

# Fundraising Toolkit

## Team Captains



Canadian  
Cancer  
Society

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

**CIBC** 



# Team Captain Checklists

## Recruitment

- I have selected a team category and a team name for my team.
- I have registered my team.
- I have personalized my team's fundraising page.
- I have compiled a list of individuals to join my team. Need help? Check out our [Sphere of Influence](#).
- I have called, emailed, and texted people inviting them to sign-up.
- I have sent personalized reminders to everyone I contacted.
- I have shared my team page on social media.
- I have updated my email signature to let others know I am participating and recruiting team members.
- I have challenged every team member to recruit at least one new team member to join our team.

## Fundraising

- I have set my team fundraising goal and informed my team members of our goal.
- I have familiarized myself and my team members with the fundraising tools available on [CIBCRunForTheCure.com](https://CIBCRunForTheCure.com)
- I have encouraged all my team members to kick-start their fundraising with a self-donation.
- I have asked my employer to make a corporate donation to our team.
- I have shared the [Corporate Matching Form](#) with my team and encouraged them to present this opportunity to their employers.
- I have planned at least one fundraising event for my team (e.g. silent auction, car wash, yard sale, etc.)
- I have challenged each team member to update their personal fundraising page and send 5 emails/texts to potential donors.

# Team Fundraising Ideas

- **Garage Sale:** Pick a date and select a high-traffic area to host your garage sale. Ask your entire team to clean out their homes and closets to offer a wide selection of items. Promote your garage sale fundraiser in advance by displaying posters and signs in your community.
- **Bottle Drive:** Don't throw away your empty beverage containers! Ask your team members to set these aside. After you've collected a fair amount, deposit the containers at a local recycling depot and donate the cash to your team page. You could take this one step further and host a bottle drive in your community at a central location – like a field, church, or parking lot – or make arrangements to do a neighborhood pick-up.
- **Flamingo Flock:** Purchase a large quantity of pink plastic flamingos. Team members can donate to “flock” the flamingos in someone's yard or workplace. The recipient is left with a letter explaining why they've been flocked and are encouraged to pay for a removal fee. The recipient can also get revenge and flock someone else in return!





## Team Fundraising Ideas

- **Silent Auction:** As a team, secure 10+ silent auction prizes. You can either ask each team member to personally contribute an item or encourage everyone to approach local businesses for in-kind donations. Host the silent auction in-person or virtually. The highest bidder wins the prize, and all funds are donated to your team page.
- **Round-Up:** Reach out to local businesses and ask them to consider rounding up for breast cancer. For every retail transaction, the business (or customer) can choose to round up their purchase to the nearest dollar. For example, if their total comes to \$12.54, they will round it up to \$13.00 and donate \$0.46.
- **Trivia Night:** It's time to test your knowledge! Organize a team trivia night and charge an entry fee for participants. Pick a theme, serve some snacks, and see who your trivia champ(s) are!
- **Flower Fundraiser:** Partner with a local florist to sell a pink flower arrangement in support of the CIBC Run for the Cure. All profits will be donated to your team. You could also host a "build your own bouquet" fundraiser or sell single-stem flowers by donation.

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 \$1,000 in 10 days

- 1** Make a self-donation of \$50 to your personal or team fundraising page. This shows your potential donors that you are committed to the cause.
- 2** Ask 3 family members to each donate \$25. Let your loved ones know how their funds are making a difference. Together, their \$75 donation will help fund the costly step of moving patients into a clinical trial.
- 3** Approach 5 local businesses you visit frequently (garden centre, pet store, restaurant, nail salon, etc.) and ask them to contribute \$20 each. Businesses often make charitable gifts; you just need to ask!
- 4** Reach out to your manager, supervisor, or boss. Ask them for a \$100 team donation or see if they will donate \$50 twice before Run Day!
- 5** Contact 10 of your closest friends and ask them to each donate \$25. Highlight the impact they're making – their collective contribution of \$250 will help CCS fund a breast cancer support group on [CancerConnection](#) so no one has to face their breast cancer experience alone.

# How to raise \$1,000 in 10 days

6	Ask your employer if you can host a “Dress Down Day” at work. Request a minimum \$5 donation per person. If 10 of your colleagues participate – that’s \$50 towards your fundraising efforts!
7	Reach out to 4 of your regular service providers (hairstylist, personal trainer, etc.) and ask them to each donate \$25.
8	Ask 3 of your healthcare providers (doctor, dentist, chiropractor, massage therapist, etc.) to each contribute \$50. Make sure you have printed donation forms on-hand in case they’d like to make a cash or cheque donation.
9	Approach 3 of your colleagues and ask them to each donate \$25. Utilize the email templates in your Fundraising Centre to help you make your asks. Let your coworkers know that their \$25 donation will provide transportation support for someone with breast cancer who must travel for cancer treatment.
10	You're almost there! If you're part of an extracurricular team or club, ask 5 members to each donate \$10 towards your fundraising efforts.

