



Fundraising 101

THIS IS WHY WE PADDLE!

The Ottawa Dragon Boat Foundation was established to focus and grow the organization's philanthropic efforts. To-date, \$4.3 million has been raised through the Foundation's annual fundraising, benefitting 48 Ottawa area charities. The following guide has been created to help your team raise funds and awareness so your team may help build, strengthen and enhance community life for charitable organizations in Ottawa.

2018 RECIPIENT CHARITIES

The Ottawa Dragon Boat Foundation will be proudly announcing its 2018 charities very soon...stay tuned!

Past recipients have included the Youth Services Bureau, YMCA-YWCA, Helping with Furniture, CHEO Foundation. Ottawa Humane Society, The Royal, MS Society and many more!

GETTING PADDLERS ON BOARD

Participation in raising funds is voluntary; however, teams are highly encouraged to do so. It is reasonable to say most people have busy schedules which do not always allow them to raise funds on their own. As a team, however, you can make raising funds much easier and more enjoyable.

ENCOURAGE THE TEAM

Believe in what you are asking them to do. If your teammates see that you are passionate about your ideas and/or the charities you are fundraising for, that will go a long way in getting them on board and as excited as you are! *Remember, if you don't ask you don't get.* Focus on an activity that will be a team bonding experience that you can remember and laugh at for years to come!

SETTING A GOAL

Look at your team as a whole; it takes the whole team to paddle to the finish line and to be successful at fundraising too. Reach out to your team and set a reasonable goal together.

GETTING ON BOARD AS A TEAM

Recruit one or two people who have the skills and interest to help get paddlers on board so you can work together to get the best results.

Adopting a “culture of philanthropy” means everyone involved on the team understands how they can help and support the team’s overall goal. Many teams make fundraising a part of who they are as a team.

Paddle as a team - Fundraise as a team - Celebrate as a team!



2018 Top Fundraising Team, Draggin' Docs

GET READY TO PADDLE

We thank you for your commitment to our mission and as a leader on your team; we admire your leadership skills and passion. In fact, we share the same level of excitement! Throughout your time spent training, fundraising, and getting hyped up, we are here to help you and your team have a fun and exciting adventure toward the finish line.

When you're part of a team, you have more options when it comes to fundraising. You can explore outside-the-box ideas and get more creative. Put your paddles together to see what you can come up with to further your fundraising power.

FUNDRAISING IDEAS

A great way to have some fun social time with your teammates off the water!

We can help promote your event through odbf.ca's [event page](#) and our social media! Just fill out the [event submission form](#) to give us all the details we need to help spread the word!

At the Office!

Competitions

Devise your own lunchtime competition for your co-workers such as push-up contest, fun relay race, obstacle course or tug of war. Find out what their interests are and plan something that will tap in to their competitive spirit! Here are some examples:

Talent Show

Celebrate your team's talents by putting on a show with your friends or co-workers. Have a "pay to NOT play" policy just in case! 😊

Bake Off

Get team members to bring baked goodies (cookies, cupcakes, etc.) to work and then sell them during coffee breaks or at lunchtime. Have a competition to see whose baked goodies bring in the most donations.

Cupcake War

Who is the Cupcake Boss? Have your co-workers compete in a cupcake bake-off! If you work in a building with multiple businesses then issue a challenge to the office down the hall too!

Chili Contest

Next up, find out who the chili champ is in your office! You can offer sample of each chili being served up that day and people could vote on which is their favourite.

BBQ

Hold an end of week barbecue - hot dogs, hamburgers, pop, potato chips, etc. A local grocer near your office might be willing to donate the products in return for a little shout out to your fellow employees.

Breakfast is Served

Bring fresh bagels and cream cheese or bring in your griddle and hold a pancake breakfast!

Silent Auction

Ask your coworkers, friends and family to donate items or ask for a gift certificate from a restaurant or business you frequent regularly. Create various packages, such as putting a meal with a performance or a spa with a hotel. We can provide a template for bid sheets...let the bidding begin!

In the Neighbourhood!

Bottle Drive or Yard Sale

Get the kids involved! A good old bottle drive or yard sale can help collect funds and help spread the word about our fundraising efforts. Organize these individually in different neighbourhoods in the city or as a team. Put up a poster near the mailboxes the week before to let people know the date, time and location. Remember that beer bottles/cans as well as wine and spirit containers can all be returned for a refund.

Some teams set-up to sell during the Great Glebe Garage Sale in May so if you know someone in the Glebe, ask if you can borrow their front lawn for a good cause ☺

With Friends & Family!

Be the Host!

Invite friends to a dinner, cocktail party, wine tasting or weekend brunch and ask that they bring a charitable donation instead of bringing a gift or providing food.

Cooking Lesson

Organize a cooking lesson at your local grocery store and include a donation as part of the fee each person pays. For example, check out [Massine's](#) on Bank Street who offers a reduced rate for lessons that are booked for ODBF fundraisers! Contact Karen at info@chefsatmassines.ca for more details.

Paint Nite

Get the gang together for a fun night of painting (and wine!). \$15 from each ticket sold will be raised for ODBF and you'll walk away with a priceless masterpiece! Contact [Paint Nite](#) to book a class!

Comedy Night

Host a team fundraiser at [Yuk Yuks](#) or [Absolute Comedy](#). They offer great incentives for local fundraising groups!

Trivia Night

Ask your local Royal Oak (or your favourite pub) if you can host a trivia night...pick a theme and charge an admission fee. Don't forget a fun trophy for the winner!

INDIVIDUAL & TEAM PRIZING

Prizes will be awarded to individuals who fundraise at these various levels:

\$500-\$999

\$1000-\$1499

\$1500-\$1999

\$2000+

Raise \$1,000 by June 1st, 2018 and become a member of our prestigious Premiere Dragon Club!

Members receive a VIP package for the 2018 festival including a coveted VIP parking pass as well as invitations to special events throughout the year and during the festival.

CHARITY CHALLENGE CUP

Help your team reach its goal and qualify for the Charity Challenge Cup races...a chance to hit the water before anyone else and raise funds for great charities!

Fundraising deadline to qualify for these races is Wednesday, June 20th at 9:00 pm. These special races will take place on Thursday, June 21st immediately following the Opening Ceremonies:

7:30 PM Rookie Race – top 8 fundraising teams in their first year

7:40 PM Open Charity Challenge - top 8 open fundraising teams

7:50 PM Women's Charity Challenge - top 8 women's fundraising teams

8:00 PM Mixed B Charity Challenge - top fundraising mixed teams ranked 9-16

8:10 PM Mixed A Charity Challenge - top fundraising mixed teams ranked 1-8

STAY TUNED FOR 2018 SWAG DETAILS

ODBF FUNDRAISERS THAT CAN HELP YOU REACH YOUR GOAL!

Sell raffle tickets!

You can sell raffle tickets through the lottery organized by the Foundation and the funds you raise will be credited towards your fundraising total! More details about the 2018 raffle coming soon!

Contribute to our Silent Auction!

Donate an item valued at \$100 or more to our very popular silent auction held during the festival which raises upwards of \$20,000 annually. Credit for the value raised by your item(s) will be added to your fundraising total. Contact Erin at assistant@dragonboat.net if you want to contribute something!

Thank you for helping us support the needs of our community!