**Log In**

[Forgot Username or Password?](#)



- 4 ONCE LOGGED IN, THIS WILL BE THE PAGE YOU WILL SEE!  
CLICK PARTICIPANT CENTRE TO GET INTO YOUR PERSONAL PAGE



5

**MAKE SURE YOU FOLLOW ALL THESE STEPS!  
SET A GOAL TO THRIVE TOWARDS HERE!**

Fundraise for Brigadoon Village
Help Log Out

Home Email Profile

### What to do next?

- Set up your Personal Page  
Customize your Personal Page with a story about why you are raising funds for this cause.
- ☒ Add Contacts to Your Address Book  
Add contacts to email from your personal Address Book on our site.
- Send an Email  
You have sent no emails to your family or friends. Add them to your Address Book and email them about your fundraising effort.
- Thank your Donors  
Thank your donors!
- Set a Goal  
You have reached 0% of your goal. Can you set a higher goal?
- Reach Out  
You have 1 contacts that you have not emailed. Consider contacting them about your fundraising effort.

### Recent Activity

You joined Fundraise for Brigadoon Village Jan 19

### Contacts

All Contacts

All Contacts	3
Never Emailed	3
Needs follow-up	0
Unthanked Donors	0
Donors	0
Non-Donors	3

Me

### Your Fundraising Progress

Edit Goal

\$0.00 \$100.00

### Personal Page

Personal Page URL:

<https://events.brigadoonvillage.org/site/TR/PersonalFundraising/PersonalPage-101761288-personal186-id-1050>

URL Settings

6 THIS IS WHERE YOU WILL FIND YOUR PERSONAL PAGE.  
HERE YOU CAN TELL US ABOUT WHY YOU'RE FUNDRAISING.

THIS IS WHERE YOU CAN UPLOAD A VIDEO OR PICTURE OF YOURSELF OR TEAM.

**Me**

**Your Fundraising Progress** [Edit Goal](#)

\$0.00\$100.00

**Badges**

Badges are fun things you can earn.

**Personal Donations** [Add](#)

No donations found.

**Personal Page**

**Personal Page URL:** [https://events.brigadoonvillage.org/site/TR/PersonalFundraising/General?px=1017643&pg=personal&fr\\_id=1050](https://events.brigadoonvillage.org/site/TR/PersonalFundraising/General?px=1017643&pg=personal&fr_id=1050) [URL Settings](#)

**Title** [Edit Content](#)

Welcome to My Personal Page

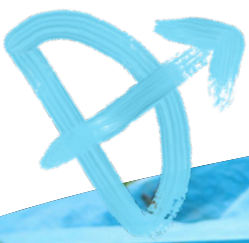
**Body**

I am fundraising in support of Brigadoon Village. Help me send kids to camp!

**Brigadoon's Mission:** Brigadoon Village passionately transforms the lives of Atlantic Canadian children and youth living with health conditions and other life challenges to help them reach their full potential through experiential learning, meaningful connections and exceptional fun.

**Brigadoon's Vision:** Giving extraordinary kids a chance to be ordinary.

**Photos/Video** [Update Media](#)



**7 USE THE EMAIL TAB TO HELP SEND OUT EMAILS TO YOUR FAMILY AND FRIENDS.  
ANY EMAILS SENT FROM YOUR PERSONAL FUNDRAISING PAGE  
WILL SAVE FOR ANY FUTURE REFERENCE.**

Fundraise for Brigadoon Village

Help Log Out

Home **Email** Profile

**Compose Message**

Drafts 1

Sent Messages 0

Contacts

All Contacts 3

Never Emailed 3

Needs follow-up 0

Unthanked Donors 0

Donors 0











Non-Donors 3

Recipients (separate multiple email addresses with a comma)


Use a template ▼

Subject

☒ Include personalized greeting [What's this?](#)

H1 H2 H3 P B I U          

Current layout:

In support of  
  
In support of  
Brigadoon



## Cheques & Cash

Many of you will receive off-line donations from supporters. This is how you can account for your off-line donations in your total fundraising dollars:

### Add the off-line donation to your fundraising page right away

*\*Visual instructions on next page!*

1. Log into the Participant Center
2. Click Enter Gift
3. Enter the details in the form (e.g. First Name, Last Name, Amount)
4. Select Cheque or Cash as the Payment Type
5. Enter the Cheque Number if applicable
6. Click Add

By entering in off-line donations immediately, you'll ensure your supporters receive their tax receipts and you'll have an accurate and up-to-date picture of where you are in your fundraising goal. Please ensure you complete ALL fields pertaining to your supporters (full name, full mailing address, phone number etc.) as those details are necessary for receipting. Let us know if your supporter provides an email address – email is a cost- and time-efficient method of delivering tax receipts to donors.

**When you bring or mail cheques to the Brigadoon office be sure to identify yourself as a 3<sup>rd</sup> party fundraiser so that you are credited appropriately for your fundraising.**

Other things to remember:

- Collect the donor's personal information on a pledge form and deliver the cash and the completed form to the Brigadoon office at 5523A Young Street.  
**PLEASE DO NOT MAIL CASH.**
- Once the donations are received by Brigadoon staff, they will be verified on the fundraising site and will appear on your honour roll and total funds raised.
- Please have all cheques made out to "Brigadoon Children's Camp Society" or "Brigadoon Village" and have the donor write your name in the "memo" field of the cheque. Cheques can be either mailed or dropped off at the Brigadoon office at:  
5523 A Young Street, Halifax, NS B3K 1Z7.
- E-transfer is also available, please send to:  
**eft@brigadoonvillage.org** - no password required.  
\*It is important to make a note in the comments field as to who the funds are supporting [your name] and the donor's details.



{ Adding Off-Line Donations to Your  
Personal Fundraising Page }

## 1 LOG INTO YOUR PARTICIPANT CENTRE TO ENTER A NEW PERSONAL DONATION.

You have 1 contacts that you have not emailed. Consider contacting them about your fundraising effort.

**Me**

**Your Fundraising Progress** [Edit Goal](#)

\$0.00 \$100.00

**Badges**

Badges are fun things you can earn.

**Personal Donations** [Add](#)

No donations found.

**Personal Page**

**Personal Page URL:** [https://events.brigadoonvillage.org/site/TR/PersonalFundraising/General?px=1017643&pg=personal&fr\\_id=1050](https://events.brigadoonvillage.org/site/TR/PersonalFundraising/General?px=1017643&pg=personal&fr_id=1050) [URL Settings](#)

**Title** [Edit Content](#)

Welcome to My Personal Page

**Body**

I am fundraising in support of Brigadoon Village. Help me send kids to camp!

**Brigadoon's Mission:** Brigadoon Village passionately transforms the lives of Atlantic Canadian children and youth living with health conditions and other life challenges to help them reach their full potential through experiential learning, meaningful connections and exceptional fun.

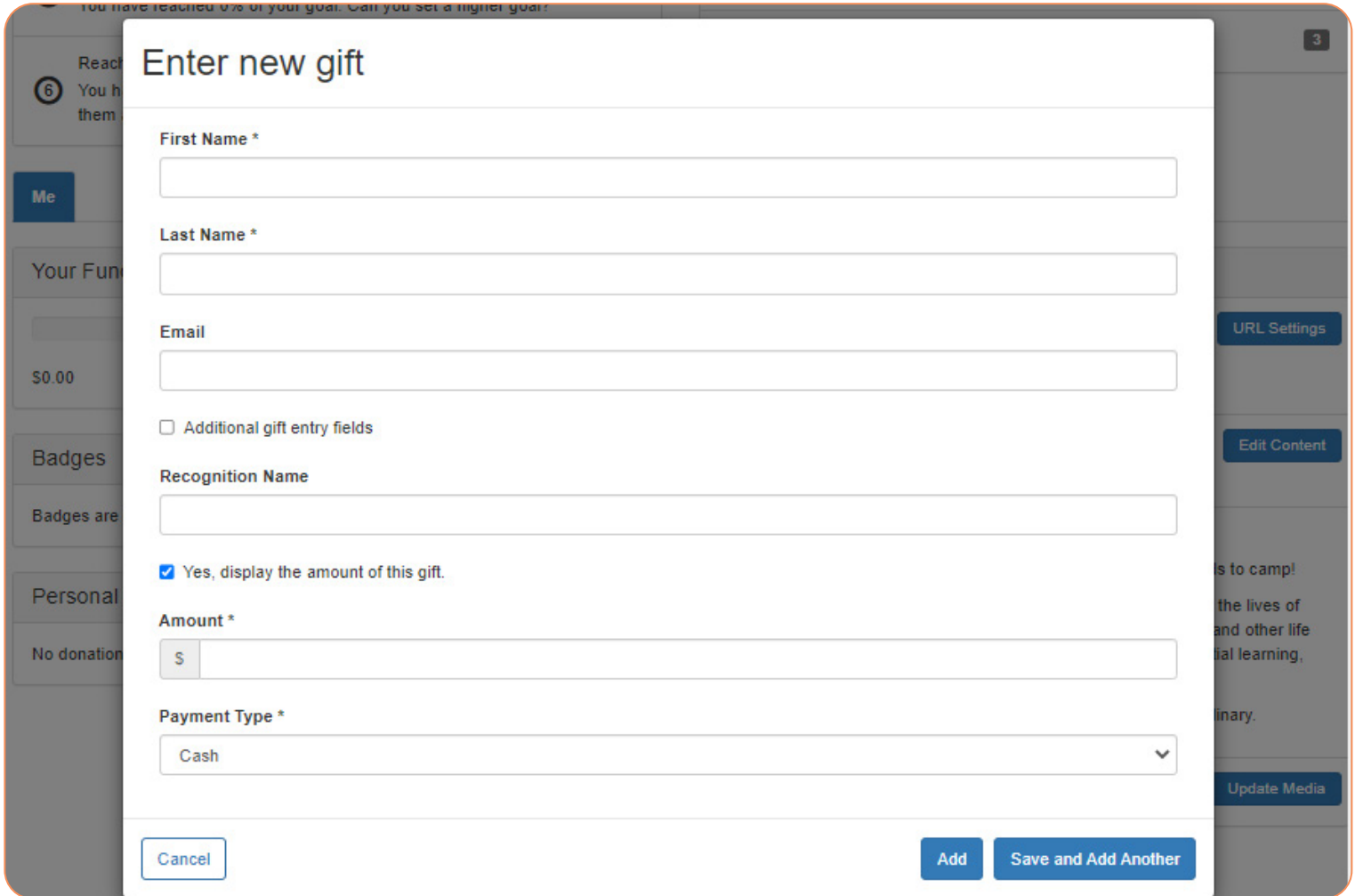
**Brigadoon's Vision:** Giving extraordinary kids a chance to be ordinary.

**Photos/Video** [Update Media](#)



## { Adding Off-Line Donations to Your Personal Fundraising Page }

### 2 ENTER THE NEW GIFT INFORMATION



The screenshot shows a web interface for entering a new gift. The form is titled "Enter new gift" and is set against a background of a fundraising page. The form fields include:

- First Name \***: A text input field.
- Last Name \***: A text input field.
- Email**: A text input field.
- ☐ Additional gift entry fields
- Recognition Name**: A text input field.
- ☒ Yes, display the amount of this gift.
- Amount \***: A text input field with a dollar sign (\$) icon.
- Payment Type \***: A dropdown menu with "Cash" selected.

At the bottom of the form, there are three buttons: "Cancel", "Add", and "Save and Add Another".

## { Adding Off-Line Donations to Your Personal Fundraising Page }

3

THE INFORMATION WILL SHOW UNDER PERSONAL DONATIONS AND WILL BE POSTED TO YOUR PROFILE ONCE THE FUNDS HAVE BEEN RECEIVED AND VERIFIED BY BRIGADOON.

Me

Your Fundraising Progress

\$20.00

\$100.00

Edit Goal

Badges

Badges are fun things you can earn.

Personal Donations

Add

↓

Maddy Graves	May 2	\$20.00	<div>👍</div> <div>✉</div> <div>🗑</div>
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Personal Page

Personal Page URL:

<https://events.brigadoonvillage.org/General?px=1017643&pg=personal>

Title

Welcome to My Personal Page

Body

I am fundraising in support of Brigadoon's Mission: Brigadoon Atlantic Canadian children and youth challenges to help them reach the meaningful connections and experiences.

Brigadoon's Vision: Giving extra

Social media is a powerful tool for fundraising. You can quickly expand your reach – and your fundraising dollars – by sharing your updates on your social media accounts. You might feel like you're sharing too often but it's important to remember that it typically takes a person hearing a message three times before they're compelled to act.

- **Consider making your first post an awareness-raising post.**

*For example:* I'm really excited to share with you that I've created a Birthday Fundraiser in support of Brigadoon Village. To help ensure that kids from across Atlantic Canada who live with chronic health conditions can have the opportunity to attend camp at Brigadoon Village, I will be trying to raise \$XXXXX. I hope that you'll be able to help me meet this goal.

- **Your second post, perhaps halfway between your first post and the event date, can include a more direct ask.**

*For example:* With just XX weeks to go, I've already raised \$XXXX through my Birthday Fundraiser for Brigadoon Village. More than 80% of the kids who attend Brigadoon's camp need financial support to do so. It would mean a lot to me – and to these kids – if you'd be able to honour my Birthday with a donation. Every dollar counts and is much appreciated!

- **Your third post should create that final sense of urgency.**

*For example:* It's hard to believe that the big day is almost here! I still need to raise \$XXX to meet my fundraising goal. I know it just looks like a number here on (Facebook, Instagram, Twitter) but what this goal really represents is the funds needed to send XX child/children to camp at Brigadoon. Please help give extraordinary kids the chance to be ordinary at Brigadoon Village!

## Other Social Media Tips

- Your Facebook friends and followers on Instagram or Twitter might be acquaintances or friends you haven't been in touch with for many years. Don't let that discourage you from sharing posts publicly but remember that you may have to follow up with direct messages with close friends and family to move closer to your goal. Even if your social media posts aren't driving up your fundraising dollars as quickly as you'd like, remember that awareness-raising is important and the more people who know about Brigadoon Village and our amazing campers, the better!
- Make your posts visually appealing. Use photos, videos and graphics where possible.
- Use your voice – and your face – to make your posts more personal. Consider uploading a short video explaining why you're raising money for Brigadoon and what makes Brigadoon such a special place. If you've raised money for Brigadoon in the past, tell a little story about how it felt to do so and the impact the event had on the kids who attend Brigadoon.
- Encourage engagement in your posts. Find ways to get your friends and followers to interact with your posts.
- Ask questions like, "Did you go to camp as a kid? What was your favourite camp song/activity?" Engagement with your posts increases the likelihood that they'll appear in as many timelines and feeds as possible.
- One of the easiest ways to make sure people keep giving toward your goal is to demonstrate how much you appreciate the support you're receiving. While you won't typically want to come out and name individual supporters in your social media feeds, send out the occasional, "I'm so grateful for all of you supporting me in raising funds for Brigadoon Village."
- Make it easy for people to give – don't forget to share the link to your personal fundraising page!
- Tag other accounts, including Brigadoon's, to expand your reach.  
Follow each social media post with **#ITTAKESAVILLAGE** and tag Brigadoon's social media channels:  
**Twitter** @Brigadoon   **Facebook** @BrigadoonVillage   **Instagram** @brigadoonvillage