

Team 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 as a team is a fun-filled team-building opportunity. There are many ways to get involved. Use this toolkit to help your team 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 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 CIBC Run for the Cure location? Learn more [here](#).

Personalize Your Team Fundraising Page

Add a team photo and share why joining the Run 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 the **#CIBCRunfortheCure** 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 Runners (or walkers)!

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!
- Do you have a team picture from a previous event? 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 Run!
- 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 a force-for-life in the face of breast cancer!)

Create Team T-Shirts

Being apart doesn't mean your team can't wear matching team t-shirts or outfits together on event day. Consider getting into team spirit when you go for walks or runs outside. 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 Pink

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



cibcrunfortheCure.com

Fundraising Tips & Ideas

All can be completed in a virtual environment!

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!

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.

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 exciting 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!

The Canadian Cancer Society is here to help! Please connect with us at runfortheure@cancer.ca. Thank you so much for your support of the CIBC Run for the Cure.