



## Petitioners Guide for making a pitch!

GUYS WHO CARE is a group of like-minded gentlemen who collectively have a common goal of making a significant and recognizable difference in our community by supporting local and existing charities.

When petitioning the membership of GUYS WHO CARE for support of a local charity, the petitioner should consider the following:

### BASIC FACTS:

- The name of the charity (ensure it is Registered with CRA) and what do they do?
- The Services and/or Programs the charity provides within the community?
- Who in the community benefits from the charity services and programs?
- How many people will benefit directly or indirectly from our collective donation?
- Is there a backlog of people for the charity needing its Services and Programs?
- Who provides the services and programs i.e. paid staff or volunteers?
- How is the charity funded today? What is their annual budget?
- What percentage of the donation will go to the delivery of the programs and services they provide?

### GENERAL APPEAL

Give the membership your personal view of why they should elect this charity to receive the funds raised at this event. Include any personal involvement you have in the charity's activities. Demonstrate the value of the charity's work to the community, including the value that reaches beyond the immediate recipients, if applicable.

### SPECIFICS OF HOW CHOOSING THIS CHARITY WILL MAKE A SIGNIFICANT AND RECOGNIZABLE DIFFERENCE IN OUR COMMUNITY

Each petitioner is encouraged to give *very specific details* of how the donation from GUYS WHO CARE will be used. What percentage of the money goes directly to the delivery of the programs and services? What percentage of the donation will be used to meet unfulfilled needs or unserved demand in the community?

If you have any questions about preparing a petition for charity of your choice, feel free to contact:

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