

## Participant Fundraising Toolkit

The CIBC Run for the Cure is an event that unites an incredible collective of Canadians who are a force-for-life in the face of breast cancer and want to show their support. It's an inspirational day that raises significant funds for CCS through a 5k or 1k walk or run and is the largest single-day, volunteer-led event in Canada in support of the breast cancer cause.

In a social distancing environment, personalized emails and phone calls continue to be incredibly effective ways to connect with your supporters. As you fundraise, please be mindful of connecting with your networks and making appropriate asks during this time of social distancing. This toolkit will provide inspiration to bring your network together to maximize impact and support your fundraising efforts!

## Connecting in a Virtual Environment

### Zoom

- A website and app used for group video calls. Holds 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 device

### Strava

- An interactive fitness tracking activity app that can be linked to your social media platform

### HouseParty App

- A website and app used for hosting group calls for up to 8 people for unlimited time. Includes built in games such as Heads-Up and Trivia

## Virtual Fundraising Tips

- **Virtual Asks** - Substitute your in-person personal asks to at home video conferencing calls.
- **Go Social** - Share the excitement on your social media pages like Instagram, Facebook, Twitter and LinkedIn to update your supporters on your fundraising efforts! Use the hashtag #cibcrunfortheCure
- **Try Livestreaming** - Livestreaming your activity is a great way to boost donations. Let people know when they can tune in, and talk to your audience to encourage donations in real time. This gives your friends and family the opportunity to get involved and maximize their impact while physical distancing.
- **Personalize your Fundraising Page** – Add a photo and motivational story. Fundraisers who personalize their page are more successful with their fundraising efforts to reach their goal.
- **Using your Online Tools** - Download the fundraising *CIBC Run for the Cure* mobile app, use the email badge from your Fundraising Centre and personalize templated emails to send out donation & “join my team” requests.
- **Recruit Team Members**—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.
- **Say Thank you** – Don't forget to thank all of your wonderful supporters for their donations and thank anyone who helped organize and promote your virtual fundraiser. Tag them on social media, mail a handwritten card, or drop off some baked goods on their porch!



## Virtual Fundraising Ideas

### Virtual Trivia Night

There are many quizzes online that you can download and share with friends and family. Write your own questions, have fun with it! We suggest these [quiz sites](#) for inspiration.

### Chores for a Cause

Motivate your household to keep your home neat and tidy while raising funds for the cause. \$2 for every bed made and \$5 for every dishwasher emptied.

### The Dare Fundraiser

For every specific amount raised, commit to doing something that a supporter dared you to do. Get creative! Dare your teammates to sing a song and post to social media when they raise \$150.

### Virtual Movie Night

Use streaming websites like Netflix, Crave or Disney+ to host a movie night with friends. Encourage your friends and family to have their phone on for group texting or video chatting. Invite donations to your team page, in lieu of what they would usually spend at the movies. Another great idea is to invite each guest to choose an appropriate donation challenge. Example, every time the characters kiss, \$2 or every explosion \$5 etc. Set a strict start time and have fun!

### The Personal Challenge

Set a personal challenge and ask other people to sponsor you to complete it. Make sure you post your progress on social media to get people pumped! You could climb one flight of stairs for every \$10 donated or commit to going coffee free for each day you receive a donation.

### Share a Skill

Share your special skill or secret talent by leading a virtual training session on a topic of your choice in exchange for a donation from participants. Host virtual guitar lessons, teach an introduction to French, lead a stay at home yoga class or a cake decorating tutorial. Encourage viewers to donate to your page and learn something new!

### Virtual Dinner Party

Host a dinner party through video conferencing. Set a theme and share a menu, so your guests have the same experience. From tuxes and gowns to decade themed – use your imagination! Suggest a donation to join in on the fun!

### Porch Drop Off

Host a virtual craft or bake sale! Supporters can donate to your personal page and you can drop off the goodies on their front porch. Promote your fundraiser on social media and get creative with what you can make.

## Let's Talk Fundraising

Thank you for participating in the CIBC Run for the Cure. We are incredibly grateful for your commitment and dedication. Funds raised will support breast cancer research and a support system that makes a real difference for Canadians impacted by breast cancer.

### Questions?

Call 1-888-939-3333 or email [connect@cancer.ca](mailto:connect@cancer.ca)