

# WHY WE'RE FUNDRAISING

We realize that fundraising can seem daunting during this time. However, you can feel confident that your networks want to hear from you, and the desire to give and make a positive impact can be especially strong during challenging times.

**Don't deny your donors the opportunity to do good deeds in the challenging times we're in.**

Consider your donor's situation and find balance and empathy in your asking strategy. **If you do feel it is suitable to ask, the following are messages you can refer to when asking:**

"I was considering sending this email or not, given our current environment, but I decided to because kidney disease does not stop for anything. Unfortunately, this pandemic creates even greater economic, psychological and physical stress for kidney patients and their families. It is with these families in mind that I ask you to consider supporting my Kidney March fundraising."

"I hope this email finds you safe and healthy. I know we are facing uncertain times, but no matter what is going on in the world – kidney disease never stops for my family. We are faced with the burden of kidney disease every day, and now, being the most vulnerable, this burden is heavier than ever. If you feel inclined, please consider supporting my Kidney March journey. Your support means the world to all the families, like ours, who's lives are affected by kidney disease every day."

"These are challenging times for us all. I hope this finds you in good spirits and health. During these challenging times, the at-risk kidney community needs us. My Kidney March fundraising supports vital programs and services that kidney patients and their families rely on. I am advocating for all those who depend on The Kidney Foundation's services to thrive. If you have it in you to help at this time, please consider supporting my Kidney March journey. Every donation matters. Together we have the power to make a difference."

"These are uncertain and stressful times for all of us. Even during these times, Canadians are still being diagnosed with kidney disease every day. Patients still must go to hospitals to receive their life-saving dialysis treatments. Kidney disease doesn't stop for anything. That is why, even during this time, I am not stopping my Kidney March fundraising. The kidney community needs our support now more than ever. If you are able, please consider donating to my Kidney March fundraising."

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## Tips when asking:

- Ask how your donors are doing. This is an opportunity to connect with them. In times like now, everyone likes a listening ear and to know they are cared about.
- Always end your ask by expressing gratitude for their consideration. Acknowledge that you appreciate their time and if they are previous donors, that you're thankful for their past support.

*"Asking for help with gratitude says: 'We have the power to help each other.'"  
- Amanda Palmer*

