

5x5 Challenge Fundraising Guide

Thank you for being part of the 5x5 Challenge in support of Advocacy Canada! Every dollar you raise will help create safer, more connected, and more inclusive communities for 2SLGBTQIA+ individuals across the Okanagan and beyond.

This guide is designed to help you feel confident, prepared, and supported throughout the 5x5 Challenge. If you have any questions, please do not hesitate to contact us at info@advocacy-canada.lgbt and we will be able to support you.

Start With Why.

People give to people. Your story is one of the most powerful fundraising tools you have. Think about:

- Why did you join the 5x5 Challenge?
- Why does Advocacy Canada matter to you?
- What kind of impact do you hope to create?
- What does community, inclusion, or belonging mean to you?

Personalize Your Fundraising Page

You have your own personal or team fundraising page through Zeffy. People are more likely to donate when they feel connected to your story. Make your fundraising page personal by:

- Adding a photo
- Sharing your Why.
- Setting a fundraising goal. We hope each Participant will raise \$250 for the campaign but make sure you set a goal that is realistic to you!
- Consider making the first donation yourself to show your commitment to the cause.

Fundraising Ideas

Personal Outreach

Start with the people who already care about you and the things you care about: friends, family, neighbours, businesses you frequent, networks, community groups, teams, or clubs that you are a part of.

Be personal with your outreach. A personal ask by text, email, social media, or a personal conversation will help get the ball rolling as well as give you an opportunity to explain why supporting Advocacy Canada's work is important to you.

Workplace

Your workplace can be a major fundraising supporter. You might want to think about asking your employer to:

- Make their own personal or company donation.
- Match employee donations or your fundraising goal.
- Share the campaign internally through email or staff newsletters.
- Promote your fundraising link on their social media channels.
- Set up a donation jar in the office.
- Host an employee fundraiser to help meet your goal.

Events

You may want to host your own event to raise money. Here are some easy event ideas you can consider!

- BBQ or Picnic: Provide food and ask guests to donate to attend. Add a Pride theme to make it more on brand.
- Fitness Class: Ask a local gym or fitness studio to donate proceeds from a class.
- Garage Sale: Collect items from friends or neighbours and donate sales to your fundraiser.
- Lemonade Stand: A family-friendly way to raise awareness and donations in your neighbourhood.
- Car Wash: A classic fundraising idea!
- Bottle Drive: Collect cans and bottles from neighbours and friends.
- Craft Sale: Sell handmade items, artwork, or Pride-themed crafts.
- Board Game Night: Host a game night and ask guests for a donation to participate.
- Restaurants: Partner with a restaurant willing to donate a percentage of sales from one night or for one menu item. They may want to create a custom drink and donate proceeds to your fundraiser!

Social Media

Advocacy Canada will be providing social media content for your use. However, your personal connection and story (your Why!) is important to make that meaningful connection. Consider these content ideas when posting:

- Share your “why”.
- Introduce yourself and/or your team.
- Share facts about inclusion and community impact.
- Celebrate your progress.
- Thank donors publicly (as long as they don’t mind!).

Donor Stewardship

Gratitude helps strengthen community and encourages future support. A personal text or email, or a social media shoutout are quick and easy ways to make them feel appreciated.

Remember: You Are Making a Difference

By participating in the 5x5 Challenge, you are helping create:

- Safer spaces.
- Stronger community connections.
- Greater visibility and inclusion.
- Support for 2SLGBTQIA+ individuals and families.
- Opportunities for advocacy, education, and belonging.

Thank you for showing up, speaking out, and fundraising for an important cause!

Let’s Get You Started!

Your first step is to create your personal fundraising page:

- Open this [link](#) to view a getting started illustrated guide
- Click the campaign page link [here](#) to create your page.