

SECTION 3

Fundraise!

Play for Literacy offers a great opportunity for groups to fundraise! Why not turn your event into a fundraiser and help raise much needed funds for your organization, or for a local literacy organization, library or school.

Remember, every little bit counts! You don't need to raise thousands of dollars to help your local literacy organization or library. Any amount will contribute significantly to new books, supplies or computers.

Here are some fun ways to turn your *Play for Literacy* event into a fundraiser:

Pay to Play: Charge people a “buy-in” fee to play games at your event. It can be a set amount or a donation of their choice.

Classroom vs. Classroom: Challenge each class in the school to see which one can raise the most money. The class that wins is awarded with an extra afternoon to play games!

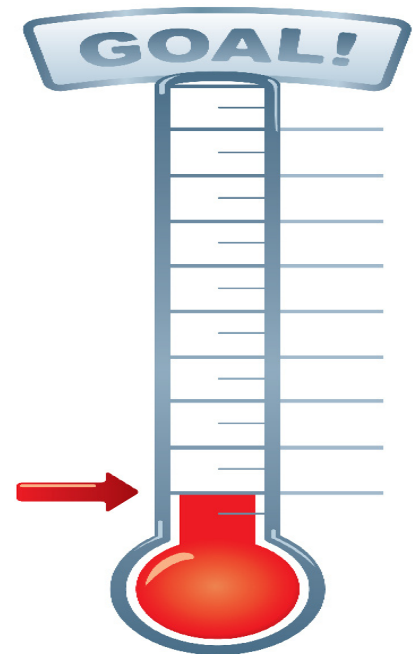
Bend the Rules: When playing games, tell guests they can bend the rules (e.g. rolling again if they got a bad number) if they make a small donation.

Encourage employees or students to make a donation in order to receive “play time”, such as an extra hour for lunch where they can play games.

Create a Pledging Page: Ask friends and family to pledge you to play games for a few straight hours, or to play a different game every day for a week. You can create a free pledging page at www.CanadaHelps.org and choose a non-profit organization to donate the money to. **See pages 8 and 9 for details on how to create a page.**

Celebrity Challenge: Invite a high-profile person from your community, such as a mayor or local celebrity, to your event and ask guests to make a donation in order to play a game one-on-one with this person. This creates a great photo opportunity for media.

Battle of the Families: Invite another family or couple over to play a game - family vs. family or girls vs. boys. The losing team makes a donation to a local literacy organization.



Turn your Game-a-Thon into a Fundraiser:

A Game-a-Thon is a game playing tournament. Participants rotate through game stations, playing set games along the way. They are a fun way for families and community members to raise funds for your organization. Participants can ask for pledges from the community for how long they will play, how many games they will play or how many times they will win. If your organization is registered at CanadaHelps.org then fundraising participants can direct their pledges to your organization online. See the following pages for a quick “how-to” on using CanadaHelps.org to fundraise.

How do you plan a Game-a-Thon?

1. Determine the length of your Game-a-Thon.
 - A game-a-thon is about 1 hour of total play time with 15 minutes per game and can vary depending on available time, games and number of participants.
 - Don't forget to account for the time it takes to give instructions, rotate players and set up between rounds
2. Decide on what games you would like play.
 - Various types of inexpensive and multi-purpose games are available. Cards or dice can be used for multiple games.
 - Play hangman, charades, drawing or board games. Participants could play favourite childhood or cultural games, or create their own.
 - Vary the type/skill level of games to add interest and encourage participants to use a variety of literacy skills.
3. Create playing teams.
 - If you have several participants, divide participants into teams to rotate and play together.
 - Consider creating teams with a range of ages to encourage adult and child interaction.
4. Start rotating teams.
 - Rotate teams from station to station until every team has played at every game station.
 - A whistle/bell and watch/timer could be helpful in keeping track of time and signaling when it's time to rotate.

Items to consider having on-hand for your Game-a-thon:

- Games and space to play
- Adult volunteers to supervise
- Tables and chairs
- Pens, pencils and paper
- Play area for younger children
- Participation certificates for event fundraisers
- Watch or timer
- Signage or decorations
- Water or snacks
- Whistle or bell
- A secure place to keep cash donations

Create a GivingPage to fundraise for your charity using CanadaHelps.org

1. If your charity is not registered on CanadaHelps.org you can register at www.canadahelps.org/RegisterCharity/RCRegister.aspx
2. Visit www.CanadaHelps.org/givingpages. Click on 'Create a GivingPage', then on 'Register With CanadaHelps'. Fill out the required fields and create a password.
3. Click on 'Create a GivingPage' again and fill out your fundraising information ([see example on the following page](#)). Add your charity to your giving page as the recipient of donations. You can Preview then Finish your completed GivingPage.
4. Send your GivingPage link to your e-mail contacts with a message explaining what you are fundraising for and ask for their support.

Check Out How Others are Raising Funds for Literacy

With nearly 42 per cent of Canadians struggling with low literacy, it is vital that literacy groups continue to receive funds. These funds contribute to programs that help Canadians improve their literacy skills, and in turn, live a fully engaged life. Many Canadians are taking the opportunity to find fun ways to raise money for this important cause:

- Notable blogger and exclamation mark enthusiast Wendy Peters blogged that if she made it to December 10, 2010 at 12:00 a.m. without using an exclamation mark, she would donate \$100.00 to ABC Life Literacy Canada.
- The Oakville Literacy Council partnered with their local Chapters Indigo bookstore to host a FUNdraiser, where 10 per cent of every purchase during the event would be donated to the council's adult literacy program.
- The Ontario Secondary School Teachers' Federation developed an original collection of holiday cards designed by winning Canadian artist and spinal cord injury survivor Jeff Morrison. Proceeds were donated to the Lieutenant Governor of Ontario's Aboriginal Youth Literacy Initiative.



Here is a sample GivingPage for an organization that will be hosting a *Play for Literacy* event. Pages can be created at www.CanadaHelps.org/givingpages and sent out to friends, family and the community for pledges. Have fun creating a page for your event! Be sure to include the following information:

- Interesting title to catch people's attention and intrigue them to pledge your event!
- A message explaining why your organization is participating in *Play for Literacy* and why people should pledge your group to play. Mention details of your event, the date, what you plan to play and how you plan to play.
- A fun photo!

The image shows a sample GivingPage for ABC Life Literacy Canada. The page includes a title, a description of the event, a fundraising progress bar, and a list of selected charities. Red callout boxes with arrows point to specific elements: 'Personal message explaining why you're taking part and raising money for literacy.' points to the event description; 'Interesting title to intrigue people to pledge you!' points to the title; 'A fun photo!' points to a photo of a family playing board games; 'Goal thermometer' points to the fundraising progress bar; and 'Pledge recipient' points to the charity information.

Personal message explaining why you're taking part and raising money for literacy.

Interesting title to intrigue people to pledge you!

A fun photo!

Goal thermometer

Pledge recipient

ABC Life Literacy Canada Plays for Literacy!

Pledge us to play our favourite games on Family Literacy Day -January 27, 2011- and help raise needed funds for literacy programs across Canada.

Donations help support: Family Literacy Day, 'Look Under Learn', Canadian learning research, community resources, investment in workplace literacy programs and free literacy resources for thousands of Canadians every year.

Fundraising Progress

Fundraising target: \$1000.00
Amount raised so far: \$0.00

The following charities have been selected by ABC Life Literacy Canada:

ABC Life Literacy Canada

This page will be available for donations until **February-14-11**.

If you notice anything offensive or inappropriate on this page, please report it to [CanadaHelps](http://CanadaHelps.org).