



There is strength in numbers! Fundraise as a Team in 2010!

Is there someone else you know participating in the Toronto Marathon or the 5K Your Way? Team up and put some fundraisers on together. During registration Participants may choose to fundraise as an Individual or Join or Create a Fundraising Team. There is strength in numbers! Fundraising Teams can be made up of an unlimited number of registered Toronto Marathon or 5K Your Way participants.

Corporate Teams

A great way to build and strengthen relationships in the workplace is to form a corporate fundraising team. Get together at work with some like minded individuals who want to get fit, challenge themselves, and support a great cause. Train and fundraise together! With a large group effort your company would be keen to support, approach them about the possibility of sponsoring your team or matching your fundraising efforts.

FUNDRAISING TOOLS

Send an Email

Sending an email is the easiest way to fundraise with those familiar with computers. Be sure to include a link to your 'personal page' so people can learn more and give online.

Send a Letter

In these days of email-mania, a personal letter sent in the regular mail can go a long way. For people who don't use computers or those who would appreciate the personal touch this is a great way to fundraise. Be sure to include a donation form or a link to your 'personal page' with the letter.

Host a Fundraising Party

This will give you an opportunity to explain to people how important supporting Joe's Team and cancer research is and invite them to learn more about the large personal commitment you are making. At your party give a brief and thoughtful presentation on what you are doing and what you hope to achieve.

Fundraising parties are successful when they take place in a controlled environment where the guests can focus on the presentation. We suggest that you do not sell tickets to the event, or your guests will listen to the presentation thinking they have already contributed. Make sure you are up front about the purpose of the party; don't take your guests by surprise.



Put on an Event

There are many fun events that are easy to plan and produce that will help you achieve your fundraising goals. Here are some tried and tested ideas that may work for you in your community.

- Have a neighbourhood yard sale with all proceeds going towards Joe's Team
- Host a BBQ for friends and family with everyone making a donation to attend. Try to get a local store to sponsor it to further increase your fundraising.
- Organize a bottle drive
- Hold a coffee break or lunchtime bake sale at your office. Ask coworkers to help by baking items to sell.
- Host a wine & cheese, ask people to pay a fee to enter the event.
- Get your friends to donate some prizes and put on an auction with it.

Get creative, hosting a fundraising event can be a really fun way to get others involved in what you are doing, and bring you closer to your fundraising goals.

FUNDRAISING TIPS

1. Set Your Goals High

There is no minimum fundraising requirement for this event. But in 2009 our average participant raised over \$250 each. When considering your fundraising goal, set your sights high. We know with the right effort you will not only reach your minimum but surpass it!

2. Use Your Personal Page

After you register, personalize your individual webpage. On your personal page you can tell your story, explain why you are participating, post a photo, and accept pledges. Using the link to your personal page is an easy way to direct people to your fundraising efforts and keep them up to date on all of your progress and training.

3. Who Can You Ask?

Take time and make a list of all the people you know- friends, family, neighbors, co-workers. Go through your address book and friend lists. Think about the people who have asked you for fundraising support before. Don't leave anyone out. Once you have a list written, write the method by which you will contact each person for a donation. This can include an email, a letter, a fundraising party, or a face-to-face meeting.



It is helpful to take some time to write down several things you think will have the most impact with the person you are going to approach. Give them background on your personal motivation, why you're involved and why it's worth their time to be involved and donate. It's all about making them feel empowered about making a difference — big or small.

4. Expand Your Circle

Word of mouth is a great way to increase your fundraising. Give your friends and family extra donation forms (can be printed off the website) to pass out or provide them with your personal URL for your online fundraising page. Ask them to talk to people about the event and your participation in it. Ask close friends if they know of anyone who might be interested in pledging you.

5. Spread The Word!

Get the word out about fundraising for The Princess Margaret. Include a link to your "Personal Page" in your email signature. Post a note or link to your personal page on Facebook, take time to explain the importance of fundraising for PMH to friends so they can help you solicit others for gifts.

8. Track Your Progress

Use the on-line follow-up tool on your personal page to keep track of your donors so you know who to follow-up with and who to thank. This is a great tool to keep you organized and on target.

8. Follow-Up & Thank Donors

After you have initially contacted people, it is important to follow-up. People these days are busy and are often asked to donate. By making a real effort to get in contact with people, they will know you are serious about this event and cause. Making follow-up phone calls will dramatically improve your fundraising progress.

Thanking those who have made donations is another important part of the fundraising process. You should let people know how their funds have helped your fundraising efforts as well as those at Princess Margaret Hospital. After they donate, follow up with a thank you note, pictures from your training, and updates on your efforts.



CORPORATE PROGRAMS

Ask your donors to check with their Human Resources Department at work to see if their company has a **matching gifts program**. This is a great way to double your sponsor's contribution while helping their company gain visibility as a result of their charitable efforts.

It also never hurts to find out what your company can do:

- Ask if they will match what you raise or make a contribution.
- Could they publicize your efforts in the company newsletter?
- If there are other participants at work, will they sponsor a corporate team?
- Could you make a presentation at a staff meeting?
- Get creative with the role your work could play in your fundraising.

Spread the word! Sent an email or inter-office memo (be sure to get permission first) or ask if you can make a presentation during a staff meeting. Print out a copy of your personal fundraising page and post it along with offline donation forms in your cubicle or on your office door. Be creative. There are lots of ways to spread the word around your office!