

FUNDRAISING TIPS

You want to take action and raise funds for Development and Peace - Caritas Canada during this Lenten season? Share Lent is the perfect opportunity to organize an event in your community that brings people together while collecting donations for Development and Peace.

Organizing a fundraising event will help educate those around you about Development and Peace's social justice work, and you can make connections while having fun.

Before you start, become informed!

It's not always easy to ask the people around you to support a cause. Having information about the organization and its mission is a good starting point. Below you will find some arguments to make it easier for you to ask for donations. We suggest you use Share Lent resources, such as the Mini-magazine or the Solidarity Calendar, to help spread the word about Development and Peace.

1. Present the mission of the organization

Development and Peace – Caritas Canada is the official international solidarity organization of the Catholic Church in Canada and the Canadian member of Caritas Internationalis.

Development and Peace's approach is unique. Its mission is to provide long-term support for partner organizations in the Global South that put forward alternatives to unfair social, political, and economic structures. This involves supporting the actions of local communities so that they can take control of their destiny and their own development.

For over 50 years, Development and Peace has supported more than 15,200 projects in 100 countries. This represents nearly \$600 million invested in Africa, Latin America, Asia, and the Middle East.

In Canada, our movement of 10,000 members brings to life our education, mobilization, and fundraising campaigns, inspiring thousands of Canadians to take action for change.

Since 1967, over 3.5 million signatures have been collected and sent to the Canadian government, calling for greater social justice. These signatures have supported such causes as:

- The struggle to end apartheid in South Africa;
- Holding the Argentine government accountable for finding children who disappeared during the dictatorship;
- Denouncing poor working conditions in Nike and Levi's factories; and
- Calling for the creation of an ombudsperson to ensure responsible practices on the part of Canadian mining companies.

2. Present the various ways people can give to Development and Peace

Make a one-time gift

- Online at devp.org/give and immediately receive your tax receipt
- By telephone at 1 888 234-8533
- During your parish collection for Share Lent
- Text PEACE to 45678 to give \$10

Give monthly: Share Year-Round

- Share Year-Round is a simple and efficient way to give. Regular donations enable Development and Peace to provide long-term support to the activities of communities in the Global South and reduce administrative costs.

- A tax receipt for the total amount of your donations made throughout the year will be mailed to you in February of the following year.
- To learn more or to Share Year-Round: devp.org/shareyearround.

Other ways to give

- Planned gifts, In Memoriam donations, etc. To find out more, go to: devp.org/donate.

Organize a fundraising activity

How to organize a fundraising event

Here are some tips to help you with the process.

1. Be creative

Choose a fundraising activity that fits your interests, strengths, resources and availability, and that will be engaging to your target audience.

2. Determine your goal

Set the amount you would like to raise and plan a budget to limit your expenses. Make sure your goal is simple and achievable.

3. Form a team

Build a small team to help you. Recruit your friends, colleagues, and/or family members. You can also ask businesses in your area to support your event through donations in-kind or sponsorships.

4. Take action

Establish your action plan and obtain the necessary permits. You can often find information on local government websites. Identify and book your suppliers, as needed.

5. Communicate

Mandate someone to promote your activity on social media and/or in your local media. You can send a press release to your local newspaper or make an announcement in its community calendar. Take photos at the event and post them on social media. You could also write a blog post for the Development and Peace website. Share the results of your work by writing to lent@devp.org, tagging [@devpeace](https://twitter.com/devpeace), or by contacting your Development and Peace animator. We can share the success of your event on our website and/or social media, which can inspire others to organize something similar.

6. Say thanks

Last, but not least, contact the people who supported you to thank them and tell them the results of your activity. This strengthens connections and helps to keep donors on board while encouraging them to take part in future events!

7. Send donations to Development and Peace

- Encourage your donors to give online. They will automatically be issued a tax receipt.
- Send donations received during your activity to:

Development and Peace
1425 René-Lévesque Blvd. West, 3rd floor
Montreal (Quebec) H3G 1T7

Cheques and money orders must be made out to Development and Peace.



Visit devp.org/lent/fundraising to:

- Find out if donations from the activity you are organizing are eligible, partially eligible, or ineligible for a tax receipt from Development and Peace.
- Print, complete and send the Organizer's Report.
- Discover more documents to help you organize fundraising activities.



the cause on the jar. You could also ask to leave a change jar in a business or restaurant in your neighbourhood. Note that donations collected in a public receptacle are not eligible for a tax receipt.

Shrove Tuesday treats – Enjoy the last day before Lent by indulging your sweet tooth! Ask colleagues to make their favourite desserts and sell them at the office or at an event to launch the Share Lent campaign in your community.

Soup and bun dinners – In solidarity with our sisters and brothers in the Global South, serve a humble meal consisting of soup and a bun in exchange for a voluntary contribution. Take advantage of this moment to launch the *Together for Peace* Share Lent campaign. Invite a guest who can speak to the importance of dialogue to promote a culture of peace, tolerance, respect, and dignity, which is the central theme of the campaign.

Movie Night – Book a room where you can present one of Development and Peace’s videos such as the documentary that celebrates Development and Peace’s 50 years of solidarity. Go to the Resources section of our website (devp.org/resources) and see the list of available documentaries. Post an admission price or suggest a voluntary contribution.

50/50 Raffle – Ask people to buy tickets (for example, 1 for \$5, 3 for \$10, a whole book for \$25). The amount collected is divided as follows: 50% for the winning ticket, 50% for the cause. Consider incorporating this activity with another event you are organizing so as to collect additional funds. Don’t forget to obtain the necessary permits from the government of your province.

Auction Draw – Sell tickets to attendees and place a lucky draw jar in front of each item being put up for auction. People can deposit as many tickets as they want in the container or containers of their choice. At the end of the auction, a winning ticket is drawn for each lot. Don’t forget to obtain the necessary permits from the government of your province.

Garage Sale – Say goodbye to items gathering dust at home! Alone or in a group, organize a garage sale or a bazaar. You can also sell handicrafts or homemade delicacies. Make sure to clearly indicate the cause for which you are raising funds.

If you have questions about organizing a fundraising event, issuing tax receipts or donating to Development and Peace, you can:

1. Visit our website at devp.org/lent/fundraising
2. Contact the animator in your area
3. Write to lent@devp.org

