

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 is 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.

Physical distancing is the reality for the foreseeable future, and so we've transformed the CIBC Run for the Cure into a one-of-a-kind virtual experience that will show our support for all Canadians affected by breast cancer. On **Sunday, October 3**, Canadians will come together to celebrate the CIBC Run for the Cure through an energetic virtual experience. Being physically apart won't stop us from coming together.

Participating in CIBC Run for the Cure is a fun-filled opportunity and there are many ways to get involved. Use this toolkit to help you sign-up and fundraise, train for the Run and get excited about the virtual event – all while making a meaningful difference!

Next Steps

Set a Personal Fundraising Goal

The higher your 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!

Personalize Your Individual Page

Put a face to your fundraising – you have every reason to be proud of your efforts and commitment to making a difference in people's lives. Having a photo of yourself, along with a personal message, will make your fundraising page much more memorable.

Make a Self-Donation

Your Fundraising Centre lets you kick-start your fundraising with a self-donation to your team or individual page, which shows potential donors your commitment to the cause.

Download the CIBC Run for the Cure App

Fundraise and connect with others through social media and email, update your web pages and check your fundraising progress—all from the palm of your hand.

Reach Out to Friends and Family

Send personalized emails and text messages or pick-up the phone and call your friends and family. Explain why the Run is important to you and share your fundraising goal and progress with them.

Share on Social

Our social sharing buttons will publish your page on your social platforms with a customizable message asking for donations. Share your personal Run story with a link to your participant page. Don't forget to update your friends and family on your progress using the hashtag **#CIBCRunfortheCure**

Download the Email Badge

Download your personalized email badge from the Fundraising Centre, which includes a built-in fundraising thermometer and hyperlink to your participant page. Add this to your email signature and it will update in real-time to show how much you've raised.



Fundraising Tips & Ideas

All can be completed in a virtual environment!

Personal Challenge

Ask your friends and family to pledge you to complete a challenge. The challenge could be something drastic, athletic or just plain funny. When you reach your goal, complete the challenge! Be sure to share your progress on social media to get people pumped up. Examples might include climbing a flight of stairs for every \$10 donated or going coffee-free for each day you receive a donation.

Passion Projects

Do you have any passion projects on-the-go? Have you considered turning your passions and hobbies into fundraisers? Whether you're an avid baker or jewelry maker, you could collect online orders in exchange for donations and make arrangements for curbside pick-ups or porch drop-offs. Promote your fundraiser on social media and get creative with what you could create.



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. Share your talent by hosting virtual guitar lessons, an introduction to French, an at-home yoga class or a cake decorating tutorial. The opportunities are endless! Encourage your viewers to donate to your personal page and learn something new!



Kids Art Auction

Display your kid's finest paintings, crafts and drawings in your window or on social media. Ask friends and family to bid on the pieces. The highest bidders get to take home one-of-a-kind masterpieces.



Virtual Gathering

Do you love party planning? Consider organizing a virtual meal or get together with friends and family. You can spice things up by selecting a theme (think Mexican fiesta or Hawaiian Luau) or keep it super basic (like Sunday brunch) and enjoy each other's company over a video call. As the host, you can ask everyone to donate to your personal fundraising efforts.



Host a Birthday Fundraiser

Are you celebrating your birthday before Run? Ask your friends, family and colleagues to consider donating the amount they would spend on your birthday gift directly to your fundraising efforts. After October 3, you can host a virtual party with all your supporters to celebrate!

Say Thanks!

Express gratitude to your 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.

Let's Talk Fundraising!