



# Quick-Start Guide: Community Fundraising

## Welcome!

Thank you for choosing to support mental health through the Canadian Mental Health Association (CMHA) Calgary Region. This quick-start guide will help you get started with the essentials for your fundraiser.

### 1 Submit Your Proposal

Complete the Community Fundraiser Initiative Proposal form. This gives us the information needed to support you effectively.

### 2 Define Your Goal

Set a SMART goal:

- Specific: Raise \$10,000.
- Measurable: From August 1 to 30, 2025.
- Achievable: 100 participants.
- Relevant: Support youth mental health.
- Time-Based: Silent auction and step challenge.

### 3 Share Your Story

Your story is key! Why does mental health matter to you? Share your passion to inspire others.

### 4 Build Momentum

Soft launch your campaign by reaching out to close friends, family, and colleagues. This builds early support and sets the stage for success.

### 5 Spread the Word

- Use email, social media, and in-person asks to engage your network.
- Leverage CMHA Calgary's resources, like branded fundraising pages and promotional tools.

### 6 Maximize Donations

- Plan events like raffles or auctions (CMHA Calgary will help secure any required licenses).
- Ask your employer about donation matching.

### 7 Thank Your Supporters

Send heartfelt thank-you notes, social media shout outs, or personal messages. Gratitude builds lasting connections.

## Contact Information

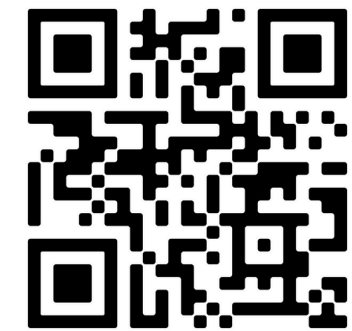
We're here to assist every step of the way:

**Kirby Lidster (she/her)**

Community Fundraising Coordinator



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Scan me to fill out the  
Community Fundraiser  
Initiative Proposal