



Southlake Community Events Toolkit

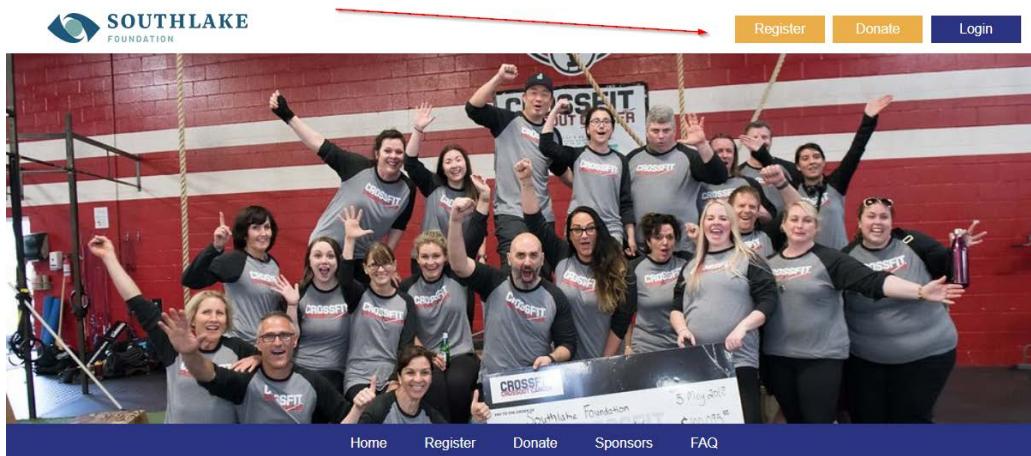
Thank you for joining Crossfit to Crossout Cancer, in support of Southlake Regional Health Centre Foundation!

This kit is designed to provide you with the tools you will need to make your online experience fun, successful and rewarding.

For Individual Participants:

Step 1: Register

On your event page, click on "Register" (top right-hand corner).



Select how you will be participating in the event (Registering as an Individual, Forming a Team, or Joining an Existing Team)

Register

- Register as Individual
- Join an Existing Team
- Form a Team



If this is your first time registering for any Southlake event, click “Join as a New Participant”. If you are a returning participant, type in your User Name and Password from the past event.

New User

[JOIN AS A NEW PARTICIPANT](#)

Returning User

* User Name:

* Password:

[LOG IN](#)

[Email me my login information](#)

Participant Center Access Information

* User Name:

5 to 60 characters

* Password:

5 to 20 characters

* Repeat Password:

Note: If you are registering for the first time, please only use letters and numbers. Do not use symbols, such as underscores (_), dashes (-), commas (,), semi-colons (;), etc.

Forgot your User Name and/or Password? Click the “Email me my login information” link at the bottom to have your information sent to you.

Returning User

* User Name:

* Password:

[Log In](#)

[Email me my login information](#)



Step 2: Set Goals and Start Fundraising

During the registration process, you will be asked to set an optional goal. While we have not set a fundraising goal for you, we encourage you to set a dollar goal of your own. Share your enthusiasm and excitement with your friends, family and neighbours to reach your fundraising goal.

PARTICIPANT CENTRE

Your Participant Centre provides all of the tools necessary to recruit and fundraise.

The first area within your Participant Centre contains your To Do List. Here, you can edit your personal webpage; send emails to friends and family asking them to join the event or to donate and much more!

Notice that you also have a snapshot of your statistics and fundraising goal, as well as a list of all recent activity.

QUICK TIP: Kick start your fundraising by pledging yourself!

Click the **Email** tab to send emails to your friends, family, colleagues, team members or anyone else you want to connect with about Crossfit to Crossout Cancer!



Home | Email | **Progress** | Personal Page

Compose Message

1 Configure 2 **Compose** 3 Set Recipients 4 Preview & Send

Select Email Template

Other (1)

- Support me at Crossfit to Crossout Cancer (Preview)

Save as draft Save as template Preview **Next**

Compose
Drafts
Sent
Contacts

Select the "Support Me" email and click **Next** or the **Compose** sub-tab to draft your message.

Home | Email | Progress | Personal Page | **Team Page**

Compose Message

✓ Configure 2 **Compose** 3 Set Recipients 4 Preview & Send

Subject: [Placeholder]

Include personalized greeting (What's this?)

Font family Font size

B *I* U | ABC | [List] | [Link] | [Image]

Please enter your message here (delete this line)

Current layout: Southlake DIY

Save as draft Save as template Preview **Next**

Compose
Drafts
Sent
Contacts

In the **Compose** sub-tab, you can draft a customized message to your contacts.



The **Set Recipients** sub-tab allows you to either import your contacts from a personal email (i.e. gmail or yahoo) or manually enter your contacts.

Home | Email | **Progress** | Personal Page | Team Page

Compose Message

✓ Configure | ② Compose | ③ **Set Recipients** | ④ Preview & Send

[Add Contact](#) | [Import Contacts](#)

Available Contacts

Contacts ▾ Search

Name	Email
------	-------

Recipient List

Name	Email	Actions
------	-------	---------

[Save as draft](#) | [Save as template](#) | [Preview](#) | [Next](#)

Compose
Drafts
Sent
Contacts



Compose Message

- ✓ Configure
- ✓ Compose
- ③ Set Recipients
- ④ Preview & Send

Support me at Crossfit to Crossout Cancer

Compose

- Drafts
- Sent
- Contacts

You can preview your message before sending it out.

Note the menu on the right-hand side tracks the emails drafted, sent and the contacts saved.

Edit your **Personal Page** and add a photo or video.



You can create a custom URL/Link!

Home Email Progress Personal Page Team Page

Edit Your Personal Fundraising Page ([View Personal Page](#))

Personal Page URL:

This page is

Public (Everyone can find and view and your Personal Page.)

Private (Only people who know the exact URL can find and view your Personal Page.)

Cancel Save

Content

Photos/Video

TIPS for Effective Fundraising

- Use your **online fundraising page!** Share your page on social media, upload photos and tell your story or share why you are participating in Crossfit to Crossout Cancer for Southlake.
- **Create a buddy system.** Ask someone who cannot participate on event day to help collect donations. These individuals also have the option of registering as virtual walkers and conducting their own fundraising campaigns.
- **Ask one person per day to donate** to your team. Your friends, family, coworkers, neighbors and other acquaintances are all potential supporters. No gift is too small!
- **Find out if your corporation has a matching gift program.** Matching gifts are a quick and easy way to double or even triple your donations. Encourage your donors and team members to check with their companies policies as well.
- **Hold a fundraising event to benefit your team.** The sky is the limit when it comes to creativity and can include events such as: garage sales, dog washes, car washes or bake sales.



HOW TO RAISE \$250 IN A WEEK

All you have to do is ASK!

DAY 1	SPONSOR YOURSELF	\$30
DAY 2	ASK THREE RELATIVES FOR \$20	\$60
DAY 3	ASK SIX FRIENDS FOR \$10	\$60
DAY 4	ASK FIVE COWORKERS FOR \$10	\$50
DAY 5	ASK FIVE NEIGHBORS FOR \$5	\$25
DAY 6	ASK YOUR SPOUSE OR PARTNER	\$25
DAY 7	CELEBRATE YOUR SUCCESS!	\$250

Plus, don't forget to use the online fundraising tools to increase your chances of success.



TOP TEN FUNDRAISING TIPS

TIP #1 – TAKE ADVANTAGE OF ONLINE FUNDRAISING TOOLS

Once you register as a participant, a Participant Centre is automatically generated for you. You can set your fundraising goal, upload pictures and tell your story all on this one page. Then, once your page is complete, you can send out emails to all of your contacts, inviting them to join or donate to your team.

TIP #2 – CREATE A PERSONAL FUNDRAISING EMAIL

A personalized appeal to friends and family can really go a long way. It's important to share your story about your connection with us. And, remember to fully maximize your fundraising efforts, reach out to not only friends and family members, but also co-workers, neighbors, club members and local businesses.

TIP #3 – DOUBLE YOUR FUNDRAISING WITH MATCHING GIFTS

Many companies have matching gift programs that can double and sometimes triple donations. Check with your organization to learn more about their matching gift program and be sure to encourage your donors and team members to do the same.

TIP #4 – VOICEMAIL GREETINGS

Some have great success in receiving support and donations by changing the outgoing message on their answering machines/voicemail. You can include in your regular outgoing message that you will be participating in this year's event and are appreciative of supporters who join your team and/or donate.

TIP #5 – THINK OUTSIDE THE BOX; THE SKY'S THE LIMIT, SO BE CREATIVE!

While there are some great tried-and-true fundraising tools, such as letter writing and bake sales, creative fundraising efforts will show your supporters that you are working hard to reach your goals. Think of fun ways to involve your co-workers with a jeans day or early-out day, where for a donation of \$5.00 or more, employees could wear jeans or have an early/out on a designated day. You can also host a Brown Bag Lunch Day where you ask co-workers to bring in their lunch instead of purchasing them and donate the saved funds to your team. Finally, place a "change collection" canister or box by the office vending machines and encourage co-workers to spare their change.



TIP #6 – POST AND TWEET

From your personal fundraising page, you can easily post a link to your Facebook or Twitter. Shout out to your friends and followers, invite them to sign up and/or support your fundraising efforts.

TIP #7 – DON'T BE AFRAID TO FOLLOW-UP!

Sending out one email may not be enough to motivate all of your contacts to support your efforts. As we all know, most people are very busy, and even though they plan to support you, your initial request may have gotten lost in the shuffle of their lives. Sending out a reminder or update on your efforts is a great way to remind your friends and family that you still need their support and motivate them to take action. Let them know how much you have already raised and how far you have to go to hit your goal, and then ask for a donation to help you complete your mission.

TIP #8 – GET SUPPORT FROM THOSE YOU SUPPORT ALL YEAR LONG

Dry Cleaners, accountants, doctors, hair stylists and dog walkers without a doubt appreciate your business and would be happy to support you.

TIP #9 – KEEP YOUR TEAM MOTIVATED AND EXCITED

The easiest way for a team to fall short of their potential is to become complacent about their fundraising efforts. It is important that everyone on your team understands that they play an important role in the success of not only your team, but the entire event! Also be sure to always send shout outs and kudos to team members using the team captain participant center, sharing news about new team members, fundraising goal progress or other event updates.

TIP #10 – THANK YOUS ARE VERY IMPORTANT

Sending out a thank you is extremely important and is an easy way to show your donors how much you appreciate their support. A thank you can be in the form of an email, handwritten note or phone call, but no matter the form, they should be sincere and sent out in a timely manner. Once you have thanked your donors, be sure to keep sharing your progress and important milestones (50% of your goal achieved, that you have increased your goal, etc). This will show them that their support truly made a difference in your efforts and may inspire them to make additional donations or pass along your website to others.