



The Princess Margaret
Cancer Foundation UHN

WALK
TO CONQUER CANCER

SOCIAL MEDIA PLAYBOOK

for CORPORATE TEAMS

The Princess Margaret UHN



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WELCOME TO THE WALK COMMUNITY

Thank you for walking a half-marathon and raising funds for life-saving cancer research at The Princess Margaret. Your dedication is what fuels progress.

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SECTION 1

INTRODUCTION: IGNITING YOUR PERSONAL IMPACT WITH SOCIAL MEDIA



WELCOME TO THE PRINCESS MARGARET CANCER FOUNDATION WALK!

This playbook is a guide to effectively sharing your company team's fundraising journey, engaging your employees, clients, and business partners, and maximizing your collective impact for The Princess Margaret Cancer Foundation through social media.

OUR MISSION

To turn your team's passion for community and advancing cancer research into tangible progress, fueled by the power of your company's social connections and corporate responsibility.

QUICK TIPS:

- Tag @pmcfwalk on Instagram and @The Princess Margaret Cancer Foundation Walk on Facebook.
- Use the hashtags #PMCFWalk and #CarryTheFire.
- Share your company's reason for carrying the fire for a world free from the fear of cancer.

SECTION 2

YOUR COMPANY TEAM'S STORY: THE "WHY" WITH COLLECTIVE & GLOBAL IMPACT

FRAME YOUR TEAM'S "WHY":

Your Team's Connection: Share your team's connection to the cause – why you are participating? What inspired you all?

Corporate Values & CSR: Highlight your company's commitment to corporate social responsibility, community engagement, and employee well-being.

Team Building & Engagement: Emphasize the spirit of teamwork, healthy activity, and collective effort within your organization.

Global Impact Messaging: "A breakthrough in immunotherapy at The Princess Margaret doesn't stay in Toronto. It is published, shared, and becomes a new standard of care that can help patients and their families across Canada and around the world. By supporting our company's Walk team, you're contributing to research that benefits us all."



SECTION 3

CONNECTING WITH YOUR AUDIENCE: TAILORED SOCIAL STRATEGIES (TEAM CAPTAINS' PLAYBOOK)



FOR THE TEAM CAPTAIN:

This guide is the "Team Captains'" Playbook for social media.

"Leverage the Power of 'We'": Frame all fundraising as a collective team goal. Instead of saying 'I need to raise,' say 'We are trying to raise \$[Team Fundraising Goal] as a team to fund the next cancer research breakthrough.' This shifts the focus from an individual ask to a community effort.

Team Motivation: Use internal company communication channels (e.g., Slack, Teams, intranet) to share progress, celebrate milestones, and encourage friendly competition among team members.

Corporate Outreach: Develop strategies for using social media, especially LinkedIn, to:

- A Solicit corporate donations for your team.
- A Engage employees to join the team or donate.
- A Reach out to clients, vendors, and business partners for support.

SECTION 4

YOUR COMPANY TEAM'S SOCIAL MEDIA TOOLKIT: WHAT TO POST, WHEN, AND WHERE

HOW TO STRUCTURE YOUR POSTS

Company Hook: Start with something relatable to your company culture or values.

Clear Problem/Solution: Briefly explain why The Princess Margaret Cancer Foundation Walk is important and what your team's fundraising achieves.

Specific, Impact-Tied Asks: Connect donations to tangible outcomes (e.g., "\$50 funds breakthroughs in early detection...").

Strong Call to Action (CTA): Always include your company team's fundraising page link and tell people exactly what to do (e.g., "Join our team!", "Support our initiative!", "Sponsor us!").

A. PRE-EVENT: IGNITING THE SPARK

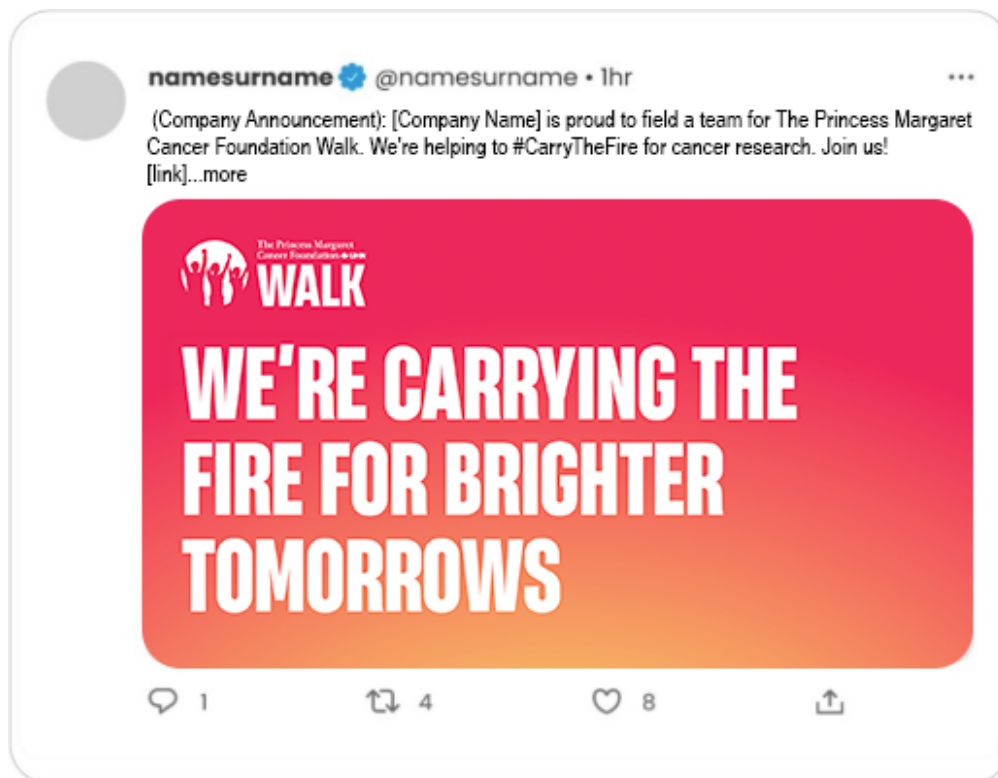
Build excitement, drive team sign-ups, secure corporate donations, and encourage employee and partner donations.

Content Ideas:

- A Announcement of your company's participation in The Walk.
- A Your team's "Why" (corporate values, team building, community impact).
- A Updates on team formation and training walks.
- A Behind-the-scenes content of your team's preparations.
- A Sharing Princess Margaret Cancer Centre facts/stories relevant to corporate responsibility.

Example LinkedIn Post

Use the template below as a starting point for your post.



Sample post 1

(Company Announcement): [Company Name] is proud to field a team for The Princess Margaret Cancer Foundation Walk. We're helping to #CarryTheFire for cancer research. Join us! [link]

Sample post 2

(Team Recruitment): Looking for passionate colleagues from [Company Name] to join our team for The Princess Margaret Cancer Foundation Walk. Let's make an impact together! #CarryTheFire. [link to sign up]

Sample post 3

Join forces with or support [Team Name] in The Princess Margaret Cancer Foundation Walk, so that [Company Name] can #CarryTheFire and have the greatest impact for cancer research! Inquire about sponsorship opportunities.

B. DURING THE EVENT: FANNING THE FIRE

To drive last-minute donations, capture your event day highlights from the start line to the finishing celebrations.

Content Ideas:

- Live updates from the event (photos/videos of your team in action).
- Team huddles, action shots, celebration moments.
- Your team's fundraising goal updates ("Almost there! Help us hit our target!").
- Shout-outs to your company's donors, sponsors, and team members.
- Instagram Stories with polls, stickers, and location tags from the event.

Call to Action: "Donate now (last chance!)," "Cheer on Team [Company Name]!"

C. POST-EVENT: KEEPING THE FIRE BURNING

Celebrate your team's achievements, announce your company's results, drive post-event donations, and inspire future action.

Content Ideas:

- Event highlights and your team's reflections on the experience.
- Celebratory and thankful posts, announcing your final fundraising total.
- Thank you messages to your company's employees, clients, donors, sponsors and supporters.
- Updates on how your company's funds are making a difference.

Call to Action: "Fundraising window still open – donate now!," "Join us again next year!"

ESSENTIAL TOOLS & RESOURCES:

Your Company Team's Fundraising Page: This is your [central hub](#) for donations. Ensure it's fully customized with your company logo and messaging.

Your Company Team's Fundraising Link: Share this frequently and prominently in all communications.

Your Company Team's QR Code: Use your company's QR code on corporate communications, internal intranets, and email signatures. It makes donating instant and easy.

WALK SOCIAL MEDIA TEMPLATES

Post Templates: With pre-written copy and customizable visuals for Facebook, Instagram, LinkedIn. Find these templates on our [Fundraising Resources page](#).

"Thank You" Template: For acknowledging your donors and supporters.

EMAIL SIGNATURE (CORPORATE):

"Team [Company Name] is proudly participating in The Princess Margaret Cancer Foundation Walk. Our company is committed to making an impact, and you can support our effort here: [Link to the Corporate Team Fundraising Page]"

CORPORATE TOOLKIT:

Customizable Corporate Posters: To recruit teams and encourage donations.

Corporate Sponsorship Request Email: Template for approaching potential corporate sponsors.

Find these resources on our [Captains and Corporate Partnerships Resources page](#).

SECTION 5

PLATFORM-SPECIFIC BEST PRACTICES

LINKEDIN:

Primary Platform: Ideal for corporate announcements, demonstrating corporate social responsibility, and engaging clients, vendors, and business partners.

Networking: Leverage company pages and individual employee profiles to amplify reach.

FACEBOOK & INSTAGRAM (COMPANY PAGES):

Employee Engagement: Share team photos, videos, and updates for broader internal employee engagement.

Public Awareness: Engage the general public with dynamic, visual content about your team's journey and company's values.

Hashtags: #PMCFWalk, #CarryTheFire, #CancerResearch, #[YourCompanyTeamName], #[YourCompanyHashtag].

X (FORMERLY TWITTER):

Concise & News-Focused: Share brief updates about your team's progress, fundraising milestones, and company involvement.

Hashtags & Mentions: Use relevant hashtags and tag @thepmcf.

INTERNAL COMPANY COMMUNICATION CHANNELS (E.G., INTRANET, SLACK, MICROSOFT TEAMS):

Team Motivation: Use these for direct, frequent updates, challenges, and motivation for your team members.

Employee Recruitment: Encourage more employees to join your team or donate.

SECTION 6

ADVANCED TIPS

ADVANCED TIPS:

Corporate Matching Programs: Actively promote to all employees and engage them in company gift matching offerings (if applicable) – this can significantly boost your team's total. Visit our [Workplace Giving page](#) for more details.

Gifts of Stock: Proactively develop strategies for using social media to identify and engage with existing company partners. Visit our [Ways to Give page](#) for more details on Gifts of Stock.

Team Leaderboards & Challenges: Create internal company leaderboards or challenges to foster friendly competition and drive donations among employees and departments.

Consistent Storytelling: Share the ongoing story of your company team's Walk, its impact, and its commitment to The Princess Margaret Cancer Foundation's mission across all relevant social channels.





MORE RESOURCES AT YOUR FINGERTIPS

Visit our [Fundraising Resources page](#) for more tips, tricks, and social media templates that'll help you reach your goals.

Remember, the Walk Team is always here to help!

Visit our [FAQ page](#) to find answers or contact us directly at walk@thepmcf.ca

