

# You can help



**SAFEGUARD  
COASTAL  
CARNIVORES**

[www.coastalcarnivores.ca](http://www.coastalcarnivores.ca)



Photo by Brad Hill



# SAFEGUARD COASTAL CARNIVORES

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## Help us safeguard coastal carnivores in the Great Bear Rainforest

Working with our Coastal First Nations partners, our goal is to permanently end commercial trophy hunting of all large carnivores in the Great Bear Rainforest.



## You can help

You can help safeguard coastal carnivores of the Great Bear Rainforest. Beyond making a donation we've now made it easy for you to create your own online fundraising team.

Whether you are an individual or a local business, this guide will help you get up and running with your fundraiser. There are helpful resources, tips, and advice to make your fundraising a successful and rewarding experience.

Don't be a stranger! We are here to help, so please reach out so that we can support you.

The Raincoast Team

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# How to get started

## 01. Plan your campaign

A basic fundraising plan can make all the difference to your success. A little time to prepare a plan of action for your fundraising campaign will give you the best shot.

You should think about:

- » Whether to register as an individual or team.
- » What you will do to fundraise. Be practical, fun, and creative!
- » Pick a great team name.
- » Setting attainable goals and realistic deadlines.
- » Think of your pitch and how you will be telling your story.
- » Assembling materials for your fundraising page - choose elements (images, video, stories, etc.) that will evoke emotions and help donors connect to the cause.
- » Making a list of people you plan to ask for donations and how you'll reach them. This list can include people you know (e.g. friends, family, colleagues) as well as influential leaders, local business owners, and other community members.

### Local business

A great way to engage your customer is to support a cause they care about. Creating your own fundraising page allows you to share your fundraising efforts with customers.

- » Create a unique product, like our #GrizzlyBar, and donate proceeds.
- » Match employee and/or customer giving.
- » Engage your staff in fundraising as team.
- » Host a community event.

Local businesses can donate a portion of a day's proceeds, match employee giving, or more. The first step is to start a team in your name and we'll follow up.





## 02. Set up your campaign page

Once you have a plan, register at  
<https://www.raincoast.org/fundraiser/>

Most people who sign up to fundraise, will sign up as an individual. This works brilliantly in the majority of cases and you can still work with other people. Sometimes folks also want to be part of an existing team, or start a new team.

 **Join as an Individual**

 **Create a Team**

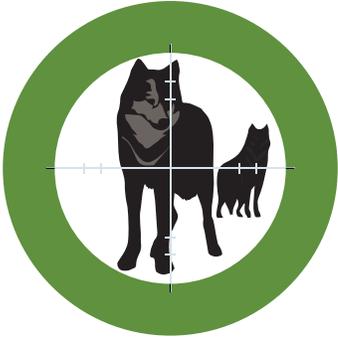
 **Find a Team or Person**

**Individuals:** this creates a single fundraising URL and is best if it's just you doing the fundraising.

**Teams:** this creates a team URL and also multiple team member URLs. This is great for a dedicated (and competitive) group such as workplace colleagues, classmates or other family members. You can all compete to raise the most individuals while all contributing to your team goal.

If you're not sure, do the individual option!





Twitter   
@raincoast

Facebook   
Raincoast Conservation  
Foundation

Instagram   
@RaincoastConservation

## 03. Telling your story to spread the word

Creating a good story is key to engaging your supporters. How will you let people know what you are doing?

### Social Media

- » Post the link to your campaign page to Facebook, Instagram, Twitter and put your friends just one click away from donating.
- » Use hashtags to help potential supporters donors find your cause. E.g. #conservation #wildlife and of course, #safeguardcoastalcarnivores.
- » Keep your message short and concise.
- » Include an image, video, or another visual to draw attention.
- » The goal is to get as many people as possible to visit your campaign URL donate, so make sure you include it.
- » Always add the page link to your campaign to make sure you hit your target.
- » Tag Raincoast.
- » Find us! Add social outpost links.

### We can help

We already have a great collection of images, graphics and video for you to use: <https://www.raincoast.org/resources/>

### Getting people together

Can you bring your friends together to engage them in the campaign?

- » What about a movie night, open mic to bring your network together?
- » Can you host a potluck or a private dinner?
- » If you can raise a crowd we can provide a speaker.





## Email

Email is still effective and allows you to contact a whole group or message people individually

- » Be specific and let people know what you want them to do.
- » Greet people by name and personal email.
- » Don't forget family members, work colleagues, sport teammates, class peers and friends. These people like you and want to hear about your project.

## Local Media outlets

- » Consider reaching out to your local newspaper or other media channels to see if they'd be willing to highlight your campaign.
- » This provides an opportunity to explain the goal to end commercial trophy hunting, why it's important, how we're working to end it, and your plan to raise money to help us buy the commercial tenures.

If joining as part of a team, divide and conquer tasks. Fundraising can be a lot of work so ensure you have enough people-power available to make the most of the experience.

## 04. Maintaining the momentum of your campaign - Tips and advice

- » Stay connected.
- » Use email and outreach early and often.
- » Post regular updates, replies on progress and celebrate progress.
- » Reach out to quiet fans - send personal emails to individuals who showed interest but have not yet backed your campaign.
- » Thank and acknowledge donors frequently (within 1-3 days after they contribute).

## Don't forget

- » People like getting tax receipts for their donations so be sure to remind them that they get a receipt when they give to your campaign page.





## 05. Contact us

We need your help to Safeguard Coastal Carnivores and we are here to help you. Feel free to call or email, let us know what you are planning and we can support you directly.

[maureen@raincoast.org](mailto:maureen@raincoast.org)

### Important links

- » <https://www.coastalcarnivores.ca>
- » <https://www.raincoast.org/fundraiser/>
- » <https://www.canadahelps.org/en/charities/raincoast-conservation-foundation/p2p/nadeea/>

