

# Fundraising Toolkit

## Participants



Canadian  
Cancer  
Society

**CIBC**  **RUN**  
**FOR THE CURE**

**CIBC** 



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Cancer  
Society

**CIBC RUN  
FOR THE CURE** | CIBC



# Participant Fundraising Checklist



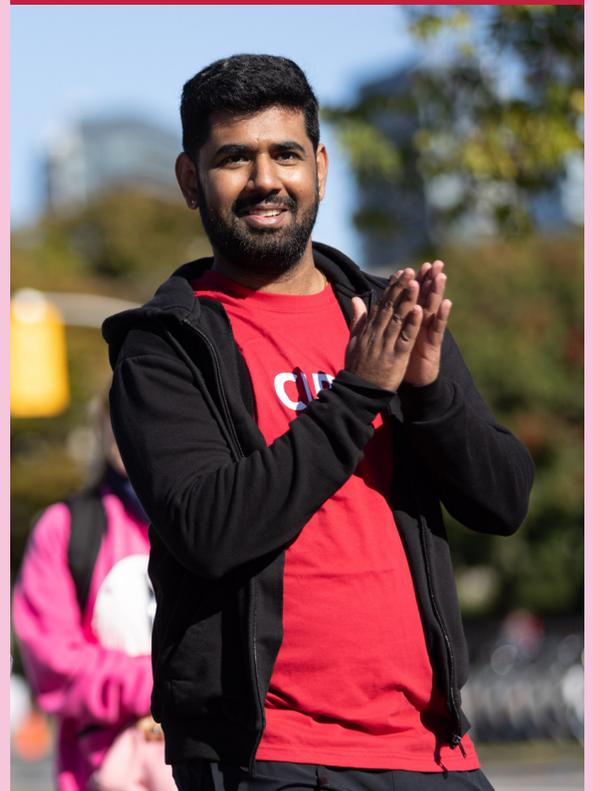
## Fundraising

- I have set my personal fundraising goal.
- I have personalized my fundraising page.
- I have made a self-donation.
- I have downloaded the email badge and updated my email signature to let others know I am participating in the CIBC Run for the Cure and collecting donations.
- I have compiled a list of prospect donors. Need help? Check out our [Sphere of Influence](#).
- I have called, emailed, and texted people inviting them to support my fundraising efforts.
- I have sent personalized reminders to everyone I contacted.
- I have shared my personal fundraising page on social media.
- I have organized at least one fundraising event or activity (e.g. car wash, garage sale, succulent sale)
- I have shared the [Corporate Matching Form](#) with my employer.

### Did you know?

**5X**

Participants who personalize their fundraising page raise over 5x more than participants who don't.



# Fundraising Ideas

- **Give-It-Up:** Can you give-it-up for a month? Consider taking a break from caffeine, walking or biking to work, going sugar-free or alcohol-free, or cooking yourself meals at home instead of ordering takeout. Donate all the money you are saving towards your personal fundraising efforts.
- **Fitness Fundraiser:** Team up with your local fitness studio and dedicate a class to the CIBC Run for the Cure. Instead of paying the class fee, ask participants to make a donation.
- **Special Occasions:** Celebrating a birthday or anniversary? In lieu of gifts, ask your friends and family to donate to your personal fundraising page.
- **Pamper Party:** Invite your friends over for a night of pampering full of manicures and spa treatments! Charge an entry fee and ask everyone to bring their spare change for tips.
- **Challenge Accepted:** Challenge yourself to do something extreme. Get creative with this one! Dye your hair pink, run a half-marathon, or wear a ridiculous costume for an entire day. Pick a challenge and collect pledges from loved ones.
- **Lunchroom:** Display one of our CIBC Run for the Cure posters inside your lunchroom at work. Accompany it with a personalized sign to let your colleagues know that you are collecting donations. Decorate a jar or donation box or add a QR code directing people to your fundraising page.

**Interested in collecting donations for pink breast cancer ribbons?**  
Contact us at [RunForTheCure@cancer.ca](mailto:RunForTheCure@cancer.ca) to submit a request.





## How to raise \$500 in 5 days

**1**

Start with yourself and make a \$25 self-donation. This is a key indicator of success! A self-donation shows your donors that you are committed to the cause.

**2**

Ask 5 of your closest friends to each donate \$25 – that's \$125 closer to your goal! Utilize the email templates in your Fundraising Centre to help you make your asks. Let your friends know that their \$25 donation will provide transportation support for someone with breast cancer who must travel for cancer treatment.

**3**

Contact 10 of your family members and ask them to each contribute \$15. Highlight the impact they're making – their collective contribution of \$150 will provide 3 wigs to people who are experiencing hair loss from breast cancer treatment.

**4**

Approach 6 local businesses you visit frequently (grocery store, coffee shop, drycleaner, etc.) and ask them to each contribute \$25.

**5**

Reach out to your manager, supervisor, or boss. Ask them for a \$50 donation or see if they will donate \$25 twice before Run Day!

# Social Media Fundraising Tips

Why are you participating in the CIBC Run for the Cure? Share your personal connection to the breast cancer cause with your friends and followers on social media. Personalize the post with a picture and don't forget to include a link to your fundraising page.

Reach out to 100 people on social media asking each of them to donate \$10. This outreach could potentially help you raise \$1,000! Instead of sending generic messages, take a moment to personalize your ask.

Update your profile picture and/or cover photo to let everyone know you are fundraising for the CIBC Run for the Cure. On Facebook, you can include a link to your fundraising page in the caption of the photo. On Instagram, you can update your bio with this information.

Record a video message of yourself and share this on your Facebook and Instagram stories. Let people know that you are participating in the CIBC Run for the Cure. Share your fundraising goal and ask for donations. Be sure include a link to your fundraising page!

Share your fundraising page with your professional network on LinkedIn. Former and fellow colleagues might be willing to support your fundraising efforts. You might also receive corporate donations from companies.

Thank your donors on social media. Express your gratitude through public recognition to make them feel appreciated. Publicly thanking donors might also encourage others to support your fundraising efforts.



Questions about the CIBC Run for the Cure?  
Please contact us at [RunForTheCure@cancer.ca](mailto:RunForTheCure@cancer.ca)