

CIBC RUN FOR THE CURE



Canadian
Cancer
Society



Corporate Multi-Site Teams – Fundraising Tools

Canadian Cancer Society

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Introduction

Thank you for joining the CIBC Run for the Cure and for starting your Multi-Site Team!

Of all the teams fundraising for the CIBC Run for the Cure, multi-site teams make up 12.5% and raise close to \$3 million!

The CIBC Run for the Cure is honoured to have support from teams across Canada come together to raise funds for breast cancer research and support programs.

Materials have been developed to assist the important work that you do to support the CIBC Run for the Cure. This document shares ideas for fundraising, messaging and creative elements to support your fundraising efforts.

How to support your teams and colleagues

Participating in the CIBC Run for the Cure demonstrates to your employees that you recognize the importance of fighting breast cancer in the lives of Canadians. Now it's time to get your employees engaged in the Run.

Consider the following ideas to support both the CIBC Run for the Cure and your employees' engagement in the Run. Be sure to check

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Appendix A: Communication Templates and *Appendix B: Other Resources* to communicate these ideas with your colleagues.

And connect with the [Multi-Site Team Specialist](#) at the Canadian Cancer Society to get more information.

Staff Communications

Use your staff communications, intranet and office space to let everyone know about your Run team! Let staff know that your team will be at multiple locations and encourage them to sign up at the location most convenient for them. Use the resources in Appendix A to send the messages most relevant to you.

Create a Fundraising Committee

A Fundraising Committee is an easy way to share the responsibility of reaching your fundraising goals among your colleagues. This is a great volunteer opportunity for staff to gain experience in leadership and event planning to encourage team registration, organize fundraisers and track team progress.

Registration Donations

Participants in the CIBC Run for the Cure are asked to make a minimum donation of \$40 before September 1, 2017 (or \$45 after) or raise \$150 before October 1st. Show support for your colleagues participating in the Run by covering their minimum donation!

A promo code can be set up for you to share with your staff (and friends and family) to register for the Run which would allow them to bypass payments. The Multi-Site Team Specialist will help you keep track of your participants. And the resulting donation will demonstrate your commitment to the breast cancer cause through the CIBC Run for the Cure.

Corporate-Employee Match

Consider instituting a donation match for everyone who joins your team and fundraises or makes a charitable contribution. These gifts are often dollar-for-dollar, but some companies will give double or even triple the original donation.

Sponsorships

Run Day is a fantastic time to connect face-to-face with members of your community. On Run Day, you can publicly show the community that you support the breast cancer cause and Canadians affected by the disease.

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Have goods or services that can help offset the cost of the Run? Let us know and we can develop a gift-in-kind program with you.

Incentives – Registration and Fundraising

Incentives can be a great way to motivate your employees to get involved with your corporate team. Encourage staff to register for your team by a certain date to be entered to win a small prize; the prize can range from a half day off to a small gift card to lunch with a senior staff member. A little gift can go a long way to encourage your staff to get involved!

Fundraising Ideas

Fundraisers are a fun way to engage staff in activities supporting the CIBC Run for the Cure while working towards your fundraising goal.

Simple ideas are often the best. Here are some ideas to get your started. Be sure to check

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Appendix A: Communication Templates for draft emails to support these fundraisers.

Spirit Days/Dress Down Day

Who wouldn't like to leave their work shoes, dress, tie, or skirt at home for a day? For a donation of \$50 a month (or \$5 per day), invite your colleagues to dress down for the day. Set up your fundraiser online through the Multi-Site Team Coordinator to easily track the donations coming in.

Whether clad in pink or in their comfy blue jeans, this is an easy way to get involved and raise funds!

Silent Auction (live or online)

First, start by soliciting goods for the auction. Get creative – try talking to your executive team to auction a lunch with senior leaders! Make sure you know the fair market value of your items. Now organize a date, time and space for your auction and prepare by setting minimum bid amounts and bidding increments. Create some posters, make the announcement to your staff, and watch the donations grow!

An auction can also be held online to include those staff who are at different locations. Choose a vendor to host your auction (e.g. Charity Auctions Today, Go Bid, etc) or create a bidding sheet and make use of your intranet. Post pictures and descriptions of the items to promote them. Invite your staff to visit your online auction, and watch the money roll in!

Donation Boxes

A little reminder can go a long way in terms of reaching your fundraising goals and raising the much-needed funds for cancer research. If you have a storefront or a reception area, consider putting a donation box on display. Anyone who comes by will be reminded to help support the cause!

Host a Sale

A simple sale held at the office can bring in donations to support your fundraising goals. Here are some ideas to get your started (and be sure to check with your local municipality to ensure local regulations are followed):

- Used book sale
- Garage sale
- Bake/snack sale
- Popsicle sale

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Ask your colleagues to donate items for your sale, send reminders and put up posters. For smaller sales, set up a donation box and ask colleagues to leave a donation in exchange for the item.

LinkedIn Photo Fundraiser

A professional LinkedIn picture is something everyone needs. Know a staff member who enjoys photography? Ask if they can donate their time to take pictures of their colleagues looking for a new professional shot. For a donation of \$5, your colleagues can look great online!

Lunch Hour Specials

This is your time to get creative! Use the lunch hour to host a small social, a lunch and learn or even a TV show. Ask staff to make a donation of \$10 to join the event. Staff will enjoy a time to relax and the donations will bring you close to your fundraising goals!

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Appendix A: Communication Templates

CIBC Run for the Cure - Introduction and Run Registration – Email Template

Dear Colleagues,

This year, [Company Name] is joining thousands of Canadians to participate in the 2017 CIBC Run for the Cure!

The Run for the Cure is the largest single-day, volunteer-led fundraising event supporting breast cancer research, awareness and advocacy, health promotion activities and support programs. Breast cancer continues to be the most commonly diagnosed cancer among Canadian women and we are proud to show our support of Canadians affected by the disease and to join the efforts to create a future without breast cancer.

This year, the Run for the Cure will be taking place on **Sunday October 1, 2017**.

[Company Name] will be participating in [x number] of Run sites including the following:

- [Run Site 1]
- [Run Site 2]
- [Run Site 3]
- Etc

Visit www.cibcrunfortheure.com and register for the Run site closest to you. We look forward to seeing you all there.

Fundraising Event Information – Email Template

Dear Colleagues,

In support of the 2017 CIBC Run for the Cure, [Company Name] will be hosting [insert type of fundraising event].

[Insert additional information about the event].

All funds raised will be donated to the Canadian Cancer Society CIBC Run for the Cure. Funds will be invested by the Canadian Cancer Society in the most promising breast cancer research. In addition, funds support Canada's leading breast cancer patient support network which works to improve the quality of life and emotional support needed for those affected by the disease.

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Support fundraising for the [Company Name] Run team and support Canadian affected by breast cancer!

Fundraising Event Thank you (Post-fundraiser) – Email Template

Dear Colleagues,

Thank you for participating in the [insert fundraising event] in support of the 2017 Canadian Cancer Society CIBC Run for the Cure.

Together, our [fundraising event] raised over \$XXX! Congratulations everyone! This donation has been added to our team fundraising bringing us to X% of our goal!

If you haven't yet registered for the 2017 CIBC Run for the Cure, remember to visit www.cibcrunfortheure.com!

Intranet Announcement

Join [Company Name] at the 2017 CIBC Run for the Cure on Sunday October 1st, 2017.

The Run is the largest single-day, volunteer-led fundraising event in support of breast cancer.

Visit our company page to register and/or make a donation: [insert URL for company fundraising page]

We look forward to seeing you on Run day!

Social Media Posts

Social media posts are a quick and easy way to promote the Run and engage your network! Use social media to let your networks know about your support of the Run and invite them to get involved! Be sure to personalize your posts with pictures! And show some extra creativity by making your own hashtag!

Encourage your employees and colleagues to share your social media posts, to make posts of their own and to curate your company activity with your own personal hashtag!

And, remember to also use our hashtag: #cibcrunfortheure. We'd love to see your activity!

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Sample Tweets

- [Company Name] is proud to join Canadians in the 2017 #CIBCRunfortheCure in support of Canadians affected by breast cancer! www.cibcrunfortheCure.com
- Funds raised for the #cibcrunfortheCure support ground breaking research for breast cancer. Find out more at www.cancer.ca and www.cibcrunfortheCure.ca
- Join [Company Name] at the #cibcrunfortheCure on Sunday October 1st, 2017 and let's join in support of a future without breast cancer!

Appendix B: Other Resources

Fundraising event poster (will be available August 2017)

[Fundraising Thermometer Poster \(8.5IN by 11IN\)](#)

[Fundraising Thermometer Poster \(8.5IN by 14IN\)](#)

[Team Registration Poster \(8.5IN by 11IN\)](#)

[Team Registration Poster \(8.5IN by 14IN\)](#)

Appendix C: Key Messages

About the Canadian Cancer Society CIBC Run for the Cure

In 1992, a small group of volunteers began a movement in Toronto's High Park. That day they brought 1,500 people together to raise awareness and \$85,000 for the breast cancer cause. This marked the beginning of what was to become Canada's largest single day, volunteer-led event in the support of creating a future without breast cancer the CIBC Run for the Cure. Today, the event has nearly 100,000 participants and is set to raise \$15 million this year in communities across Canada.

The CIBC Run for the Cure began in 1997 as a trailblazing partnership between the Canadian Breast Cancer Foundation (CBCF), CIBC and communities across the country. On February 1, 2017, CBCF and the Canadian Cancer Society (CCS) joined forces under the CCS banner. Together, CCS, CIBC and thousands of dedicated Canadians will continue to raise vital funds for breast cancer through this signature event. CCS is grateful to CIBC, their employees and clients for their longstanding support, and to the countless volunteers, participants and donors that are helping to change the face of breast cancer.

This event brings together an incredible community of people who have a personal connection to breast cancer and want to show their support. It's an inspirational day that raises significant funds for CCS, the largest charitable funder of breast cancer research in Canada. CCS invests these dollars in the most promising breast cancer research that is leading the way in prevention, diagnosis and treatment and care, as well as funding

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Canada's leading breast cancer patient support network, which works to improve the quality of life and the emotional support needed for those affected by this disease. As breast cancer continues to be the most commonly diagnosed cancer among Canadian women and touches the lives of so many families every day, the CIBC Run for the Cure gives families, friends, and supporters the opportunity to join together in honouring their loved ones, and making a real difference.

For more information, visit www.cancer.ca

About the Breast Cancer Cause at the Canadian Cancer Society

On February 1, 2017, the Canadian Cancer Society (CCS) and the Canadian Breast Cancer Foundation (CBCF) joined forces under the CCS banner.

Since its inception in 1986, CBCF supported its mission of creating a future without breast cancer by investing over \$360 million in breast cancer research funding more than 1,400 scientific and community grants.

Over the past 30 years, CCS has invested \$1.2 billion in cancer research – including over \$100 million in breast cancer research.

Under the CCS banner, the combined organization is the largest charitable funder of cancer research, and specifically breast cancer research, in Canada. Though moving forward as CCS, CBCF's mandate, activities and spirit will continue as a part of CCS.