



ANAC's 4th Annual Virtual Walk

FUNDRAISING TOOLKIT



One Unified Vision #WorldThatUnderstandsANs

ABOUT ANAC

Founded in 1983, the Acoustic Neuroma Association of Canada (ANAC) is a peer-led charity organized to provide support and resources to individuals and their families facing an acoustic neuroma diagnosis, a rare brain tumour also known as a vestibular schwannoma. ANAC also provides public education and advocacy to promote early diagnosis and informed decision-making for the best quality-of-life treatments for this rare disease and its associated symptoms and conditions.



OUR VISION: A world that understands acoustic neuromas

OUR MISSION: To provide accurate, up-to-date information and ongoing support to individuals with an acoustic neuroma, and their families, to help improve their quality of life.



ABOUT THE WALK

ANAC's Annual Virtual Walk is not just a walk – it can happen anywhere and everywhere. It's an opportunity to raise awareness, provide knowledge, show support, and inspire others! Become an ambassador and rally your networks to participate in this event conveniently online.



**Get active.
Be creative.
Have fun and
stay safe!**

Together, let's raise awareness and make a meaningful impact on our acoustic neuroma community!

Why? ANAC is a small yet mighty organization devoted to supporting those facing an acoustic neuroma, a rare brain tumour affecting 1 in 100,000 people, which translates into 388 newly-diagnosed per year in Canada. Even though benign, the impact on quality of life can be significant. With limited awareness and education, receiving an acoustic neuroma diagnosis can feel very lonely. Your participation directly contributes to our community services, offering essential information and unwavering support at every stage of the journey, so no one with an acoustic neuroma ever walks alone!

What's in it for you? No registration fees, no fundraising minimums – just pure, heartfelt action for a cause that matters.

Caring. Sharing. Educating. Supporting.

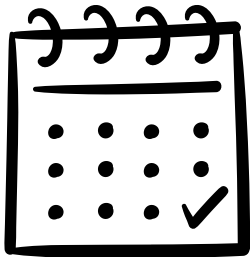


EVENT DETAILS



Who's invited? Everyone! ANAC member or not, you're welcome to participate. Join as an individual, or become a team ambassador! Invite your friends and family, get creative with your team name, and utilize our fundraising tools to promote your event. Most importantly, stay safe and have fun!

How? Spread the word! Share your fundraising page by email or by posting your unique link on your social media pages to let your friends know why you are walking. Experience the ripple effect made by your motivation! Don't forget to tag us **@AcousticNeuromaCanada** and use the hashtags **#WalkforANAC** and **#WorldThatUnderstandsANs**. Every step, every dollar, and every share matters!



When? Anytime between October 14 and October 21, 2023.

Flexibility at its best! Pick a day or spread your steps across multiple days. Your schedule, your rules!

Where? It's up to you! Choose any activity, anywhere, that moves you – walk, run, bike, hike, paddle, dance, skip, etc. Whether you're indoors or outdoors, you'll be making a difference!

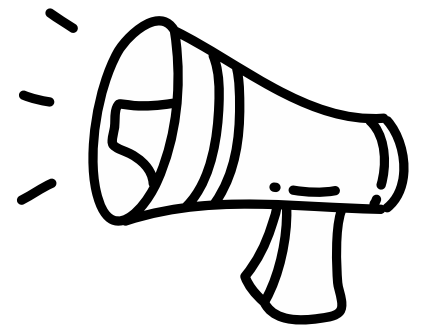
YOUR IMPACT

By taking action and engaging in fundraising, you are making a profound impact on the lives of those affected by an acoustic neuroma.

Because of **YOU**, vital support and resources reach every individual who needs them.

Because of **YOU**, education spreads far and wide, treatment and collaborations improve, and medical research advances.

Because of **YOU**, the beacon of *hope* continues to shine and we are ever closer to our vision of a **#WorldThatUnderstandsANs!**



Caring. Sharing. Educating. Supporting.



5 EASY STEPS TO MAKE AN IMPACT:



1.

PREPARE YOUR STORY

Prepare to share your unique acoustic neuroma story, along with impactful photos. Whether you're describing your own journey, or sharing your perspective as a supportive family member or friend, help others understand the importance of this cause and why it matters to you!

Writing sample:

"As many of you are aware, my mother courageously faced her acoustic neuroma diagnosis and treatment with strength and hope for the best possible outcome. Her journey could have been significantly improved with an earlier diagnosis, highlighting the importance of timely detection. Driven by my mother's experience and a deep desire to make a difference for our community, I am committed to raising [\$\$ funds] in support of the Acoustic Neuroma Association of Canada (ANAC)."



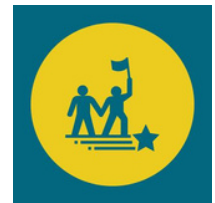
2.

JOIN ONLINE

Visit our website at www.anac.ca

Click on **Annual Virtual Walk** on the main menu to navigate to our fundraising campaign landing page.

Click **Join Now** in the header banner; **or** Look for the **Ambassador Icon** and click **Register Now**



Create Your Fundraising Page

- **Choose Your Cause:** 4th Annual Virtual Walk
- **Your Details:** email address
- **Design Your Page:**
 - Page Name: **Individual or Team Name (be creative!)**
 - Category: **2023 Virtual Walk**
 - Select **Default Image** or **Upload My Own**
 - Video Link (Optional)
 - Deadline: **October 21, 2023**
 - Goal: **Set an ambitious yet realistic fundraising goal**
 - Description: **Tell your story and share why you are walking**



Caring. Sharing. Educating. Supporting.



5 EASY STEPS TO MAKE AN IMPACT



(CONT'D):

3. 13-DAY COUNTDOWN

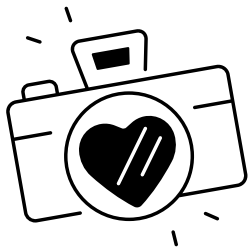


Unleash the power of fundraising emails and social media pages!

We've got templates in the following **Ambassador Centre** section of this toolkit to make it as easy as possible for you! Look for the social sharing icons on your **Fundraising Page** and **SHARE, SHARE, SHARE!!!**



4. WALK YOUR WAY



Take photos of your walk, bike, hike, paddle, dance, or however you and/or your team chooses to participate, and share them on social media using the tags:

- **@AcousticNeuromaCanada** – to share with ANAC!
- **#WalkForANAC #WorldThatUnderstandsANs** – to unite with other 4th Annual Virtual Walk participants!
- **#WeAreANAC #WeHearYou #AcousticNeuromaAwareness #AcousticNeuromaWarrior #RareDisease** – to spread the word about our cause and reach a wider audience!

5. CELEBRATE AND THANK YOUR SUPPORTERS



Express appreciation and gratitude to your donors, supporters, and all those who walked with you, and celebrate your victory! Check out our Facebook page **@AcousticNeuromaCanada** and join us in celebrating our success.

Monitor your email regularly to keep track of your contributors and respond in a timely manner when possible. Send personal emails, cards or letters to thank them for their support! ANAC will also extend thank you emails to all contributors. A simple “thank you” goes a long way!

















AMBASSADOR CENTRE

How to use this guide:

Use this calendar to help you plan your walk! Details for each daily task are provided in the following sections. Consider registering early and start fundraising! However, even if you procrastinate, you can accomplish a lot in the two-week lead up by simply following this step-by-step guide. We endeavour to make your fundraising experience as easy and stress-free as possible!

If you're using the digital file, simply click on each calendar date below to navigate to the corresponding section of this document.

October 2023

1 Plan your virtual walk 	2 Prepare your story	3 Register and create your fundraising page	4 Share your photos and testimonials	5 Reach out to family members and friends	6 Utilize social media platforms	7 
8 	9 <i>HAPPY Thanksgiving</i> Perfect time to ask your family for support!	10 Reach out to your professional networks	11 Engage with one local organization	12 Update your supporters	13 Remind your supporters of our kick-off event	14 Join us online! 
15  Highlight impact stories	16  Connect with our community	17  Push for donations	18  Share, share, share!	19  Observe, reflect and repeat	20  Final push	21 Celebrate! 
22  Thank your supporters	23  Mail Offline Donation Form	24 Reflect & share feedback!	25	26	27	28
29	30	31	Check back on our fundraising thermometer as we continue to receive offline donations! bit.ly/2023VirtualWalk 			

Look for these icons throughout this guide for inspiration and quick tips!



Inspiration



Quick Tips



Capture the Moment



Writing Examples:

We have provided you with a number of writing samples and templates. Look for the text in this format. Simply copy, paste and modify!

Day 1) Plan your virtual walk

Choose how you're going to participate – walk, run, bike, hike, paddle, dance, skip – any activity moves you!



We put together a list of creative fundraising ideas in hopes you'll find some inspiration and motivation:

- **Costume Event:** Incorporate a theme and invite participants to walk in costume!
- **Dog Walk:** Invite participants to join you with their furry friends.
- **Relay Run/Walk:** Ask each participant to cover a different “leg” over a larger distance. Plan your event over several days and see how far your team can travel! Ask for sponsors to support each leg of your journey.
- **Nature Walk:** Take in the beauty of fall and explore new hikes or outdoor trails.
- **Scavenger Hunt:** Use old-fashioned paper and pen, or consider using a scavenger hunt app such as Goosechase, to create a safe, fun and engaging experience. Require a donation to enter the contest and offer a prize to the winning team!
- **Games Day:** Set up some lawn games, such as bocce ball, corn hole, and washer toss, etc., and invite your friends and family! Set a price of admission. You can even provide incentive by offering prizes to the winners!
- **Physical Challenge:** For every \$[set the amount] raised, commit to a physical feat such as climbing a flight of stairs, walking once around the block, running 5K, biking 10K, etc.



Some other easy fundraising ideas to contribute proceeds to ANAC's 4th Annual Virtual Walk:

- **Garage Sale:** Ready to purge your home or closet? Ask your neighbours to contribute items.
- **50/50 Raffle:** Encourage ticket sales from family, friends and colleagues.
- **Bake Sale:** Who doesn't love homemade? Sell your baked goods to your friends, family, church group, colleagues, etc.
- **Trivia Night:** Do you love Trivial Pursuit? Charge a small fee to join and offer prizes!

- **Auction:** Do you love to paint, knit, quilt, crochet, etc.? Share your talent and auction off tickets for your special item.
- **Empties:** Collect empty beer and wine bottles from your family, friends and neighbours and return them to The Beer Store or LCBO Agency Store for a refund.
- **Milestones:** Are you celebrating a birthday or “AN”niversary? Ask for donations instead of gifts!

Day 2) Prepare your story

Write your unique acoustic neuroma story and gather impactful photos. Whether you're describing your own journey, or sharing your perspective as a supportive family member or friend, help others understand the importance of this cause and why it matters to you!

Day 3) Register and create your fundraising page

Visit www.anac.ca or go directly to www.anac-givecloud.ca/2023virtualwalk to register! It's a time to build up your charity team to show your creativity, bravery, persistence, and to become a beacon of HOPE for others you care about!

Having your own fundraising page provides you with a platform to share your unique story, showcase your commitment, and connect with your supporters, maximizing the impact of your fundraising efforts. Share your story, upload your own photo, and tell everyone why you are walking! Your fundraising page becomes unforgettable by giving it a personal touch, especially when you add a personal photo and heartfelt message.



Use these icons to easily share your fundraising link! You will find them directly on your fundraising page at [www.anac-givecloud.ca/fundraisers/\[Your-Fundraising-Page-Name\]](http://www.anac-givecloud.ca/fundraisers/[Your-Fundraising-Page-Name])



Make a personal donation towards your own fundraising goal. It can be a powerful strategy to encourage others to join and support your cause, proving to raise almost 10 times compared to those who don't!



Writing sample of story for your fundraising page:

Last January, I was diagnosed with an acoustic neuroma, a virtually unknown or often misunderstood rare brain tumour. Since then, every day has been a battle, but I am determined to not let this tumour define my life!

With the support of the Acoustic Neuroma Association of Canada (ANAC), I discovered that I am not alone and have been much more prepared to face decisions about treatment. Now, I'm giving back by raising funds so that ANAC can continue providing vital support and resources to individuals like myself who need them. I am also raising awareness in order to promote earlier detection and ensure the best treatment options are available for this rare brain tumour and its many associated symptoms and conditions – some which can be very distressing.

Thank you for being a part of this journey! Together, we can ensure acoustic neuromas are understood and create a brighter future for everyone affected. Support my #WalkForANAC so that one day we will live in a #WorldThatUnderstandsANs!

Day 4) Share your photos and testimonials



We are gathering photos and testimonials of past ANAC community events to help spread the word about our small charity and encourage support. If you are willing to give ANAC permission to use your photo and quote for promotional purposes, please email them to director@anac.ca. Please make sure each individual in your photo has provided their consent for its promotional use.

Here is an example we will share on our Facebook Page [@AcousticNeuromaCanada](https://www.facebook.com/AcousticNeuromaCanada). If you would also like to include your full story, you may include it in your email to director@anac.ca and we will provide a link in the social media post.



Day 5) Reach out to family members and friends

Send emails directly from your personal fundraising page: [www.anac-givecloud.ca/fundraisers/\[Your-Fundraising-Page-Name\]](http://www.anac-givecloud.ca/fundraisers/[Your-Fundraising-Page-Name]). Invite them to support you by making a contribution to your fundraising page, or

by joining your team and helping you solicit donations towards your personal goal. Make sure to provide your team members with a copy of this toolkit to help them fundraise!



You can also send text messages, or pick up the phone and call your friends and family! Explain your reasons for participating, share your fundraising goal, and update them on your progress. Let your friends and family know why their contributions are important to this meaningful cause!



Writing sample of email to family or friend:

Subject: *I am participating in ANAC's 4th Annual Virtual Walk... please support me!*

Dear [family member or friend],

I hope this message finds you well. I wanted to reach out and share a cause that is very close to my heart.

My life took an unexpected turn when my mom was diagnosed with acoustic neuroma in 2016. The Acoustic Neuroma Association of Canada (ANAC) has been a lifeline for us since then. Their peer support, "The Connection" newsletters, virtual workshops, and medical advisors have provided us with guidance and strength to fight this rare disease every day. I am reaching out to you to ask for your support on ANAC's 4th Annual Virtual Walk fundraising campaign. They are a peer-led charity that depends on memberships and donations to stay afloat and continue providing these vital services to individuals, like myself and my mom, who depend on them!

Please visit my fundraising page at [www.anac-givecloud.ca/fundraisers/\[Your-Fundraising-Page-Name\]](http://www.anac-givecloud.ca/fundraisers/[Your-Fundraising-Page-Name]). I invite you to make a contribution, or join my team and help me raise funds by sharing my fundraising link!

I am not only raising funds for ANAC - I am also raising awareness, promoting early diagnosis in order to enhance quality of life. Your support means the world to me. Together, we can make a difference!

*With heartfelt gratitude,
[Your Name]*

*One Unified Vision #WorldThatUnderstandsANs
www.anac-givecloud.ca/2023virtualwalk*

Day 6) Utilize social media platforms

Share your fundraising page on your social media accounts, and with us on Facebook by tagging **@AcousticNeuromaCanada**. Tell your story and use our hashtags:



Don't forget to invite your supporters to our 40th Anniversary Celebration & Annual Virtual Walk Kick-Off event! The join link will be available on our fundraising landing page (anac-givecloud.ca/2023virtualwalk) directly under the **Event Itinerary**. We will also make an announcement on our Facebook page which you can easily share with your support network.



Example Facebook post:



My dad was diagnosed with an acoustic neuroma over 10 years ago and still fights to maintain good quality of life. I am virtual walking to raise money for the Acoustic Neuroma Association of Canada (ANAC). Support the lifeline of my dad and my family by making a donation to my #WalkForANAC. Your gift will help ensure every #AcousticNeuromaWarrior like my dad has a healthy and happy future! Your voice matters. Spread the word about this rare disease, acoustic neuroma, and together let's strive for a #WorldThatUnderstandsANs! #AcousticNeuromaAwareness #RareDisease #WeAreANAC #WeHearYou

Day 7) Thanksgiving weekend – spread the word!

Visit our Facebook Page [@AcousticNeuromaCanada](https://www.facebook.com/AcousticNeuromaCanada) for virtual walk updates and highlights!



LIKE, COMMENT & SHARE – a simple click goes a long way to raising awareness about ANAC and our mission!



Like



Comment



Share

Day 8) Thanksgiving weekend – prepare to share!

Prepare to engage your professional networks, local businesses, church groups, organizations, etc. See below for letter and email templates you can use.

Day 9) Happy Thanksgiving – Perfect time to ask your family for support!

Bring along our **Offline Donation Form** (found on the last page of this toolkit) to your thanksgiving gathering. Your friends and family can always scan the QR code available directly on the donation form to donate to your online fundraising campaign, or you can collect pledges the old-fashioned way! Make sure when they visit our [Fundraising Landing Page](#), they click the button “Find Participant” to find and donate directly towards your personal fundraising page!



Use this Search tool to easily find a participant!

Day 10) Reach out to your professional networks



Example email letter to engage a colleague:



Subject: Join our 4th Annual Virtual Walk in making a difference for Acoustic Neuroma Fighters

Dear (Colleague's Name),

I hope this message finds you well. I wanted to reach out and share something with you that is very close to my heart about the Acoustic Neuroma Association of Canada (ANAC).

One of my friend's life took an unexpected turn when he was diagnosed with acoustic neuroma in 2020. ANAC has been a lifeline for him and his family since then. Their peer support, "The Connection" newsletters, virtual workshops, and medical advisors, have provided his family with the guidance and strength to navigate this rare disease every day. I am his supporter, and I am also an ANAC 4th Virtual Walk Ambassador, reaching out to you to ask for your support for my friend's vital health education resource and support network.

Please visit my fundraising page [www.anac-givecloud.ca/fundraisers/\[Your-Fundraising-Page-Name\]](http://www.anac-givecloud.ca/fundraisers/[Your-Fundraising-Page-Name]) or visit www.anac.ca to learn more about ANAC's mission and fundraising efforts. I am not only raising funds for my friend – I am also raising awareness, promoting early diagnosis in order to enhance quality of life of individuals facing this rare disease. No matter the amount, your contribution to my virtual walk and to ANAC, this small but mighty organization, means the world to me!

Thank you from the bottom of my heart for considering this important cause. Together, we can live in a healthier and happier world that understands acoustic neuromas!

*With gratitude,
[Your Name]*

*One Unified Vision #WorldThatUnderstandsANs
www.anac-givecloud.ca/2023virtualwalk*

Day 11) Engage with one local business or organization

Let's explore the opportunity to engage local businesses or organizations in a partnership with ANAC! Visit www.anac.ca and click on "Sponsorships" on the main menu to learn more and download our **ANAC Sponsorship Package**.



Example sponsorship letter:

Subject: Consider an ANAC Sponsorship to Make a Difference for Acoustic Neuroma Awareness: Our Biggest Fundraiser of the Year is Coming Soon!

Dear [Business/Organization's Contact Person],

I hope this email finds you well. I am writing to you on behalf of the Acoustic Neuroma Association of Canada (ANAC) with an exciting opportunity for our community to come together and make a positive impact.

Founded in 1983, ANAC is a registered charity which has been providing vital support services and resources to individuals and their families facing an acoustic neuroma diagnosis for four decades! This small but mighty peer-led membership association supports information sharing, public education, and advocacy, to foster early diagnosis and help ensure the best quality-of-life treatments for those facing this rare form of brain tumour. Although benign, an acoustic neuroma diagnosis can be life-altering. Those diagnosed may experience a multitude of symptoms and related conditions such as hearing loss, single-sided deafness (SSD), tinnitus, facial weakness or paralysis, vestibular issues, visual impairment, headaches or other pain, cognitive issues, and psychological changes.

ANAC is now hosting its 4th Annual Virtual Walk fundraising campaign to fund our mission and raise awareness about acoustic neuromas, this rare and often misunderstood brain tumour affecting 1 in 100,000, so that one day we may live in a world that understands!

*We hope that local businesses and organizations like **[Business/Organization Name]** can play a crucial role in our 4th Annual Virtual Walk to create a stronger, more connected and more informed community. Your support as a sponsor will not only showcase your commitment to our community's well-being, but also help us reach a wider audience. We offer various sponsorship levels with corresponding benefits, including recognition on any in-kind gifts, promotional materials, newsletters, website and social media.*

*Please visit www.anac-givecloud.ca/sponsorships and download our **ANAC Sponsorship Package** to learn more. ANAC would be thrilled to discuss how we can customize this partnership to align with your business goals and objectives.*

Thank you for considering this opportunity to join hands with ANAC in creating a healthier and brighter future for all. Your support is contributing to positive change!

Warm regards,
[Your Name], ANAC Ambassador

Day 12) Update your supporters

Keep your supporters engaged and let them know how they can make an impact!



Example email to update your supporters:



Subject: *Join me in making a difference: ANAC's 4th Annual Virtual Walk is coming soon!*

Dear [Your Supporter's Name],

I want to give you a thrilling update – the Acoustic Neuroma Association of Canada (ANAC)'s 4th Annual Virtual Walk, October 14 to 21, 2023, is just around the corner! As you know, the cause is very close to my heart and I have been working hard to raise funds for ANAC and awareness about acoustic neuromas – a rare brain tumour that has impacted me and my family. I am excited to invite you to join this meaningful event. Whether you walk, donate, or simply spread the word, your action will make a difference!

To stay updated, you can visit www.anac-givecloud.com/2023virtualwalk and you will find more information about the virtual walk, how to participate, how to join the kick-off event on October 14, and ways to support the cause.

Thank you in advance for your support and encouragement!

Warmest regards,
[Your Name]

One Unified Vision #WorldThatUnderstandsANs
www.anac-givecloud.ca/2023virtualwalk



Example Facebook post to update your supporters:



🚀 Exciting News! The @AcousticNeuromaCanada 4th Annual Virtual Walk is just around the corner! Join me from October 14 to 21, as we come together to raise funds, awareness, and support individuals and families impacted by an acoustic neuroma – a rare brain tumour that can have a lasting impact on quality of life. Let's make a difference and create a brighter future together! 🙌👣💙 #WalkForANAC so that one day

we will live in a #WorldThatUnderstandsANs! Visit www.anac.ca for all the event details.
#AcousticNeuromaAwareness #AcousticNeuromaWarrior #WeAreANAC #WeHearYou

Day 13) Remind your supporters about our virtual walk kick-off event



Example Facebook post to invite supporters to kick-off event:

Subject: Join our 4th Annual Virtual Walk Kick-Off Event as ANAC Celebrates 40 Years!

Dear [Your Supporter's Name],

I would like personally invite you to join ANAC's 4th Annual Virtual Walk Kick-Off event, which will be showcasing the impact this small charity has been making throughout its 40-year history! Join me in celebrating our heroes and let's make this kick-off truly memorable!

Date: **Saturday, October 14, 2023**

Time: **1:00 p.m. EDT (Eastern Daylight Time)**

This is a public, livestream event so it's a great opportunity to spread the word about ANAC and get your friends and family to tune-in from anywhere you feel comfortable, safe and thrilled!

Visit www.anac.ca > **Annual Virtual Walk** for details and a link to join!

Best regards,
[Your Name]

One Unified Vision #WorldThatUnderstandsANs
www.anac-givecloud.ca/2023virtualwalk



Go to our Facebook page [@AcousticNeuromaCanada](https://www.facebook.com/AcousticNeuromaCanada), find the pinned post (at the top of our news feed), and simply **LIKE** and **SHARE** it!



Like



Comment



Share

Day 14) Join us online!

Today's the big day! Let's join together virtually to kick-off our walk and to celebrate 40 years of ANAC! Visit www.anac-givecloud.ca/2023virtualwalk and find the join link under "**Event Itinerary**".

Reminder: This is a public, livestream event. In order to extend the invitation to a wider audience (i.e., our friends, families, donors, sponsors, supporters, communities, etc.), the celebration will be “view only” in order to enable an unlimited number of attendees.



However you choose to participate, have fun and be safe! Make sure to capture the moments and share them with other participants across Canada by tagging us on Facebook @AcousticNeuromaCanada and using the hashtags:

#WalkForANAC #WorldThatUnderstandsANs

#WeAreANAC #WeHearYou #AcousticNeuromaAwareness #AcousticNeuromaWarrior #RareDisease

Search these hashtags anytime during the walk to see how others across Canada are participating! Simply type the hashtag into your Facebook search engine to see what other people posting about this, for example:



Let's showcase the strength and unity of our ANAC community as we come together for the same great cause from different corners of Canada, and of the world!



Not on Facebook? No problem! Photos can be shared to our Google Cloud Drive*: bit.ly/2023VirtualWalkPhotos and we will gladly share them on your behalf. Please add your photos to a subfolder titled [your name] or [your team name], however you wish to be acknowledged!

***IMPORTANT:** Any photos uploaded to our photo drive are available to anyone with access to this link. By uploading your photos, you are providing the Acoustic Neuroma Association of Canada (ANAC) consent to share them on our Facebook Page @AcousticNeuromaCanada and to use them in other promotional materials.



Share your Excitement! In addition to sharing your photos, please take an opportunity to share your thoughts, your reasons for participating, and your hopes for ANAC by emailing director@anac.ca. If you have any words you would like us to share with the ANAC community on your behalf, please email them to us along with your name or team name.

Day 15) Highlight impact stories

ANAC will be sharing many stories from our acoustic neuroma heroes by email and on our Facebook page @AcousticNeuromaCanada. We invite you to share these stories with your supporters, simply by forwarding our emails and sharing our Facebook posts! Each of them reflect the strength, resilience, and hope that define our mission. One simple click will show your supporters how they are making an impact!

Day 16) Connect with our community



Use and search the following hashtags during the walk to unite with other participants across Canada! Make sure to also tag us on Facebook @AcousticNeuromaCanada to share your walk with us!

#WalkForANAC #WorldThatUnderstandsANs

#WeAreANAC #WeHearYou

#AcousticNeuromaAwareness #AcousticNeuromaWarrior #RareDisease

Day 17) Push for donations

Share your progress, show appreciation to your supporters, and keep encouraging donations by celebrating milestones achieved and sharing your fundraising progress.



Use the ideas in **Day 1 – Plan your virtual walk** to launch challenges tied to your donation goals!



Monitor your personal goal thermometer found on your fundraising page. Share your progress with your supporters and show appreciation for helping you achieve important milestones, e.g. Thanks for your support in getting me half way to the finish line!

Day 18) Share, share, share!

Keep visiting our Facebook Page [@AcousticNeuromaCanada](#) for virtual walk updates and highlights. Make sure you are following our page so you don't miss our posts! Instructions for checking your follow setting are found under **Day 6 – Utilize social media platforms.**



LIKE, COMMENT & SHARE – a simple click goes a long way to raising awareness about ANAC and our cause!



Day 19) Observe, reflect, and repeat

Regularly check your emails and track engagement on your social media posts. Respond promptly to foster engagement and community interaction! Frequently review your own fundraising page, including your goal thermometer and honour roll. Reflect on your achievements and celebrate milestones.

It's not too early to thank your donors! Check out our tips under **Day 23 – Thank your supporters!**



Consistency is key! Use the following hashtags in every social media post related to our virtual walk to help spread the word and raise awareness for our cause:

#WalkForANAC #WorldthatunderstandsAN

#WeAreANAC #WeHearYou

#AcousticNeuromaAwareness #AcousticNeuromaWarrior #RareDisease

Day 20) Final push

We're almost there! Review the progress of our overall campaign at bit.ly/2023virtualwalk and share your excitement as we approach our goal!

Day 21) Celebrate your success!

By celebrating your victory, you're not only recognizing your own growth during the virtual walk, but also providing an opportunity for your supporters and team members to share their triumphs, challenges, and moments of inspiration.

Extend your positive energy to your fellow team members! Encourage them to share their virtual walk experiences, whether through photos, stories, or reflections. Your words of encouragement could inspire others to join the conversation and celebrate their own achievements.




Example email to celebrate your supporters and team members:

Subject: Celebrate the 4th Annual ANAC Virtual Walk Journey: Share Your Triumphs!

Dear [Participant's Name],

Congratulations on completing our incredible virtual walk journey! Thank you, from the bottom of my heart, for your support! Together, we were able to raise [[\$\$]] and contribute to an overall fundraising achievement of [[\$\$]]! Every dollar raised will go directly to delivering ANAC's mission – to continue providing unwavering support and resources to individuals, and their families, diagnosed with an acoustic neuroma to improve their quality of life! 🎉

Now is your chance to shine and inspire others with your unique perspective. By sharing your virtual walk photos and experience, you're not only celebrating your own journey but also empowering others in our community. There are two easy ways to share:

- 1)  Upload* your photos to: bit.ly/2023VirtualWalkPhotos (create a subfolder indicating your name or team name, however you wish to be acknowledged)
- 2) Share your photos on Facebook, being sure to tag @AcousticNeuromaCanada and using the hashtags: #WalkForANAC #WorldThatUnderstandsANs

***IMPORTANT:** Any photos uploaded to our photo drive are available to anyone with access to this link. By uploading your photos, you are providing the Acoustic Neuroma Association of Canada (ANAC) consent to share them on our Facebook Page @AcousticNeuormaCanada and to use them in other promotional materials.

Thank you for being a part this remarkable journey. Your support has made a difference to me and many other facing an acoustic neuroma diagnosis!

With many thanks and gratitude,
[Your Name], ANAC Ambassador

One Unified Vision #WorldThatUnderstandsANs
www.anac-givecloud.ca/2023virtualwalk

Day 22) Thank your supporters

ANAC will be sending out thank you emails and letters to all of our donors. However, a personal note of gratitude goes a long way to letting your supporters know how much you appreciate them! Send a personalized email, make a phone call, or drop a handwritten thank you card in the mail to each person who supported your individual fundraising campaign.



Make your “thank you” timely! If it feels daunting, prepare your letters in advance. Create different styles of thank you messages to suit the different ways your supporters would prefer to hear from you – whether that’s an email, text, phone call, or letter-mail. No need to write a book, just keep it concise and be genuine. A simple expression of gratitude in the format each of your supporters will be guaranteed to receive is well worth the effort!

Day 23) Mail Offline Donation Form

It’s time to mail-in your offline donations! Any donations made by cheque, accompanied by an **Offline Donation Form** (found on the last page of this toolkit), will be entered into our online fundraising campaign through Point of Sale (POS) and will contribute towards our overall fundraising goal! So don’t forget to check back on our fundraising thermometer as we continue to receive offline donations! → bit.ly/2023VirtualWalk

Day 24) Reflect and share feedback!

Now is a perfect time to reflect on your virtual walk journey. Consider the moments that brought you joy, the connections you’ve made, and the personal growth you’ve experienced. Reflecting allows us to appreciate the significance of our efforts.

Keep an eye on your email inbox and our Facebook page for a feedback survey. We want to make sure our community has a positive fundraising experience. We welcome any comments or suggestions you may have to make the next fundraising event even better!

Questions?

We're here to help! Connect with us:

Email: director@anac.ca

Phone: 416-546-6426

Toll-Free: 1-800-561-2622

Charity Registration Number: 118777168RR0001



ACOUSTIC NEUROMA ASSOCIATION OF CANADA

Join Our #WalkForANAC
One Unified Vision
#WorldThatUnderstandsANs

 www.anac.ca

 @AcousticNeuromaCanada



OFFLINE DONATION FORM

4th Annual Virtual Walk, October 14 – 21, 2023

Individual or Team Name				My Personal Goal:	\$
Participant Contact Information	First Name	Last Name		Email Address	
	Street or PO Box	City	Province	Postal Code	Phone Number

Offline donations will be added to our online fundraising campaign as a virtual POS (Point of Sale) and will contribute to our overall fundraising goal!

We do not accept cash donations. Any cash donations collected should be cumulated into one singular **cheque** made payable to: **Acoustic Neuroma Association of Canada**. Please mail all cheque donations, along with a copy of this Offline Donation Form, to our address below.



*All donations are eligible for a charitable giving tax receipt. Unless otherwise indicated, receipts will be sent electronically. Please fill out all required fields and make sure the information is legible so we can send you your receipt.



Prefer to donate online? Scan the QR code on this page →

First Name	Last Name	Email Address	Street or PO Box	City	Prov	Postal Code	Donation Amount \$CAD	Send my tax receipt by letter-mail*
<i>(Example) Iris</i>	<i>Williams</i>	<i>example@example.com</i>	<i>1234 Green Acres St</i>	<i>Anytown</i>	<i>AB</i>	<i>1A2 B3C</i>	<i>\$50.00</i>	<input checked="" type="checkbox"/>
								<input type="checkbox"/>
								<input type="checkbox"/>
								<input type="checkbox"/>
								<input type="checkbox"/>
								<input type="checkbox"/>
								<input type="checkbox"/>



 1-800-561-2622
1-416-546-6426
 director@anac.ca

Thank you for your support!

Charity Registration Number: 118777168RR0001



Please mail all cheque donations to:
Acoustic Neuroma Association of Canada
P.O. Box 1005
7-B Pleasant Blvd.
Toronto, ON M4T 1K2

