



**Personal Fundraising Pages Event-in-a-box**

## Event Overview

Personal Fundraising Pages are a way to have an event with a virtual component. The event can be entirely online or can provide the opportunity for those who cannot attend to still donate.

These pages launched in 2014 and have been successful for people doing events as simple as giving up their birthday presents to events as elaborate as last year's Latte A Day which solicited donors across the province of Alberta

## Before you get started

It is important to note that Personal Fundraising Pages are not meant for ticketed events or events where the attendees will receive any kind of benefit from the donation. Canadian Revenue Agency regulations indicate that people who make donations cannot receive both a benefit of some kind (ticket, gift, prize) and also a tax receipt. Since the Personal Fundraising Pages will automatically generate tax receipts it is important that your event follow these regulations.

If you would like to hold an event that has ticket sales and/or would like a website created please contact your local Development Coordinator to discuss.

## Event Audience

Your audience is what you make of it. As you create the event, the audience can be as large or as small as you wish. Some users chose to only ask their closest friends and family while others will use social media and other methods to extend their reach far beyond the people that they know.

## Key Event Highlights

**No hassle** – Using Personal Fundraising Pages will save you the hassle of collecting the money and information of your donors that would be required for receipting. Simply direct the donors to the Page where they can make their donation and be automatically receipted.

**Watch the thermometer rise** – With Personal Fundraising Pages handling all the donations you can easily check to see how much has been raised as there is always a thermometer tracking your progress. It will help motivate you and your donors to reach your goal!

**Less planning** – Want to hold an event without all the clean up? Hold a completely digital event where people simply donate to reach your goal.

**Bilingual** – The Personal Fundraising Pages can be set up in either French or English so no matter your location or language preference the pages can be used.

## Requirements for Success

All you need to be successful with Personal Fundraising Pages is an idea, a goal and an audience in mind. The event does not have to be splashy, the goal does not have to be lofty. Personal Fundraising Pages allow you to start small and grow your event if you so choose.

## Resources available

Personal Fundraising Pages are available on our website 24hrs a day 7 days a week ([www.crohnsandcolitis.ca/personalfundraising](http://www.crohnsandcolitis.ca/personalfundraising)). Anyone can set one up at any time and begin their fundraising campaign in minutes. The process is self-guided and can be completed by someone with no experience in website creation. Should the creator run into any issues they can contact the National office anytime for support in creating the page, troubleshooting or assistance in getting the word out.


The National Crohn's and Colitis Canada office commits to:

- Providing technical support to the user
- Highlighting the Page on social media (by request)
- Handling all tax receipts and any issues that may arise around this receipting.
- Assist in event development and connecting you, the event creator, with the right local Crohn's and Colitis Canada representative should the needs arise

## Examples

### Mon Chemin

English | Français




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### mon Chemin



**mon Chemin**

La maladie de Crohn reste encore très méconnue malgré qu'elle touche près de 30,000 Québécois. De par ses symptômes, disons-le, plutôt gênants, la plupart des gens qui en souffrent en parlent peu, même lorsqu'ils sont en crise. Aujourd'hui, les médicaments permettent seulement de réduire la sévérité des crises et non de guérir la maladie.

Les derniers 18 mois ont probablement été les plus souffrants de toute ma vie. Cela m'a donné envie d'en parler ... de faire un genre de *coming out*!

Lorsqu'on est en crise, vivre avec la maladie de Crohn implique devoir composer avec des crampes abdominales insupportables. Courir à la selle 15-20 fois par jour amène aussi son lot de désagréments et de complications. Imaginez toutes les situations du quotidien qui deviennent difficiles à gérer... Manger devient un combat de tous les instants, car l'alimentation a un grand rôle à jouer dans la sévérité des symptômes. Pas facile à accepter pour l'épicurienne en moi! Aussi, comme l'absorption des aliments par l'intestin se fait de manière déficiente, la perte de poids, l'anémie et la fatigue chronique font aussi partie du lot. Pour couronner le tout, il faut aussi composer avec de courtes nuits de sommeil dues aux nombreux allers-retours à la toilette. Bref, se reconstruire alors qu'on vit de la douleur chronique, qu'on dort mal et que les nutriments ne sont pas bien absorbés par le corps, ce n'est pas une tâche facile!

Suite au constat d'échec du dernier médicament proposé et après qu'un médecin m'eût annoncé qu'une prochaine solution à envisager serait de m'enlever l'intestin au grand complet, disons que j'ai eu l'envie de me réapproprier mon corps. J'ai donc eu à apporter des changements drastiques dans mes habitudes de vie et à consulter de

**DONATE NOW**

**MY GOAL**

Goal	\$25,000.00 CAD
Achieved	\$25,680.00 CAD

**MY HONOUR ROLL**

Jonathan Peer	\$50.00 CAD
Julie Minville	\$50.00 CAD
Marc-Andre Fournier	\$50.00 CAD
Marie Paule Therrien	\$50.00 CAD

[Start](#) | [Pause](#)

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Stephanie was 5 years cancer free and decided to commemorate this great occasion by walking through the mountains of Spain. Her journey was told through her Facebook page which linked back to her fundraising page. She had an amazing goal of \$25,000 and with a lot of hard work it was achieved. Stephanie event went so far as to approach businesses in her professional industry to see if they would donate to her cause and had great success with that approach. In the case of an individual event the only limits to your fundraising are the amount of effort you would like to put in.

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## Julien's Birthday Wish



### My Story

Thank you for visiting my fundraising page. As you know, this is a cause that is very important to me. For the last few years, my goal is to raise proceeds for research to find a cure for Crohn's and Colitis Canada. In lieu of gifts, I would be very happy if you made a small donation as every bit counts.

Simply click on Donate Now to make a fast and secure donation. This is the easiest way to support my fundraising efforts.

I appreciate your support! Feel free to forward this to anyone who you think might want to donate too.

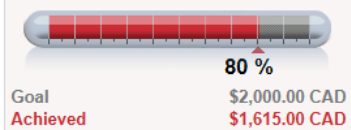
Thank you,

Julien Lamanna

[Like](#) [Share](#) One person likes this. Be the first of your friends.

**DONATE NOW**

### MY GOAL



### MY HONOUR ROLL

Anonymous  
\$50.00 CAD

Anonymous  
\$50.00 CAD

Sylvia Stoppacher  
\$50.00 CAD

Marie de Bouteiller  
\$250.00 CAD

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Julien is an amazing 12 year old boy who has been donating all of his birthday gifts to Crohn's and Colitis Canada for the last few years. He sets up a Page and includes the link in his birthday invitations asking his guests to donate in lieu of gifts. He has raised his goal year over year and encourages his friends to do the same.

## Further options for Personal Fundraising Pages

Occasionally, as with Latte A Day, the event being held has a competitive element where many people raise money for the same event, each hoping they will raise the most. In order to make these events happen a separate site will need to be built by a National Staff team member and will take about a week to be available. Should you require this type of site please contact your local Development Coordinator who will connect you with the proper national staff member. For examples of these types of sites see the Latte A Day and Yearnd Project on the pages that follow.

### Latte A Day

Latte A Day is part of the “Further options for Personal Fundraising Pages” (see above). It is a multi-tiered event that allows teams to compete against one another to raise the most money. Latte A Day was launched last year in Alberta and raised just over \$35,000 in two months.

Latte A Day comes with the added benefit of some logos and other collateral that having been created for the this event in the past. For example the Latte A Day logo:



The Latte A Day event is a larger event as it involves a kickoff reception to get individuals and teams signed up to participate and will require more follow up and more social media promotion to sustain the donations. If you are interested in holding a Latte A Day in your area please contact your local Development Coordinator to learn more about what is involved, what Crohn's and Colitis Canada can do to support you and ensure you have all the tools you need to be successful.

## Year Project

The Year Project is an example of an individual coming up with an idea and working with the National Crohn's and Colitis Canada office to make it happen. Mike and Marty are two brothers who decided to grow a beard for a year and ask people to donate to continue to encourage them to grow it. They asked that we create a separate site so that all of the folks who would be joining them on this yearlong adventure could tell their stories and also raise money.

By reaching out to Crohn's and Colitis Canada early in their idea development, the site could be customized to what the brothers needed and allow the burden of proper receipting to fall on Crohn's and Colitis Canada. One of Mike and Marty's main concerns was that too much of their donation was being taken up by processing fees but by asking all donations come through our Personal Fundraising Pages the donors could now be receipted for the full amount with no administration costs hindering the Mike and Marty's fundraising efforts.

Mike and Marty had even taken the initiative to build their own website which we seamlessly integrated with the Personal Fundraising Pages allowing for co-branding. As of October 2015 the brothers plan to raise \$20,000 through this project and hope that this amount will only be the beginning.

This is the brother's own site





Which links directly to the Personal Fundraising Pages site built by Crohn's and Colitis Canada.

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**CREATE  
A PERSONAL PAGE** →

**SEARCH  
PERSONAL PAGES** →

**LOGIN** →

## Ready to get started?

Contact your local Development Coordinator if you have any questions or want to get started.