



Team Captain & Individual Fundraising Tool Kit

Thank you for signing up for the 2017 Run or Walk for Southlake presented by Nature's Emporium. You are not alone! As a Team Captain or individual participant, we are here to help you and support your participation and fundraising efforts. This year there are a number of exciting changes to the event, including the new route along Davis Drive and right under the iconic Southlake bridge! If you have questions at any time, the FAQ section of the website is a helpful resource (runforsouthlake.ca).

Registration & Fundraising Tips

Fundraise, fundraise, fundraise

When you registered for the 2017 Run or Walk for Southlake, you received a personal fundraising webpage. This serves as a helpful tool for your fundraising efforts, and you can personalize the page to make it your own.

Personalize your webpage

Everyone has a special reason to be running or walking in support of our hospital. Use your personal fundraising page to tell your story. Effective fundraising webpages tell a story and contain a picture. Use this as an opportunity to share your experience with others and explain why you are participating. How has Southlake helped you, your family, a colleague, or friend? Remember, when people know why you are fundraising, they are much more likely to support you!

If you have registered as Team Captain, it's your responsibility to encourage all your members to participate! If you're participating in a team for the first time, think of a fun and memorable name for your group!

Set a target

Aim high with your personal target – it can motivate you and your donors. Don't forget about the incentives available for reaching the \$250, \$500, \$750 and \$1,000 benchmarks with your fundraising! And – as always – prizes and awards are available for the top fundraising individuals and teams!



Donate to yourself

Set the standard and make a benchmark donation yourself. This will show your dedication to the cause and can set the average amount others will give. The number one reason why people give is because they are asked!

Email everyone

Email everyone you know including friends, family, colleagues, suppliers and more. Most people want to help, especially if you explain your connection to Southlake. We all live busy lives, and it's easy to forget if someone has asked for our support. That's why it is sometimes worthwhile asking for following up with people you've talked to about supporting you or your team. People usually get asked three times before they say yes.

Ideas to help you make the "ask"

- Ask everyone who knows about your story. Use email and social media (Facebook, Twitter and Instagram), as tools to get the word out about you or your team. Share messages about the event and your personal reason for participating, and provide a link to your team page so people can easily register or give online.
- Don't forget to ask people like your family, friends and work colleagues face-to-face.
- Ask those that you have supported in their own causes in the past.
- Be prepared to ask more than once.
- See if your company will match your donation or your total, as many organizations support their employees in this way. It's also a great way to show your company's commitment to an important community cause.
- Make sure you thank people as they donate AND after the event has happened. It's important to share your results and the impact contributions from your supporters have made.

Team Captains

- Your role is to lead, motivate, inspire and thank your team.
- Set up your Team Page online and create a team story and unique name.
- 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. They can share their own personal story and picture to generate support.
- Be sure to set a team goal as well as individual team member goals. You can increase your goal at any time if you have reached your goal. Set the bar high and spark some friendly competition within your team!
- Watch your totals grow online – this helps motivate and excite your team.
- Build spirit and enthusiasm. Think about holding a brief kick-off party or gathering to help motivate your team and address any questions. You can also host events as a team, like bake sales, pot lucks, or mini garage sales to help raise awareness and funds for Southlake.
- Stay connected and keep people informed about your accomplishments or any special news from any of your team members.
 - As event day approaches, email your team with inspirational quotes, stories and videos. Remember to keep them informed.
 - Host a final team meeting to collect any last minute donations and pledge forms (we strongly encourage everyone to use the online system), and to establish event day logistics. Be sure to check the weather and dress accordingly.
 - Create a rally point – select a time and location to meet your team before opening ceremonies.
 - Take pictures to capture your team’s spirit!
 - Dress with pride – in addition to your official Run or Walk for Southlake t-shirt, your team may want to wear fun costumes, company t-shirts, hats or buttons to make your team stand out.

Incentives

Did you know that the more you raise, the more you receive? This is a great way to motivate individuals! *(Fundraising incentives apply for individual fundraising totals only).*

If you raise	You will receive* a gift card for:
\$100	\$10
\$250	\$25
\$500	\$50
\$1,000	\$100

**It will take 4-6 weeks to process all donations and validate individual amounts.*



After the Event

Post-event wrap up can be just as important as planning for the event. Here are a few ideas to recognize your team and donors for their outstanding efforts, and make sure your job is done.

- Collect outstanding donations, if any.
- Send a thank you note. Be sure to thank your team members and donors, and let them know how much was raised and why their donation was important.
- Celebrate! Recognize your team through internal communications. Recognize the top fundraisers and highlight success stories from your team members.

Resources

Sample Email to Recruit Members

Dear [Name],

Are you a team player, who supports health care in our community? If so, we invite you to join our team and participate in the 2017 Run or Walk for Southlake presented by Nature's Emporium! It's a great way to have fun, get in shape and raise money for an important community cause. This year, run, walk or jog with our team, [Team Name], to help raise money to fund vital equipment, care and services at Southlake Regional Health Centre that are critical to our community.

Click here [\[Link to Your Team Page\]](#) to make history and join our amazing team. If you can't join us, please show your support by making a donation on my team page.

We hope to see you on Sunday, April 30, 2017!

Thank you, (Your name)

How to Raise \$500 (or more in 9 days)

Day 1	Donate to yourself \$50	\$50
Day 2	Ask 2 family members to give you \$25	\$50
Day 3	Ask 5 friends to give you \$20 each	\$100
Day 4	Ask 5 coworkers to give you \$20 each	\$100
Day 5	Ask 5 neighbors to give you \$20 each	\$100
Day 6	Ask your company to match your donation or the total	
Day 7	Ask your boss to donate \$25	\$25
Day 8	Ask any local merchants you support to donate \$25	\$100
Day 9	Ask any special contacts – doctor, dentist, mechanic for \$25	\$100

Thank you! If you have any questions, please contact

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