



DROP-IN SPEAKER SERIES

FUNdraising tips

PAUL LANSBERGEN



Canadian
Cancer
Society

CIBC  **RUN FOR THE CURE**



FUNdraising Tips

- Be real – be yourself
- ASK! Potential donors won't say yes, if you don't ask.
- Tell your story – donors give more
- Set a fundraising goal!
- Have fun, be creative
- Tailor to your own network and donor pool
- Use fundraising tools offered by charity



Canadian Breast Cancer Foundation
CIBC  Run for the Cure®

I am running on October 5, 2014 in memory of Mom. Please support me in finding a cure.

Paul Lansbergen
Volunteer Stewardship Coordinator, Ottawa Gatineau Captain, *The Lumbering Jacks* corporate team
(see over for donation instructions)

If you wish to donate on-line:

1. Visit my personal donation page by scanning my QR code below or via your browser at <http://www.runforthecure.com/goto/PaulLansbergen>
2. Click on "Donate to Paul!" and fill in information.

Thank you / Merci!



I won another hockey bet against Shannon Kingsley.
Another donation to the Run for the Cure.
Creative fundraising at its best!



Canadian Breast Cancer Foundation
CIBC  Run for the Cure®

RAISED:
\$7,001



GOAL:
\$10,000

Donate Now



Canadian
Cancer
Society

CIBC  **RUN FOR THE CURE**



Participant Fundraising Toolkit

The CIBC Run for the Cure is an event that unites an incredible collective of Canadians who are a force-for-life in the face of breast cancer and want to show their support. It's an inspirational day that raises significant funds for CCS through a 5k or 1k walk or run and is the largest single-day, volunteer led event in Canada in support of the breast cancer cause.

In a social distancing environment, personalized emails and phone calls continue to be incredibly effective ways to connect with your supporters. As you fundraise, please be mindful of connecting with your networks and making appropriate asks during this time of social distancing. This toolkit will provide inspiration to bring your network together to maximize impact and support your fundraising efforts!

Connecting in a Virtual Environment

Zoom

- A website and app used for group video calls. Holds up to 100 people for up to 40 minutes

Facetime

- An app to host group video calls up to 32 people for unlimited time. Compatible with iOS devices.

Strava

- An interactive fitness tracking activity app that can be linked to your social media platform

HouseParty App

- A website and app used for hosting group calls for up to 8 people to unlimited time. Includes built in games such as Heads-Up and Trivia

Virtual Fundraising Tips

- **Virtual Asks** - Substitute your in-person personal asks to at home video conferencing calls.
- **Go Social** - Share the excitement on your social media pages like Instagram, Facebook, Twitter and LinkedIn to update your friends and family on your fundraising efforts! Use the hashtag #cibcrunfortheCure
- **Try Livestreaming** - Livestreaming your activity is a great way to boost donations. Let people know when they can tune in, and talk to your audience to encourage donations in real time. This gives your friends and family the opportunity to get involved and maximize their impact while physically distancing.
- **Personalize your Fundraising Page** – Add a photo and motivational story. Fundraisers who personalize their page are more successful with their fundraising when reaching their goal.
- **Use Your Online Tools** – Download the fundraising *CIBC Run for the Cure* mobile app, use the email badge from your Fundraising Centre and personalize templated emails to send out donation & “join my team” requests.
- **Recruit Team Members** – 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.
- **Say Thank you** – Don't forget to thank all your wonderful supporters for their donations and thank anyone who helped organize and promote your virtual fundraiser. Tag them on social media, mail a handwritten card, or drop off some baked goods on their porch!

Virtual Fundraising Ideas

Virtual Trivia Night

There are many quizzes online you can download and share with friends and family. Write your own questions, have fun with it! We suggest these [quiz sites](#) for inspiration.

Chores for a Cause

Motivate your household to keep your home neat and tidy while raising funds for the cause. \$2 for every unmade bed made and \$5 for every dishwasher emptied.

The Dare Fundraiser

For every specific amount raised, commit to doing something that a supporter dared you to do. Get creative! Dare your teammates to sing a song and post to social media when they raise \$150.

Virtual Movie Night

Use streaming websites like Netflix, Crave or Disney+ to host a movie night with friends. Encourage your friends and family to have their phone on for group texting or video chatting. Invite donations to your team page, in lieu of what they would usually spend at the movies. Another great idea is to invite each guest to choose an appropriate donation challenge. Example, every time the characters kiss, \$2 or every explosion \$5 etc. Set a strict start time and have fun!

The Personal Challenge

Set a personal challenge and ask other people to sponsor you to complete. Make sure you post your progress on social media to get people pumped! You could climb one flight of stairs for every \$10 donated or commit to going coffee free for each day you receive a donation.

Share a Skill

Share your special skill or secret talent by leading a virtual training session on a topic of your choice in exchange for a donation from participants. Host virtual guitar lessons, teach an introduction to French, lead a stay-at-home yoga class or a cake decorating tutorial. Encourage viewers to donate to your page and learn something new!

Virtual Dinner Party

Host a dinner party through video conferencing. Set a theme and share a menu, so your guests have the same experience. From tuxes and gowns to decade-themed – use your imagination! Suggest a donation to join in on the fun!

Porch Drop Off

Host a virtual bake or craft sale! Supporters can donate to your personal page and you can drop off the goodies on their front porch. Promote your fundraiser on social media and get creative with what you could create.