



## Team Fundraising Toolkit

Relay For Life is more than a fundraiser. This inspirational event unites a collective of Canadians who are a force-for-life in the face of cancer. It's a chance for participants of all ages to come together and celebrate the survivors in our communities as well as honour and remember those we've lost to cancer. Signing up for Relay helps us fund groundbreaking research, provide the largest cancer support system in the country and advocate on behalf of all Canadians for important social change. With your support, we can continue to help those affected by cancer live longer and fuller lives.

As the COVID-19 pandemic continues, we're making sure your experience at Relay For Life will be safe, fun and memorable. On **Saturday, June 12**, Canadians will come together to celebrate Relay For Life through an energetic virtual experience. Being physically apart won't stop us from coming together.

As a team captain, you have the freedom to grow your team. We encourage you to invite friends, family, and colleagues to sign-up and join your team. Use this Team Fundraising Toolkit to help your team get registered and fundraising – all while making a meaningful difference!

## Next Steps

### Set a Team Fundraising Goal

The higher your team goal, the more support you'll receive from your friends, family, neighbours and colleagues. Be sure to monitor your progress and increase your goal when you've reached or surpassed it!

### Register a Multi-Site Team

Is your team participating in more than one Relay For Life event location? Learn more [here](#).

### Personalize Your Team Fundraising Page

Add a team photo and share why joining Relay is close to your heart. Teams & individuals who personalize their fundraising pages often raise more money and are more successful in reaching their goals.

### Go Social!

Share your team fundraising page on social media. Invite your network to get involved with **#RelayForLife** by joining your team or donating to your team's fundraising efforts.

### Send Out Your Team Page

Use the Fundraising Centre's share link button in the central dashboard to text or email your team page to potential supporters. Invite them to sign-up and join your team or donate to your team page.

#### Zoom

A website and app used for group video calls. Hosts up to 100 people for up to 40 minutes.

#### Facetime

An app to host group video calls up to 32 people for unlimited time. Compatible for iOS devices.

#### Strava

An interactive fitness tracking activity app that can be linked to your social media platforms.

#### HouseParty

A website and app used for hosting group calls for up to 8 people with no time limit. Includes built in games such as Heads Up and Trivia.



## Team Spirit in a Virtual Context

### Build Your Team

Recruit team members from your family, friends and coworkers. Upload your contact lists and send team member requests through email and social media. Be sure to help coach and guide your team members to register.

### Rally Your Relayers!

Being in a virtual environment means your teammates don't necessarily need to live close by! Since people won't need to attend a specific in-person event, whether they live in another city, province or country, anyone can join your team. The opportunities are endless, so take advantage of it!

### Put Together a Compelling Team Fundraising Page

- Start with a powerful headline: Grab the attention of your reader from the first glance!
- You have a team picture from a previous edition? Use it to show donors who they are supporting.
- Write your story, but also what your team is doing to make a difference and support CCS and the Relay!
- Make your call to action clear: Help Canadians live longer and fuller lives. Donate to our team now!
- Ensure you include your supporters in your messaging: Use words like "you" and "we" often! (Ex.: Together, we are bigger than cancer!")

### Create Team T-Shirts

Being apart doesn't mean your team can't wear fun team t-shirts or outfits for event day or even during outside runs or walks before. At the start of your fundraising campaign, establish a theme/concept for your team and get creative (Ex.: Last year, Courtney named her team "Holy Walkamole" and made t-shirts for everyone with an image of a walking avocado).



### Light Your House Blue

Have every person in your team purchase an outdoor blue lightbulb and invite them to install it outside their house and take a picture at night to share it on social media using **#RelayForLife**, as well as inviting supporters to donate to their fundraiser. We may not be able to have grandiose luminary celebrations as we normally do, but let's light our houses and communities blue, to raise awareness for the event and have curious supporters join in!





## Fundraising Tips & Ideas

### BINGO

Download a BINGO card template or create your own using an app like [Canva](#). Invite your team members and their friends and family to participate by making a \$10 donation per card. Secure prizes in advance for the winners.



### Corporate Matching

Share our [Corporate Matching Form](#) with your team members. Ask everyone on your team to reach out to their employers to see if they have a matching gift program. This is a great way to maximize your team's fundraising! Double the donation and double the impact.

### Virtual Dinner Party

Host a virtual dinner party through video conferencing. Select a theme and menu and share this with your Guests so they have the Same experience. From Tuxedos and ballgowns, to a decade theme – use your imagination! As the host, you can ask everyone to donate to your team's fundraising efforts.



### Say Thanks!

Show your gratitude to donors. Choose from a selection of pre-written emails and messages that you can customize in your Fundraising Centre or draft your own personalized thank you note. We encourage you to share impact with your supporters and let them know how funds raised are making a difference.

### Host an Online Silent Auction

As a team, work together to secure gift-in-kind prizes for a silent auction. Once you've secured enough items, invite your friends and family to participate in the auction. Be sure to include:

- A photo and description of the item
- Who the item was generously donated by
- The value of the item
- Starting bid and bidding increments

Once the silent auction ends, announce the winning bids and collect payment.

### At-Home Movie Night

Use streaming websites like Netflix, Amazon Prime, Crave or Disney+ to host a movie night with your team. Encourage everyone to have their phone on-hand for group texting or video chatting. Invite everyone to donate to your team page, in lieu

of what they would normally spend at the movie theatre. Another great idea is to invite guests to introduce a "film act" donation challenge. For example, everyone must donate \$2 every time the characters kiss, or \$5 for every explosion, etc. Set a strict start time and have fun!

### Virtual Game Night

Rally your team for a virtual game night! Download games online or create your own trivia or Jeopardy questions. Connect through video streaming platforms to join the fun.



## Let's Talk Fundraising!