

# CIBC RUN FOR THE CURE



Canadian  
Cancer  
Society



## Fundraising Toolkit – Success is in your hands

### Thank you for Participating

Thank you for taking your first step towards fundraising for the CIBC Run for the Cure!

It is your commitment to the CIBC Run for the Cure and fundraising efforts that enable us to:

- Fund relevant and innovative research
- Support and advocate for the breast cancer community and
- Provide credible, unbiased information to help empower those affected by breast cancer or at increased genetic risk of developing the disease

### Our aim is to provide you with tips on how to be the BEST fundraiser that you can be!!

We all know fundraising requires active on-going promotion so let's get started...

#### **BEFORE THE FUNDRAISER**

1. **Know the cause** - reach out your local volunteer Run Committee! Contact information for the Committee is located on your local Run site landing page. You can always go to our website for the most up to date information on where the money goes as well as our mission, values, etc. [www.cancer.ca](http://www.cancer.ca)
2. **Set goals and budget** - this will keep you motivated while being able to monitor your success and keep you on track. Remember, to set an ambitious, yet realistic goal for the event as organizing a successful event takes a lot of hard work and planning. Make sure to recruit a team of enthusiastic peers, friends, and family with different skills and experiences to assist you with the various components of your event.
3. **Brainstorm ideas** – Come up with creative and innovative ways to fundraise that cater to your audience (see below for some great ideas!). Don't forget to share your story – tell people why you are fundraising for such a great cause.
4. **Contact Canadian Cancer Society (CCS)** – Have questions? Need fundraising materials? Want help with registration? Call 1-800-387-9816 or email [connect@cancer.ca](mailto:connect@cancer.ca)

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## **DURING THE FUNDRAISER**

5. **Promote the Fundraiser** - Talk to everyone in your network. Think of all the people you know. Send emails from your Fundraising Centre and ask in person. The #1 reason people do not give is because no one asked them - get everyone on board and personalize your ask! People don't give to causes; they give to people with causes. Be sure to tell your guests why you are participating in the Run for the Cure and why creating a future without breast cancer is important to you. Update your Fundraising Centre on the CIBC Run for the Cure website with your own story, along with personal photos and videos.
6. **Pledge Forms** – Print off pledge forms from your Fundraising Centre and let people know they automatically get a tax receipt for anything over \$20. Tell your donors that every dollar counts. Follow up with the people who said they would donate and make sure you let them know they can donate to you online as well and receive their tax receipt via email right away!
7. **Distribute info about CCS's work** – Check out the website and print off materials, contact your local Run committee or reach out to us here at CCS.

## **AFTER THE FUNDRAISER**

8. **Submit \$\$\$ to CCS** – any offline donations and forms can be handed in on Run day or mailed to the address on the bottom of your form. Be sure this is received in a timely manner so your donors can get their tax receipts and you can see your total online!
9. **Thank donors and give updates on total raised** – your donors will want to know how much you collected as well as how much the entire country raise! Share and show your pride in all your hard work. You can create your own template or pick up a box of cards. A handwritten note is rare these days so it goes a long way in showing thoughtfulness and appreciation. Utilize your social media and thank them right away.

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## Five Ideas for Fundraising

### 1. Bake Sale

Ask your coworkers, family, friends, and teammates to donate a few tasty treats. Create a poster and hang it in your office building, elevators, and bathrooms. Email your donors, invite everyone to attend, and don't forget to PINK up your office the day of the sale. Or if you are in a building hold it in a popular area.

*(#ProTip: You can do the same idea with donated books)*

### 2. Silent Auction

This can be done at work, your home or a venue of your choice. Contact CCS for a letter of support and go around your community requesting items to be donated to your silent auction. Places of business are often more likely to donate a product rather than cash so this is a great way for them to show support for you to increase your donations!

*(#ProTip: Pair it with a home party with snacks and a special pink beverage and charge a minimum donation entrance fee)*

### 3. Casual (ANY)day

Insert any day of the week and make it a casual day at work! Charge a minimum donation of \$5, but make sure you clear it with the boss first. Contact your local Run committee or CCS and get some pink ribbons for people to wear. Start this early and run it once a month or once a week and watch your donations grow.

*(#ProTip: have people wear pink on this day and hold a lunch hour contest for "who wore pink best". Make the winner a homemade sign to wear)*

### 4. Putting Challenge

For a minimum donation of \$10 invite your coworkers to take up the challenge. Reward the winner with a prize!

*(#ProTip: Solicit your local golf shop/course for a prize)*

### 5. Balloon Pop

Sell balloons for \$10 each that each have a note inside. Several of the notes will say WINNER and the rest you can put inspirational quotes, a "thank you for your donation", or a funny joke! Solicit a local sponsor to provide prizes items.

*(#ProTip: Call your local party store and see if they will donate helium balloons)*

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## Five Ways to Solicit Donations

### 1. Email Signature

Let people know that you are participating in the CIBC Run for the Cure and provide the link to your participant page at the bottom of every email you send.

### 2. Corporate Matching Gift and Office Fundraising Challenge

Ask your employer to match the amount of donations you receive from your donors (form found on website in Fundraising Tools). Have all of your colleagues challenge one another to raise the highest amount. The “winner” will then receive a prize at the end of the challenge.

### 3. Social Media

Let your Facebook friends and Twitter followers know you are participating in the CIBC Run for the Cure by sharing the link to your personal page for people to donate to you and use social media to promote your events! Use hashtag #cibcrunforthecure

### 4. CIBC Run for the Cure Fundraising App

Download the fundraising app to your mobile device. It’s an easy way to fundraise through email, facebook and more!

### 5. Start Now

The earlier you begin fundraising the better off you’ll be. When you reach your goal, you can double your efforts and raise even more!

**REMEMBER** There are **numerous** ways to fundraise for the CIBC Run for the Cure. This resource guide is meant to provide *support to help get you started*.

Hosting an event to raise donations for your team is a fun and effective way to increase your overall fundraising totals. Organizing get-togethers, such as car washes, cupcake parties and office gatherings are great opportunities to get your friends and co-workers together, raise awareness for the cause, grow your team, and increase funds!

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## Our three keys to success:

1. **Keep it simple** – choose a simple, easy to execute event idea
2. **Keep it fun** – the focus should be on bringing friends together for a good time and a good cause
3. **Share your story** – tell everyone why you are involved in the CIBC Run for the Cure in your community. People give to people.

Remember to **THANK** your supporters and in everything you do have **FUN!!**