



GO! 100



Fundraising Guide

Use the enclosed tips and resources to help you reach your GO! 100 fundraising goals.

mcco.ca/go-100

For questions about this guide or fundraising for GO! 100, please contact: justinarmitage@mcco.ca

Overview

100 years ago, we did something unprecedented to ease suffering in the world. Together, we will do it again!

As the world is impacted by COVID-19, vulnerable and displaced people have become even more vulnerable to illness and suffering.

Your participation and support of GO! 100, will ease suffering and prevent illness for families and individuals in over 50 countries worldwide by providing much needed assistance.

Each donation to GO! 100 is a gift of hope.

In this guide, you will find helpful tips and resources to assist you in bringing together your loved ones and community to join and GO! with you, hand in hand, to reach your personal fundraising goal and make a greater impact together!

Thank you for joining us in responding to the needs of our vulnerable neighbours!

Good luck!

Getting Started

Before you set off to complete your challenge, there are a few things you need to do.

Decide your who, what, when, where and how.

Who will you be doing the challenge with? “Teamwork makes the dream work”. Consider gathering a team to help you build more support, enhance the fun and perhaps add some competition!

Want to GO! solo? No problem! There is no limit to how you can make a difference!

What will your challenge be? Be creative! Consider what will encourage others to support your tangible efforts.

When will you complete your challenge? Though the challenge **begins June 15, 2020**, you are free to choose the start and duration of your challenge. A shorter end date is always helpful to keep you on track, encourage donations and enhance the challenge factor.

Where will you be doing your challenge? Please follow current social distancing restrictions set by the government, public health and safety authorities!

How will you be raising donations and reaching out for support? Create your online **Giving Registry** to make it easy for anyone to support you. For offline, cash or cheque donations, use the **printable sponsorship form** to help you track your donations, and so we can send tax receipts for donations of \$20 or more.

How will you reach out for donations? Make a list of everyone you would like to reach out to for donation requests. Consider whether you will ask for donations in person (if permitted by social distancing restrictions), call, email, text etc. Direct contact, as opposed to mass outreach or sharing publicly on social media, is the best way to obtain donations. Don't be afraid to ask for specific donation amounts, but consider who you are reaching out to and their abilities to support you.

Setting up your Giving Registry

When setting up your giving registry, remember to include information on why you are doing the challenge and what donations will support. Be sure to **add something personal about yourself** and **why supporting vulnerable people through MCC** is meaningful to you. **This guide includes impact stories for your social media posts** that explain the impact donations will make. Feel free to use one of these stories in your giving registry description to help you demonstrate the impact your supporters will be making alongside you.

If you are **not** setting up an online giving registry, please email justinarmitage@mcco.ca to register by email so we know that you are participating in the challenge!

For any inquiries about GO! 100, please email justinarmitage@mcco.ca.

Need help brainstorming a challenge for GO! 100? Below are some challenge ideas to help inspire you!

- Read 100 poems aloud
- Sing 100 hymns
- Sew 100 school kit bags for MCC (or sew 100 quilt squares)
- Donate 100 items to MCC thrift
- Eat 100 mini donuts (or another food item)
- Make 100 welcome cards for newcomers
- Complete a 1,000 piece puzzle in 100 hours
- Binge watch movies or shows for 100 hours
- Run or walk 100 flights of stairs
- Do 100 push-ups or 100 rep workout
- Host a 100 hour video game marathon with your friends
- Play board games for 100 hours
- Host a 100 person virtual choir event
- Golf 100 holes or rounds
- Cycle, run, hike, skate, swim 100kms
- Ride a horse for 100kms
- Dance non-stop for 100 hours
- Colour 100 colouring pages
- Do 100 random acts of kindness
- Host a 100 cake or pie bake sale (adhere to physical distancing restrictions)
- Shoot 100 basketball hoops in a row
- Swim 100 laps in a pool or lake
- Draw 100 doodles for MCC's 100
- Give away 100 flowers
- Make 100 MCC themed origami
- Host a virtual Bingo game with 100 people
- Make a 100ft sculpture out of cake
- Memorize and recite 100 bible verses
- Play your favourite Mennonite game for 100 hours non-stop
- Knit 100 potholders for MCC thrift

Get creative, but make sure it's challenging and realistic for you.

- **Feel free to complete your 100 challenge over a set time period.**
i.e. Complete 100kms of cycling in 5 days
- **Why not repeat your 100 challenge over a set time period?**
i.e. Dance non-stop for 100 mins every day for 10 days



Fundraising Tips

Below are five simple tips to help you raise donations and reach your goal!

1. Set a time frame: Pick a start and end date for when you want to complete your challenge and reach your goal.

Having a date to reach your goal will help encourage prompt donations, as it creates a sense of urgency from your supporters. It will also help motivate you in your challenge and increase your drive! Be sure to communicate your time frame when sharing about your giving registry.

Shorter timeframes are more ideal than long ones. A good time frame to complete your challenge is 7 to 14 days.*

**Feel free to challenge yourself to an even shorter date if you believe you can get the support.*

2. Reach out to your close connections first!

Ask those closest to you to donate to your challenge first before sharing your giving registry publicly, reaching out to neighbours, community groups, or local businesses you support. Demonstrating progress in your fundraising efforts encourages more support from your broader network!

3. Get personal: Share honestly why you are doing the GO! 100 challenge.

- Do you or your family have a historical connection to receiving support, volunteering, or working with MCC? Share about that experience and how it made an impact on your life.
- Maybe you're an avid hiker or bike rider and this is an opportunity to do something you love and help someone in need who does not have the ability to help themselves.
- Perhaps you have thought of doing a particular challenge but never got around to doing it until now, and now you can also make a difference!

Whatever it is, share your personal connection to let people know your 'why'. Do this through your giving registry, social media and direct contact.

4. Use visuals: Share videos and photos of you or your team doing the challenge or talking about it!

Use the additional *social media photo posts* we have created for you to help you share about the kind of impact you and donors will make by donating to your giving registry or participating in the challenge. Use them in emails too if asking for donations privately.

5. Thank your supporters: Thank everyone who donates privately and publicly!

Use the digital Thank You images we've provided for you to help you thank your supporters or reach out to them by phone to express your appreciation.

GO! 100



Raise up to \$1000 in one week!

CONGRATS!

You just helped bring health care and more to families like Chubaka and his 8-month-old son, Nahuma.



Day 1

Create your giving registry and make a \$100 donation (10% of \$1,000).

Day 2

Gather a team of five to join you in the challenge. Ask each member to make a \$75 donation.

Day 3

Share your giving registry with five co-workers and ask them to donate \$15.

Day 4

Email your closest family members and ask them to donate \$20.

Day 5

Share your giving registry on social media and tag five friends to donate \$10.

Day 7

Approach a club, business, or two friends to sponsor you for \$200 (\$100 each).

Day 6

Post about your challenge on social media and include a video or photos of you doing the challenge.*

**See 'Social Media Posts'*



\$100

\$475

\$550

\$650

\$700

\$800

\$1,000

BONUS TIP!

Post beyond your Facebook and Instagram timelines. Share your post in FB messenger individually and on your FB story. Share your IG post on IG stories or make a video post directly in your IG stories to get more views.

GO! 100 Social Media Posts



Need help spreading the word about the GO! 100 challenge?

Use these social media posts for inspiration!

“I’m raising money for @mccpeace #GO100challenge, and I need your help! Even a small donation would assist me in reaching my goal of \$_____. With a donation of \$10, you can help provide personal protective equipment to front-line workers in Ukraine or the Democratic Republic of Congo (DRC) who are providing health care support to displaced people and extremely high risk groups. Read more about my campaign and donate to my giving registry here: (link) #mccpeace

Thank you to my amazing friends and family who have supported my participation in the #GO100challenge by helping me raise \$_____ for @mccpeace! There’s still time to donate: (link) Please help me reach my goal! #mccpeace



I just signed up for #GO100challenge and will be (challenge) 100 to raise money for @mccpeace. Help me reach my goal: (link)

I’m supporting vulnerable and displaced people worldwide by raising \$_____ for @mccpeace through #GO100challenge! Will you donate? (link)

We did it! Together we raised \$_____ to help @mccpeace respond to basic and emergency needs of our most vulnerable neighbours around the world! *(include something about your experience completing the challenge and link your registry)* #GO100challenge #mccpeace

It’s Day ___ of my #GO100challenge to *(insert your 100 challenge)* and I’m only \$_____ from my \$_____ goal! Thank you to everyone who has donated so far! Help me support those who are most vulnerable at this time! Any amount makes a difference! Donate to my giving registry here: (link) #mccpeace

Remember to tag @mccpeace and use hastags #GO100challenge and #mccpeace in all your posts!

BONUS TIP!



Include link to your giving registry in bio.



Keep tweets short and visual.
Don’t forget the link!



Get personal about why you’re doing the challenge. Use visuals!



Donation request email template

Use the below email template to help obtain sponsorships from your personal and local business connections (i.e. coach, neighbours, dentist, hairstylist, sports team).

Dear (insert name),

I am fundraising to help respond to the critical needs of families and individuals made extremely vulnerable by the COVID-19 pandemic. Through Mennonite Central Committee (MCC), I am participating in MCC's GO! 100 challenge where I am (state your challenge - include activity and duration of your challenge), and I could really use the help of (community members, friends, neighbours, local businesses) like (you/yours). MCC works to respond to basic needs of vulnerable people and works to build peace and justice both locally and globally (insert 1-2 sentences of what this challenge means to you, personal connection to MCC's work and resulting impact on the local community).

So far, the community has helped me raise (insert total raised to date) toward my fundraising goal (insert how much you still need to reach your goal). That's where (you/your business) comes into the picture.

Would you be interested in joining me on my fundraising journey by making a contribution to my cause? A gift of any amount (insert amount if you are requesting a specific dollar donation) can make a difference.

To donate, simply click the link to my fundraiser below:

(insert link to your giving registry)

I'd love to talk about my fundraiser in more detail, so please don't hesitate to contact me.

Gratefully yours,

Your name

Your contact info

BONUS TIP!

Feel free to further personalize this template for your close connections. Be sure to thank business donors publicly and personally for their contributions to your giving registry.