



Using Your School's Online Fundraising Portal

Nutrition for Learning has created online fundraising pages for each program through CanadaHelps.org. To find your page, visit www.nutritionforlearning.ca/donations and click on the **Direct to School Program Donations** link. Scroll down the list until you see your school's name. Thank You's and Tax Receipts for donations are issued automatically through CanadaHelps.

If you would like to post the online donation portal on your school's website or other promotional materials, please contact your Program Support contact for the fundraising link unique to your school. The more you share it, the more traffic the fundraising page will have!

Helpful Tips

1. Choose an idea for your fundraiser. See the list of ideas that were shared from other schools last year (following page).
 - a. Fundraising can be at the **school-level**, the **individual-level** (among your friends or family) or see if a **third-party** can fundraise on your behalf (a local business).
 - b. Recruit a team to help you with the work involved. Delegate tasks.
 - c. Choose a date for your fundraiser. Set a task schedule leading up to your fundraiser so that all the responsibilities are covered.
2. Set a fundraising goal. The amount you choose should be what you hope to raise (after any expenses are deducted). Keep this goal in mind as you move forward with your fundraiser.
3. Promote your fundraiser. Depending on the scale of your fundraiser, you may want to promote over social media, use posters in the school or in the community, or even contact local media outlets (please let Nutrition for Learning know if you do this). If you need any help with promotion, please reach out to your PSO.
 - a. Word of mouth: Tell people – everyone! – about your fundraiser. Even those who aren't part of the fundraiser's target audience may want to offer support.
4. Run your fundraiser. Collect funds and keep any cash or cheques in a safe location.
 - a. If a donor wants a **charitable receipt**, please tell them to write a cheque to Nutrition for Learning (with the school's name in the memo). Charitable receipts can be issued for donations of \$20 or more. A donation tracking form is available at the back of this manual. Donors who donate online will be instantly issued a charitable receipt.
5. Thank-you's. Express thanks to all the volunteers who helped run the fundraiser (including students and school staff, if applicable). You should send hand-written notes to community donors so that they may be inclined to offer support again in the future.
6. What to do with the funds you've raised. Donations and funds raised can either be picked up by your Program Support Officer or mailed directly to Nutrition for Learning as a cheque. Funds will then get processed and transferred into your school's Nutrition for Learning account.
 - a. After funds are transferred to your Nutrition for Learning account by Nutrition for Learning, the funds will be documented into Webtracker by your Prom Support contact. **Do not enter any income into Webtracker.**

