



303 Portage Ave, 3rd floor
Winnipeg, MB R3B 2B4

Pledge Form 2017 Instructions

Thank you for taking an active role in our fundraiser! Green Action Centre depends on volunteers like you, and we want to make your fundraising efforts as successful and enjoyable as possible. Please take a moment to read over the following instructions before starting to collect pledges. Remember, this year's top fundraising team will receive winter gear prize pack worth 50\$ and will be recognized at our Commuter Challenge Awards Celebration in June. NEW THIS YEAR: every individual who raises over 50\$ will be entered to win our draw for either a [Hilary Druxman](#) Green Action Centre necklace or a 50\$ MEC Gift Card (winners choice).

- 1) I know **you** know how awesome Green Action Centre is, however, not everyone you're asking for donations has seen us in action. You can take a moment to read [our fundamental principles](#) or use our mission statement to easily communicate the objectives of our work: **We promote greener and better living by sharing practical solutions and advocating for change.** Easy!
- 2) Ensure that all information on the pledge form is legible and written in permanent ink. GAC will be sending out tax receipts for all donations of \$10 or higher, if requested. **Note** – this is an important feature of the campaign, and will help you to increase your fundraising. Make sure you tell all your sponsors about this and clearly ask them if they would like the receipt!
- 3) For smaller donations (amounts less than \$10), your sponsor is not required to offer their mailing address.
- 4) The second column of the pledge form asks for the sponsor's email address. There is a smaller column in the section for the sponsor to indicate if they would like to be added to Green Action Centre's Living Green E-newsletter. They can do so by writing in a Y or N in this column. If the sponsor chooses not to receive our e-newsletter, request that they still provide an email address for administrative purposes during the challenge. They **will not** be added to our email list, nor will their email be shared.

- 5) For this fundraiser you will only be accepting cash or cheque. If your sponsor would like to pay with a credit card, refer them to our website. They can follow the links to Canadahelps.ca and make a donation directly to Green Action Centre. In the message area, please have them indicate that they are sponsoring you by including your full name, team name, and the amount they have pledged, so you and your team will receive credit for the funds.
- 6) Ensure that all cash and cheques are returned to Green Action Centre by **February 24th, 2017**. Prizes associated with fundraising will be announced the following week.

Tips for Fundraising success:

- Ask everyone you know! Whether you have a large network, or a small one, the people you know are always more likely to support a cause you care about!
- Remind people of Green Action Centre's non-profit and charitable status – people are always more willing to give knowing that the cause is registered and the organization is a legitimate corporation.
- Remind your friends and family that all donations count! Loonies and toonies add up quickly and should not be discounted.
- Make it fun! Ask your sponsors to donate to you based on the number of Kilometres you as an individual, or you as a team, have commuted. This is a great way to get your sponsors interested in the challenge – Green Action Centre considers all of your sponsors to be future participants.
- Explain that all donations of \$10 or more are eligible for a tax receipt (if a tax receipt is desired, please collect their full address including postal code for mailing purposes).
- Set a goal. Can you and your team raise as many dollars as kilometre's you've travelled? Share with your sponsors that you want to raise at least \$1/kilometre so that you can reach \$130 as a team!
- If you have any questions about the Green Action Centre and the work we do that may help your conversations with potential sponsors, please contact me! That's a big part of what I'm here for as your coordinator.

If you or your sponsor do want to get in touch or would like any other information, don't hesitate to refer them to our website or have them contact me at:

Elizabeth Shearer

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