

# TEAM CAPTAIN'S KIT

[PlaidForDad.ca](http://PlaidForDad.ca)



Canadian  
Cancer  
Society



**PLAID  
FOR DAD**



# SHOW YOUR PLAID TO SUPPORT FAMILIES FACING PROSTATE CANCER

This Father's Day, you can join the growing number of Canadians showing support for dads in our lives with **#PlaidForDad!** Plaid for Dad is a fun and easy way for Canadians to show their love for dad and all the men in their lives.

## Going plaid is more important than ever

Traditionally, teams and individuals join the movement every year by fundraising and wearing iconic Canadian plaid patterns in and out of their team on the Friday before Father's Day. This year, we're excited to open Plaid for Dad up to friends and families outside of the team. We encourage people to show their support for Canadians affected by prostate cancer during the pandemic and beyond.

## Here's how it works:

- Register your team at [PlaidforDad.ca](https://PlaidforDad.ca)
- Fundraise to support groundbreaking prostate cancer research that will improve and save lives
- Participate in our four team challenges:
  - 1 Trivia
  - 2 Dad joke wall – submit your best dad joke for a chance to be named 'King of the Dad Joke' of Plaid for Dad
  - 3 Meeting ice breaker: 'An Ode to Dad'
  - 4 Join us for our virtual trivia games
  - 5 **#PlaidForDad** team photo and donation
- On **Friday June 17**, wear your best plaid to demonstrate your support

## Your role as team captain

The Plaid for Dad team captain plays an important part in empowering their team to make an impact for families facing prostate cancer. As the main contact for the team, you are responsible for:

- Creating your team's online fundraising page, making it easy to collect donations\*
- Recruiting and motivating colleagues to donate
- Championing Plaid for Dad in your team and encourage your colleagues, friends and family to participate in our team challenges

If you are registering from a workplace, please limit your company to one team. If your company has multiple locations or feels it is necessary to have multiple captains, please provide contact details for each captain.

\* Online fundraising will remain open until July 31, 2022.



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Email: [plaidfordad@cancer.ca](mailto:plaidfordad@cancer.ca)

Charitable Registration # 118829803 RR 0001

# COME TOGETHER VIRTUALLY

In the past two years we have learnt that connection is more important than ever. Plaid for Dad continues to create a meaningful way to come together with colleagues, friends and family to connect over an important cause. Here are a few ideas to participate virtually:

- Host a virtual Plaid for Dad trivia
- Share and submit your best dad joke
- Start your workplace team meeting with 'An Ode to Dad' icebreaker
- Organize a 'social hour' with your team in their plaid
- Introduce a contest for best plaid outfit
- Share your plaid team photo on social media with [#PlaidForDad](#) and donate to your team page

## Fundraising tips & tricks

- **Donation match**  
Ask your employer to match your team's fundraising efforts, help promote participation, and increase awareness of prostate cancer
- **Make that FIRST donation**  
You are more likely to receive donations if you take the lead
- **Donate in lieu of a gift**  
Encourage team members to make a donation in lieu of purchasing a Father's Day gift and honour dad on the Plaid for Dad Honour Wall
- **Link your fundraising page**  
Include a link to your fundraising page in your email signature
- **Tell your story**  
Let people know why you are fundraising
- **Purchase a Father's Day e-card**  
Encourage your team to send their dad a virtual Father's Day card
- **Donate your commute cost**  
If you are one of the many Canadians now working from home, consider donating your regular commute costs (gas, parking or transit) for the day, week or month
- **Share on social media**  
Post information and ask for donations from friends and family



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# FREQUENTLY ASKED QUESTIONS

## How do I participate in Plaid for Dad?

It's simple!

- 1 Register your team at [PlaidForDad.ca](https://PlaidForDad.ca)
- 2 Donate online or through your team captain and fundraise throughout the month. Consider participating in the team challenges
- 3 Wear plaid on **Friday, June 17** and take a photo of yourself. Post it to social media using **#PlaidForDad** to raise awareness and share how you're making a difference for families facing prostate cancer

## What digital support pieces are available?

**Social media images:** can be used in emails, internal communications and on social media accounts. Share them with your team members to use on their social media profiles to tell their friends and family about Plaid for Dad!

**Email templates and virtual posters:** can be used to tell colleagues how they can support Plaid for Dad.

These resources are available to you on the Plaid for Dad site.

## Where do donations go?

Funds raised through Plaid for Dad are invested into groundbreaking prostate cancer research and support programs that help Canadians affected by prostate cancer live longer and improve their quality of life.

## How much impact does Plaid for Dad have on prostate cancer?

To date, Plaid for Dad has raised \$2.7 million to improve and save the lives of those impacted by prostate cancer. Participating in and donating to the Canadian Cancer Society's Plaid for Dad is a simple way to make an immeasurable difference through research in the lives of families who are or will be facing prostate cancer.

## When did Prostate Cancer Canada amalgamate with the Canadian Cancer Society?

On February 1, 2020, Prostate Cancer Canada amalgamated with the Canadian Cancer Society, bringing together two organizations working toward a common goal — a world where no Canadian fears cancer.

This transformational partnership is a bold and critically needed step forward within the cancer charity sector in Canada. With more than 300 cancer charities in the country, amalgamating enables us to reduce duplication and ensure donations go further in helping people facing prostate cancer. Prostate Cancer Canada's important work in addressing prostate cancer in Canada will continue as part of the Canadian Cancer Society.

## What is the minimum donation amount for a tax receipt?

**Online donations** will receive an automatic e-receipt with any amount.

**Offline donations** will automatically be receipted for donations of \$20 or more. Receipts will be issued upon request for donations of less than \$20. Donor's name and address must be provided.



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