



# VIRTUAL CN TOWER CLIMB FOR NATURE

Saturday, April 4 and Sunday, April 5

## Raise \$200 in 5 easy steps

+ \$20

**Make a self donation:** Show your supporters you are serious about your virtual climb challenge and inspire them to donate. Others will want to join in when they see you've already got \$20 towards your goal.

+ \$40

**Share on social media:** Use Facebook, Twitter and Instagram to ask for support by sharing the reason you're participating and the link to your fundraising page. Be sure to tag your friends in the post. If 4 people give \$10 each that's \$40

+ \$60

**Email is key:** Email is a great way to get support from friends and family – try using the drafted messages in your participant centre. If 3 people donate \$15 you've got another \$60.

+ \$50

**Create fundraising levels:** Tell your supporters that by donating a certain amount you'll add conditions to your challenge. E.g. for every \$25 you raise you'll do an extra flight of stairs or you'll do the challenge in a fun costume. If 2 people donate an extra \$25 that's \$50.

+ \$30

**Follow up:** Send a friendly reminder to friends and family who have said they want to support you but have not given yet. People respond to deadlines so share the date of your virtual climb. If 3 more people donate \$10, you've raised \$30.

\$200

Contact us at: 416-484-7700 or [events@wwfcanada.org](mailto:events@wwfcanada.org)  
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