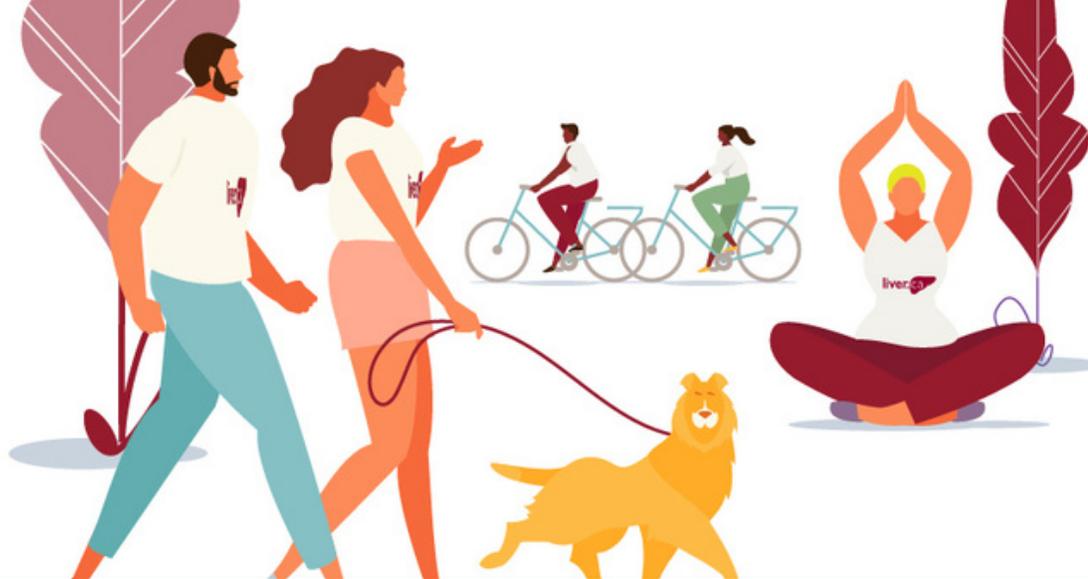




STROLL FOR LIVER



What's Next?

1. If you haven't already, head to www.strollforliver.ca to register. You can register as an individual participant or as a team captain.
2. Update your personalized fundraising page with details of your chosen activity and your fundraising goal.
3. Recruit supporters! Invite friends, family, colleagues, neighbours — even your hairdresser—to join your fundraising team or to make a donation.

This is where your creativity can really pay off! Use your imagination about who you approach for support and how. Do you put out the word on social media? Put up a lawn sign? Make T-shirts? Maybe you want to do a community car wash or sell custom face masks.

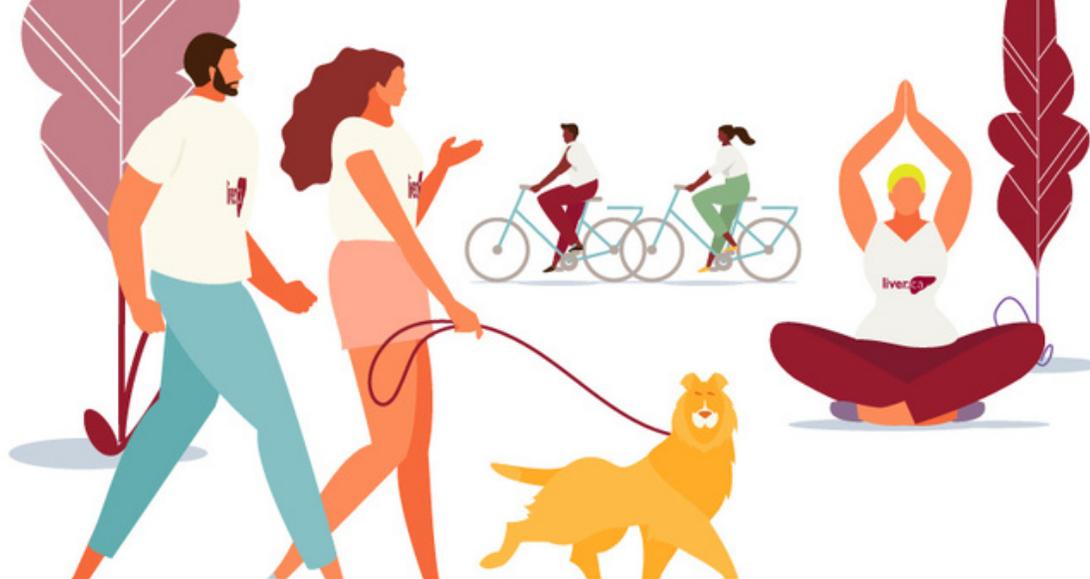
As you connect with people, don't forget to educate them about liver disease and why this is such an important cause to support. If you have a personal story about liver disease, consider sharing that with them. Let them know that you are a partner of the Canadian Liver Foundation and that, as an organization, we are passionate about making a difference in the lives of those who are living with liver disease and about bringing liver research to life.

When donations start rolling in, don't forget to find a special way to say thank you to your supporters! A personal note or email from you will go a long way towards letting them know how much they matter to you, to the Canadian Liver Foundation, and to all the Canadians living with liver disease.





STROLL FOR LIVER



Fundraising Tips

Tell People Why

Let people know why you're fundraising. If you have a personal reason, tell your story. Remember to let people know how their support will make a difference in the lives of people living with liver disease. (You can refer to our general information under "Your Impact" or browse our website to find specifics.)

Always Ask

The number one reason people donate is very simple: because someone asked them to!

Ask Personally

Share your story, not just statistics. Connect with your donors by sharing your personal story living with liver disease. And this will not only help raise funds but also raise awareness.

Ask Everyone

Go beyond your family and friends. Think about your neighbours, co-workers, doctor, barista, grocery clerk... anyone you are in contact with.

Ask Big

If you ask someone for \$100, you might just get \$100! Or perhaps you'll get \$75 or \$50. Whatever the case, it never hurts to think big and ask big.



Always Be Ready

Keep a printed copy of your pledge form with you so people can donate on the spot when they see you. Also, keep your fundraising page on your mobile phone, so you can collect digital donations anywhere you are.

Ask Confidently

We know you might feel a bit uncomfortable asking for money, but remember that you are not asking for yourself. You are asking for funds to support thousands of Canadians who need help and to find a cure so that we can all enjoy a world without liver disease.

Show Your Support

Making a donation to yourself can inspire friends and family to give to you, too.

Fundraise Online

Nowadays, fundraising online is the easiest and most efficient way for you to get your community involved with our cause. When you register online, you get a personalized fundraising page. It's really easy to direct your supporters to your page, and it's really easy for them to make a donation there.

A personalized fundraising page will help your supporters feel connected to you and your cause. Here are some tips for making your page your own:

- Set a goal. Your goal should be challenging but realistic. For example, you may invite 45 friends to donate \$25 each; if you think that 30 of them will donate, make your goal \$750. Having a target will motivate both you and your team (if you're in one) and will make you more likely to achieve your goal!
- Add a photo. People like giving to people, not faceless organizations, so don't be afraid to include lots of pictures. Plus, seeing you active and healthy may inspire others!
- Tell your story. Yes, we've said this before, but it is worth repeating here, because sharing your story on your fundraising page is an immediate reminder to those about to donate exactly why their help is so very important.

Create Your Own Initiative

Get creative and host your own fundraising event or activity that will involve your entire community! Car wash? Used book sale? The sky's the limit!

Promote Your Fundraising

Use social media to share your message on Facebook, Instagram, Twitter, TikTok or anywhere else your friends hang out online. Use those platforms to inspire your friends to get involved in our cause. Tell your Facebook friends that you are fundraising to support liver research, then share your fundraising milestones as you go to keep them interested in your progress!

We can also help your social media efforts by 'liking' and sharing things that you post using the hashtags #strollforliver or #canadianliverfoundation. And we will be posting, too! Keep an eye on our social media – you just don't know when you might see yourself or someone you know!

Not sure how to navigate the website? Questions about how to get more attention on social media?

Feel free to ask for help. Contact us at CLF@liver.ca.



We're here to help

It's important that, even though we can't all get together in-person this year, you feel connected and part of our huge Canadian Liver Foundation fundraising team. You are never alone in your STROLL for LIVER efforts! We are here to support you and help you be a major success!

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Canadian Liver Foundation
Fondation canadienne du foie