

## VIRTUAL FUNDRAISING

While we work to flatten the COVID-19 curve in Canada, the cleft curve continues to grow.

With approximately 300 children born with cleft conditions everyday, we need your help! Funds you raise today will help us care for the children waiting for surgeries and treatment when we are able to safely return to the operation rooms and care centres around the world.

These children and families need your help more than ever!

It is important we continue to follow direction from local authorities regarding social distancing. Our priority is your health and safety. We understand it's hard to make plans for in-person gatherings, events and celebrations BUT we're convinced there are loads of ways to get creative and still raise funds online.

Join our SMILE Ambassador Facebook Group where we will be generating ideas and keeping each other motivated as we work to raise funds to deliver SMILES to children with cleft conditions.

We look forward to celebrating your efforts on the Longest Day of SMILES!

## GETTING STARTED

While social distancing and restrictions on in-person gathering remain in effect in most provinces, we know you'll get creative on how you raise awareness and funds this year! Here are some ideas to get you started...

- First, set up your own Longest Day of SMILES fundraising page, add your personal story and a compelling photo, or use the default settings. Our team is happy to help you get started – please email [givesmiles@operationsmile.org](mailto:givesmiles@operationsmile.org) or call 1-844-376-4530.
- Next, set your goal. We encourage a minimum \$240 to start, or multiples thereof.
- Make your own gift to demonstrate to your potential supporters how much you personally believe in this cause.
- Make a list of people you can ask (see our Build Your Own List resource for ideas).
- Compose your own email or use one of our email templates to email out to friends, family, and colleagues. Try to personalize them as much as possible.
- Plan a mix of approaches. Try not to rely on one post, one email, one call, or one text. That's generally not enough. Ask often and in various ways.
- Be direct and ask your list personally. You'll be surprised at how generous friends and family can be!
- Ask for specific amounts! If you know they can give more ask for \$100 not just \$25.
- Communicate often! Send and share progress updates by email, on social media, etc. Include those that have given and those who haven't yet. This will help those who have made a gift feel appreciated while reminding the others that they can do the same.

# PEOPLE LOVE A GOOD CHALLENGE THESE DAYS!

If you've been on social media sites lately, you know that social distancing has everyone dancing, singing, challenging others, and accepting challenges. Consider turning some of those activities into fundraising opportunities!

You can ask people to pledge \$x amount to see you do something you do on video, or if you issue a challenge to others. Ask people to donate \$x amount to participate in the competition. It's fun and people will love to compete for a great cause!

## CHALLENGE OTHERS!

**WITHOLD/AVOID CHALLENGE** - Challenge your network to cut something out for the duration of your fundraising efforts and donate what they would have spent. This can be anything from bad habits to favourite snacks.

**EXERCISE CHALLENGE** - There are loads of ideas online. Whether it's holding a plank, push-ups, squats, putting a shirt on in a handstand position, you name it! The more creative the better! Think of ideas that will speak to the interests and fitness levels of your family and friends.

**MAKE SOMEONE SMILE CHALLENGE** - During this period of social distancing, it is more important than ever before to #MakeSomeoneSmile! Share an image or video of what you did to #MakeSomeoneSmile, then donate to help children born with cleft conditions smile too. Challenge your friends to do the same!

## CHALLENGE YOURSELF!

**CHA-CHING for SMILES!!!** - Consider the meals out, specialty coffees, and other luxuries you're missing out on during social distancing, and donate what you would have spent! You'll like the added benefit of the charitable receipt at tax time next year and all those specialty coffees could add up to SMILES pretty quickly!

**MILESTONE CHALLENGE** - Make hitting your fundraising milestones exciting for everyone by adding fun incentives! Plan ahead and tell everyone you know what you plan to do when they help you raise 50%, 75% or 100% of your goal! The more daring and exciting, the more your peers will want to see it happen so they will donate!

Think **BIG!!!** You could do something embarrassing, wear something embarrassing, let your kids give you a makeover, dye your hair, shave your head, you name it - get creative and make it fun for all ages.



## VIRTUAL EVENT IDEAS

**VIRTUAL ROAD RACE** - Challenge everyone to run or walk around their block individually or run or walk a specific distance at the same time, on the same day. Raise pledges, and race against each other virtually.

**VIRTUAL COSTUME PARTY** - Host a virtual costume party online this spring and charge a fee for people to enter a costume contest, and the money goes toward delivering SMILES. Most people have time to figure out cool costumes and want to get creative! Some ideas are Halloween, fancy dress, 70's party, masquerade, etc.

**VIRTUAL GAMES NIGHT OR MOVIE/VIEWING PARTY** - What better way to share a smile and some laughs! Gather a group online for games or a viewing party for SMILES. You could charge a small admission fee to raise funds.

**VIRTUAL DINNER PARTY** - Whether you order in, plan to make the same themed meal (i.e. taco night), or folks eat whatever they want, share mealtime together virtually using Zoom or something similar. Be sure to tell your "guests" why you are fundraising for Operation Smile and send them the link to your fundraising page. You can always have them over for a thank you BBQ once safe to do so.

**VIRTUAL DANCE PARTY, CHOIR or CONCERT** - There are so many people dancing, singing and performing online these days! Why not for SMILES? Music is proven to relieve stress and make people happier. Whether you challenge people to dance/sing for a certain amount of time, or just learn a group dance/song to record together, either way, it will be loads of fun!

## VIRTUAL SALES

**GARAGE/BOOK SALE** - Gather all your extra household items and turn them into SMILES! There are many websites you could use, just use caution when delivering items to purchasers or plan to deliver once safe to do so. All proceeds of your sales will boost your fundraising campaign.

## CELEBRATE & SMILE

Even if you can't join or start a team, there are still plenty of opportunities for you to transform the life of a child with a cleft condition. Mark a milestone or special occasion (birthday, anniversary or retirement) and ask your family and friends for donations in lieu of gifts.



# THANK YOU FOR JOINING CANADA'S SMILE MOVEMENT!

Please refer to the full fundraising toolkit for additional tips and tricks. Use this BINGO challenge to help stay motivated and keep the "FUN" in "FUN"DRASING!



## Longest Day of SMILES

### Bingo

Place a smiley face on the challenges you've completed! Aim for a full card! 😊

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|--|--|--|--|
| Challenged 3 friends to join the SMILE movement                  | Shared a before and after picture on my social media     | A colleague sponsored my cause                     | Set my fundraising goal                    |
| Planned a celebration for June 20th                              | Set up my online fundraising page                        | Shared my fundraising page on social media 3 times | Joined the SMILE ambassador Facebook group |
| Shared a story about one of the children OSC provided surgery to | Emailed my fundraising page to 5 people                  | Sent an email reminder                             | 2 family members sponsored my cause        |
| Celebrated reaching a fundraising milestone on social media      | Learned more about Operation Smile Canada on our website | Fundraised enough for one surgery (\$240)          | Made a personal donation                   |
| 3 friends sponsored my cause                                     | Hit my fundraising goal!                                 | Followed OSC on Facebook and Instagram             | 2 neighbours sponsored my cause            |



Operation Smile Canada



SEE YOU ONLINE  
ON JUNE 19, 2022  
TO CELEBRATE!

#LongestDayofSMILES