



Your Fundraising Guide



**Provided to you by eCause Canada Inc.
eCause Canada is here to help you with your cause
and achieve your fundraising goals with PROFITABLE,
GREEN and SIMPLE tools.**

Greetings! Welcome to your comprehensive guide to fundraising! This is our gift to you to help you achieve successful fundraisers. Whether you choose to work with eCause Canada or not, we hope to be able to help you with these tools provided in this fundraising guide. Enjoy and good luck!

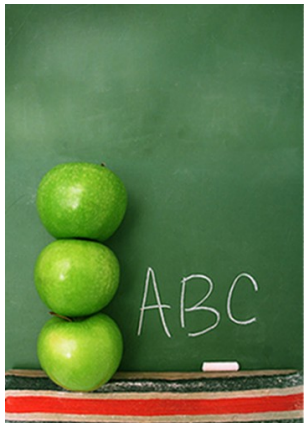


Why Fundraise?



Essentially, you need money for you, for your cause. Whatever you may feel passionate about, you can lend your support and help raise funds for the cause. Now, here are just a few of the possible reasons to fundraise:

- **Non-Profit Organizations:** medical research, support global and environmental issues, etc.
- **Church:** help your church raise funds for activities, projects, events, etc.
- **Schools:** new equipment, school trip, school activities, etc.



- **Community organizations:** local community event, a new playground in your favourite local park, etc.
- **Sports clubs:** team's new uniform, tournament costs, travel expenses.
- **Private Organizations:** support a charity, a community, be sustainable!

How to Pick a Fundraising Company

If you choose to work with a fundraising company to support you in your campaign, you must choose a company that will accommodate the type of fundraiser you decide upon.

4 ways to fundraise:

- **Event Fundraising**
- **Company Sponsorship**
- **Individual Donations**
- **Product Selling**



GETTING STARTED!

- **STEP 1:** Set your goals and objectives - create S.M.A.R.T. Goals



- **STEP 2:** Choose who is going to support you
 - *Pick a professional and reliable organization to help you fundraise*
 - *Create a fundraising team or committee within your group or organization.*
- **STEP 3:** Start the buzz!
 - *Make a list of everyone you know. That includes friends, family, co-workers, neighbours, old classmates, your hairdresser, local businesses, etc.*
- **STEP 4:** Plan a kick-off for your fundraiser



- **STEP 5:** Execute your campaign
 - *Send out the necessary marketing tools to your supporters. Let them know what you're trying to accomplish!*



- **STEP 6:** Track the fundraising progress and send out reminders
 - *It is crucial to keep track of your fundraiser as well as keep an optimal positive attitude towards it. Keep your supporters up-to-date with your fundraiser.*

- **STEP 7:** Don't forget to say thank you!
 - *Let your supporters know what their contributions have helped accomplish*



IMPORTANT THINGS TO REMEMBER WHEN YOU ARE FUNDRAISING

- **Be optimistic!** Excitement is highly contagious!
- **Know your community** – what do they want? Who can you reach out to for support? What has worked in the past? Evaluate your fundraising environment.
- **Be knowledgeable about your cause.** It is your passion, your ambition, your undertaking. Share the facts with your supporters!
- **Pick a timeframe for your fundraiser.** By having a start and end date to your campaign, it will help better organize yourself and encourage participation NOW. There's nothing that gets people to take action like knowing they are running out of time.
- **Set clear goals and objectives.** This will help you keep track of your accomplishments. Set them high, but not impossible to reach.
- **Spread the word!** Promote your cause: talk about it, advertise, call your supporters, mail them, email them, REMIND THEM!



eCause Canada is here to help you achieve your fundraising goals with EASY, GREEN and PROFITABLE tools! Maximize your profits, minimize your efforts, and be in-line with your values.

1. Three EASY ways to fundraise

- Buy eco-friendly products to sell on your own
- eCause can create your exclusive online eco-boutique where your supporters can shop (comes with free flyers and tools)
- Campaign with the traditional pre-order catalogue system

2. Great GREEN products

- Unique
- Top-quality
- Sustainable
- Reliable
- Useful
- Desirable

3. Healthy PROFITS

Here's just one example of how to earn **EASY, GREEN PROFITS:**

Objective: \$1000

Participants: 50

Product: Produce Bags (4 Pack) **Selling Price:** \$20

Profit: 30% or \$6.00/pack

This Means:

Less sales & more profits!

Each participant need only sell 3.5 packs to reach your goal!



eCause Canada Inc.

Green fundraising made simple.
Healthy profits, healthy world!



Start your fundraiser with these three easy steps:



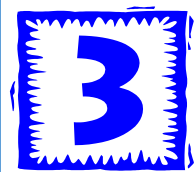
PICK

- We only need to know 2 things: When you need your funds & what sustainable products you'd like to have sold in your fundraiser.
- Choose from more than 30 brands (or 600 items) of eCause Products
- Complete the Request for Campaign Form-it takes only a minute.
- We'll contact you within 2 days to finalize your selection.



CLICK

- Using e-mail, Facebook and Twitter, drive traffic to your very own Eco Boutique.
- We create all your marketing materials.
- Your supporters shop securely on-line!
- Need posters? Just print and hang!



RECEIVE

- Product delivery is 3 - 4 weeks after the end of your campaign.
- Your cheque arrives the same day!
- Up to 40% of all revenue is given back to you in profits.
- We make product distribution simple for you and your group!

FREQUENTLY ASKED QUESTIONS

Q: If we are only a small group or school can we do a fundraising campaign with eCause?

A: Yes, absolutely. eCause loves working with small groups to raise big money.

Q: How can I work with eCause as an individual?

A: It's easy, you can set up an on-line campaign with us like any other and you PROMOTE and send people to your personalized campaign page to buy your chosen products.

Q: I want to help my company become a little "greener", we often support charities, can we work with eCause?

A: eCause's mission is to support all kinds of causes, our health, the environment, and our futures. Many companies have a similar philosophy, and we can easily support a company in these efforts.

Q: Can our company or organization's logo be displayed on the products?

A: Yes, we can co-brand and customise your selection of products.

Q: How much is shipping for our products?

A: eCause packages your items in the smallest and most eco friendly way as possible, and we use the most earth friendly ways to ship your goods, so shipping is charged as a small percentage of your sales. Depending on the size and weight of the products in your package shipping is charged at between 3.5% and 5% of your total sales. This cost is substantially less than what you would pay in fuel if you were going to the local store or mall in your car.

Q: What is an eCause Fundraising Campaign?

A: A fundraising campaign is an actual ongoing fundraiser for a group, school or charity.

Q: Can our supporters shop securely online?

A: Yes of course!

Q: Can we choose our products to sell for our campaign?

A: You can choose among over 600 products to offer your supporters to raise funds. We only work with the best quality green products that are made as local as possible. We also customize your online eco-boutique offering only the products you wish to fundraise with.