

Fundraising Toolkit



Wilder
INSTITUTE
Calgary Zoo 

START YOUR FUNDRAISER

1 Create your own free fundraiser on **CanadaHelps**.

2 Select the Wilder Institute/Calgary Zoo as your charity of choice and select where you would like to direct your funds. You can pick from a multitude of areas, including Area of Greatest Need, Animal Wellbeing, Wildlife Conservation, etc.

3 Pick your type of fundraiser, fundraising period, and goal amount.

4 Share your fundraising story. Inspire your friends, family, and co-workers to support the cause through your fundraising story. The better they connect with your story, the more likely they will donate. Be sure to not just tell them what the cause is, but why the cause is important to you.

5 Personalize your page with photos, videos, and testimonials.

6 Congratulations, your Fundraiser is ready! Make sure to share your page and your fundraising progress often using the social media and email sharing features on your published page. You can also edit your page and track your donations from the Fundraising tab on your CanadaHelps account.



FUNDRAISING TIPS



Set a goal! It's a clear measure of success and serves as a motivational tool for your fundraising campaign.



Remember to share your fundraiser! You can share on social media or through your friends and family.



You can keep everyone updated on your progress with regular posts and invite others to join your mission!



Bake sales, garage sales, walk-a-thons, and runs are all great examples of fundraising events!



Be enthusiastic! The Wilder Institute/Calgary Zoo can equip you with the knowledge to communicate with conviction about your fundraising efforts.



Make a self-donation! Boost your fundraiser by making a self-donation, demonstrating your dedication to the cause to other potential donors.



Remember to say thank you and thank you for supporting wildlife conservation!



FREQUENTLY ASKED QUESTIONS

Can the Wilder Institute/Calgary Zoo help me with my fundraiser?

We can provide technical support for your fundraising page, as well as support materials such as info graphs, etc. We cannot promote your campaign or share any donor information or reimburse any expenses for your fundraiser.

Where do the funds raised go? Can I donate to my favourite animal?

You can direct your funds to any of our featured campaigns such as the Area of Greatest Need, Wildlife Conservation, or Animal Wellbeing. We greatly appreciate support to our cherished animals and ask that you direct your funds to the Wilder Institute/Calgary Zoo's Animal Wellbeing fund and join your zoo in providing dynamic habitats and engaging enrichment activities for the animals that live at the Wilder Institute/Calgary Zoo.

How will the information collected through my fundraiser be used?

The information collected will be used for issuing tax receipts, recognition, Wilder Institute/Calgary Zoo updates and opportunities to further support wildlife conservation.

Can I get a special experience with an animal if we raise a lot of money?

While we greatly appreciate any funds you raise, we are not able to offer special animal experiences.

What kind of materials can I access?

Online, you can find amazing content and images for the Wilder Institute/Calgary Zoo's programs and work. If you want more detailed information, please don't hesitate to reach out.

Will my donors and I receive a tax receipt for the amount raised?

If you are fundraising online through CanadaHelps, our recommended platform, all donors will receive an immediate tax receipt. For offline fundraisers, we are unable to provide tax receipts for donations under \$10. If you would like all participants or donors to receive a tax receipt, please ensure to collect complete information (full name, address, email address, and donation amount) for tax receipts. We cannot issue e-receipts.

Can I come to the zoo to make my donation?

We would love to celebrate all fundraisers and donations in-person, but unfortunately, we may be constrained by time and staff resources. Please reach out to a member of the Development team prior for more information.

SUPPORT OR QUESTIONS

For additional support or questions, please email:

Jordy Nomura,
Development Officer, Annual Giving
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