



The Princess Margaret
Cancer Foundation  UHN

WALK

EVENT TOOLS AND RESOURCES

Everything you need to know to turn your steps into life-saving breakthroughs.



WELCOME TO THE WALK COMMUNITY

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

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Like any other guidebook, just scan for topics and tips you need or are interested in.

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SECTION 1:

TIPS AND TRICKS

TIPS AND TRICKS

Ready to step up to the start line? Here's how to kickstart your fundraising and fuel cancer research.

THE FIRST STEP

Stats show that the first 48 hours are key to success.

-  **Be Your Own First Donor:** Every donation, big or small, shows commitment and breaks the ice for others.
-  **Personalize Your Page:** Add one photo and complete the sentence "I'm carrying the fire because..." Don't worry about perfection. Authenticity wins.
-  **Ask Three "Safe" People:** Reach out to a parent, best friend, or partner. This makes the initial outreach feel less intimidating.
-  **How to Start the Conversation:** Focus on a single clear point, frame it as an invitation not a demand, and share your personal "why."

LEADING YOUR TEAM

-  **Recruit and Rally:** Focus on motivating your group and creating a sense of collective effort.
-  **Set a Team Goal:** Aim for a collective target to foster a supportive, competitive spirit.
-  **Corporate Outreach:** Use the provided templates to approach your company for team sponsorship or donation matching.

WALKER'S WISDOM

-  **Share "Why I Carry The Fire":** Make your ask personal and story driven.
-  **Use the Tools:** Lean on the provided social media templates and email signatures to spread the word easily.
-  **Follow Up:** People are busy. A gentle reminder a week later is helpful, not annoying. Be ready on Walk Day to capture a photo of your team.

Let's Carry The Fire.

Visit PMCFWalk.ca for more resources.



SECTION 2:

TEMPLATES



TEMPLATE – EMAIL

Copy this template, fill in all [bracketed fields], add your personal reason for supporting cancer research to connect with donors, and share via email.

Hi [Name],

I'm walking a half-marathon in The Princess Margaret Cancer Foundation Walk on [Event Date]. It's going to be an incredible day of community and hope.

I'm taking part to raise money for important research at Princess Margaret Cancer Centre. They do amazing work as one of the top cancer research centres globally. This is personal to me because [Share a brief personal reason here.]

My goal is to raise \$[Goal Amount] and I'd love your help hitting that number. Every dollar helps create a world free from the fear of cancer.

You can donate securely here: [Link to your Fundraising Page]

Thanks so much for the support.

Sincerely,
[Your Name]

TEMPLATES

Download and share on social to connect with donors and show your support for cancer research.

16x9



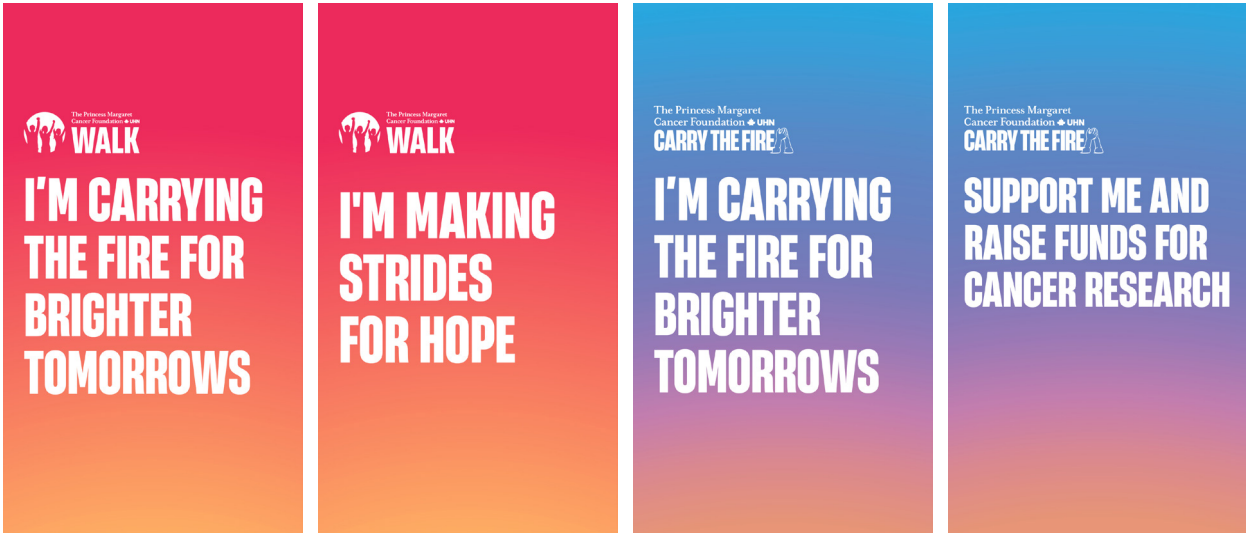
1x1



4x5

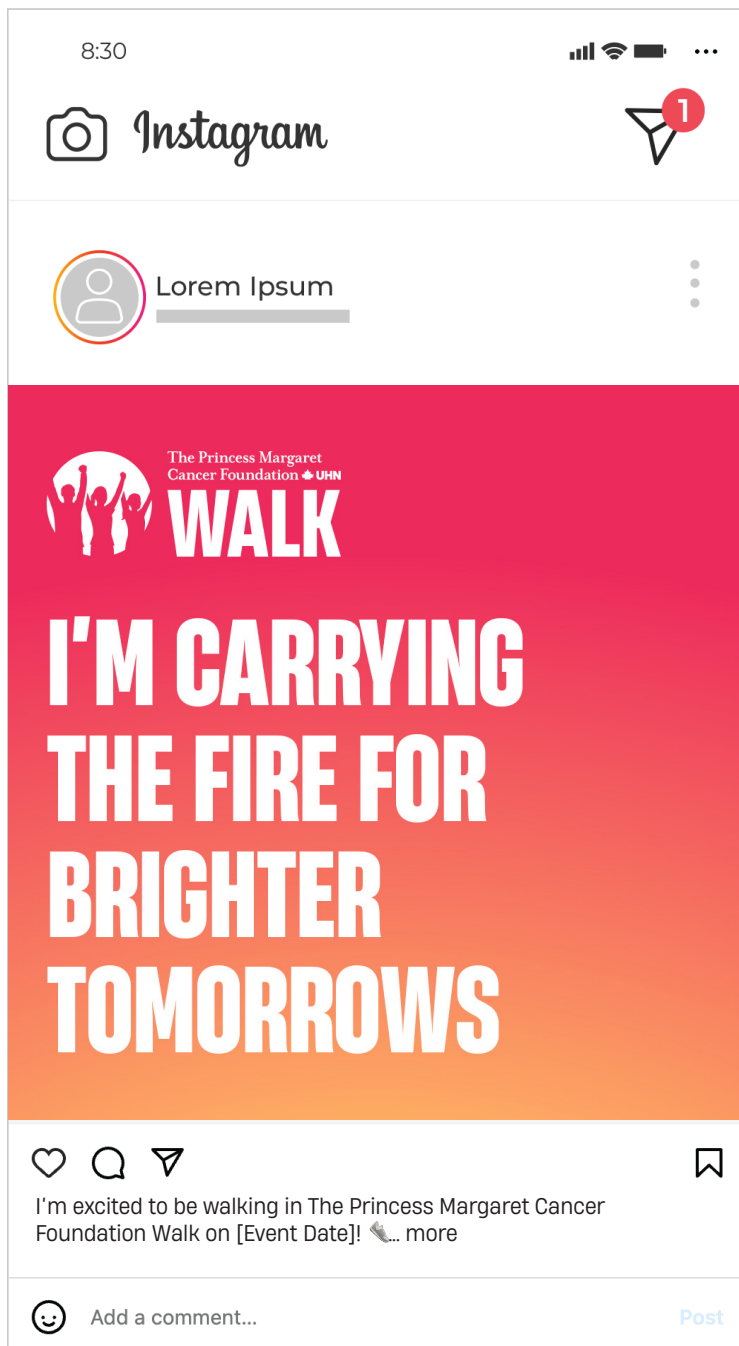


9x16



TEMPLATE – INSTAGRAM

Copy this template, fill in all [bracketed fields], add your personal reason for supporting cancer research to connect with donors, and share via social.



I'm excited to be walking a half-marathon in The Princess Margaret Cancer Foundation Walk on [Event Date]! 🏃

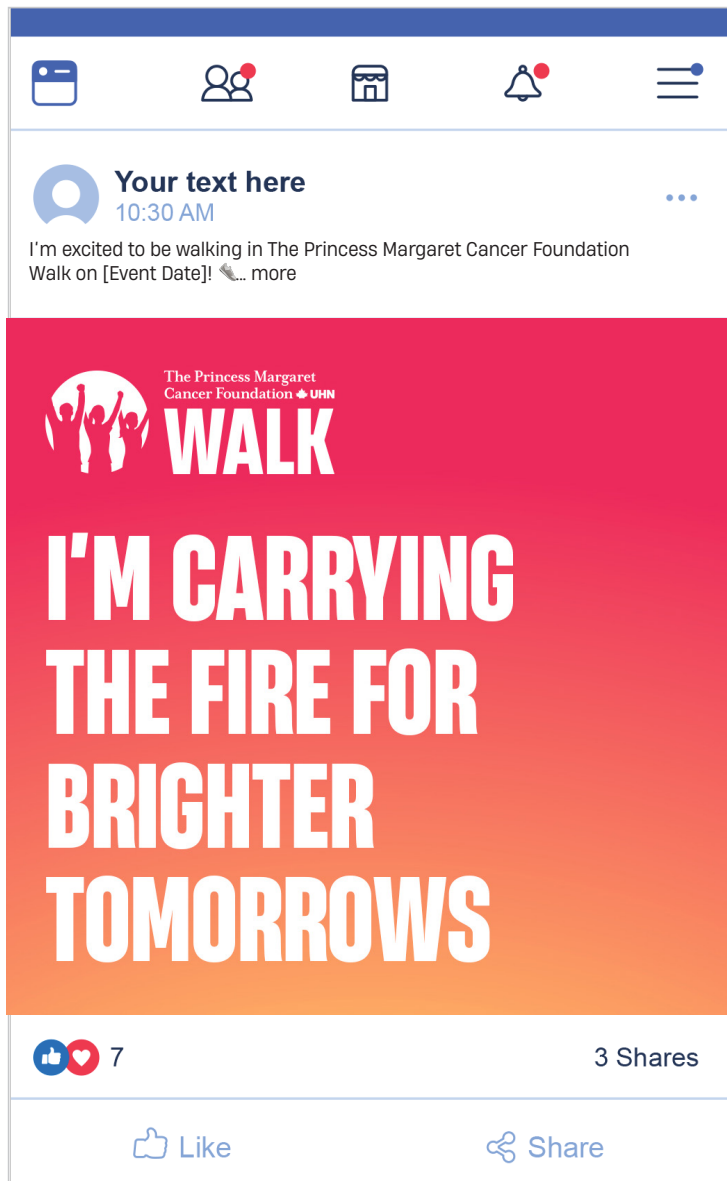
Every step I take and dollar I raise fuels life-saving advancements at Princess Margaret Cancer Centre, one of the world's leading cancer research and treatment centres. [Optional: Add personal reason here.]

Will you support my Walk and help transform outcomes for patients across Canada and around the world? Link in bio to donate. 💖

#CarryTheFire #PMCFWalk

TEMPLATE – FACEBOOK

Copy this template, fill in all [bracketed fields], add your personal reason for supporting cancer research to connect with donors, and share via social.



I'm excited to be walking a half-marathon in The Princess Margaret Cancer Foundation Walk on [Event Date]! 🏃

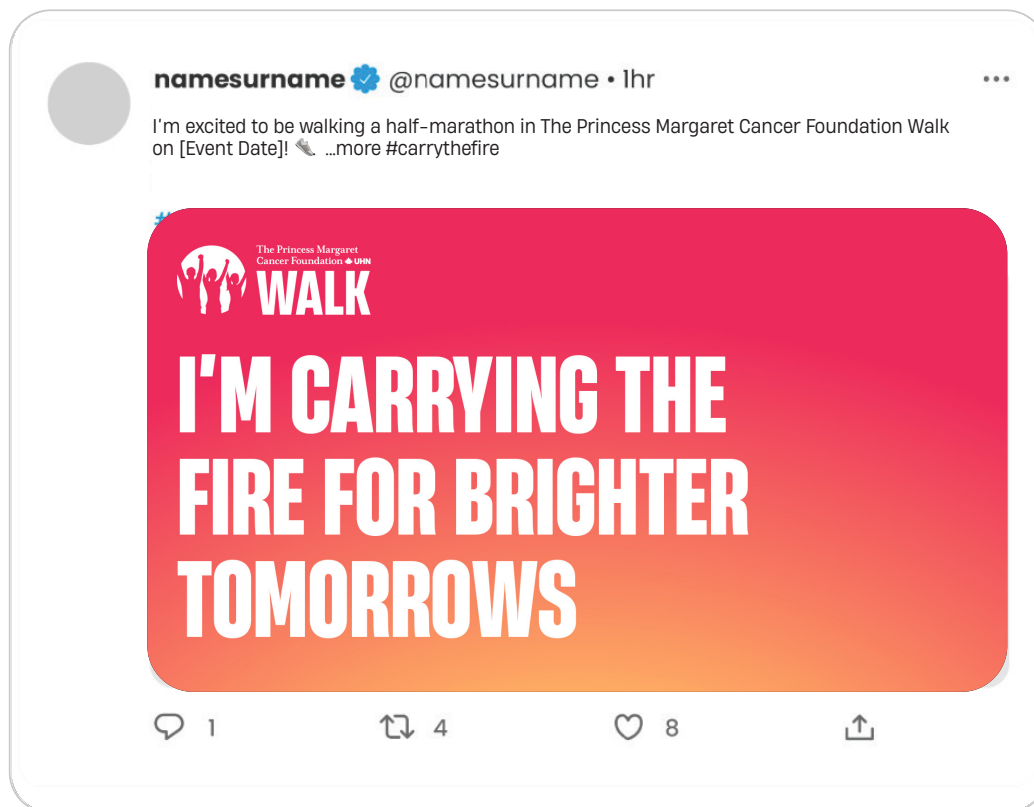
Every step I take and dollar I raise fuels life-saving advancements at Princess Margaret Cancer Centre, one of the world's leading cancer research and treatment centres. [Optional: Add personal reason here.]

Will you support my Walk and help transform outcomes for patients across Canada and around the world? Visit my page: [Participant Link] 💖

#CarryTheFire #PMCFWalk

TEMPLATE – LINKEDIN

Copy this template, fill in all [bracketed fields], add your personal reason for supporting cancer research to connect with donors, and share via social.



I'm excited to be walking a half-marathon in The Princess Margaret Cancer Foundation Walk on [Event Date]! 🏃

Every step I take and dollar I raise fuels life-saving advancements at Princess Margaret Cancer Centre, one of the world's leading cancer research and treatment centres. [Optional: Add personal reason here.]

Will you support my Walk and help transform outcomes for patients across Canada and around the world? Visit my page: [Participant Link] 💖

#CarryTheFire #PMCFWalk



TEMPLATE – THANK YOU EMAIL

Copy this template, fill in all [bracketed fields], add your personal reason for supporting cancer research to connect with donors, and share via email.

THANKS FOR STEPPING UP!

Hi [Donor Name],

Thank you so much.

Your support isn't just helping me reach my goal—it's directly funding vital cancer research that saves lives.

Your generous donation helps Carry The Fire for a world free from the fear of cancer. It means a lot to me that you're supporting my Walk.

Sincerely,
[Your Name]

TEMPLATES

Download this template, print out the poster, and post it for teammates to see.



The Princess Margaret
Cancer Foundation 

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STEP UP AND
CARRY THE FIRE

Walk a half marathon with your colleagues for a day of powerful community and shared purpose. Every dollar we raise fuels groundbreaking research at Princess Margaret Cancer Centre.

[Event Date],
Toronto, ON

[QR Code Placeholder]

Scan to join our team
or support our efforts!

The Princess Margaret
Cancer Foundation 

CARRY THE FIRE 

PMCFWalk.ca

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STEP UP AND CARRY THE FIRE

Walk a half marathon with your colleagues for a day of powerful community and shared purpose. Every dollar we raise fuels groundbreaking research at Princess Margaret Cancer Centre.

[Event Date],
Toronto, ON

[QR Code Placeholder]

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WALK

STEP UP AND CARRY THE FIRE

Walk a half marathon with your colleagues for a day of powerful community and shared purpose. Every dollar we raise fuels groundbreaking research at Princess Margaret Cancer Centre.

[Event Date],
Toronto, ON

[QR Code
Placeholder]

**Scan to join our team
or support our efforts!**

The Princess Margaret
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CARRY THE FIRE 

PMCFWalk.ca



STEP UP AND CARRY THE FIRE

Walk a half marathon with your colleagues for a day of powerful community and shared purpose. Every dollar we raise fuels groundbreaking research at Princess Margaret Cancer Centre.

Toronto, ON

[QR Code
Placeholder]

**Scan to join our team
or support our efforts!**



PMCFWalk.ca

EMAIL SIGNATURES

Copy this template, fill in all [bracketed fields], and add your personal reason for supporting cancer research to connect with donors.

EMAIL SIGNATURE – INDIVIDUAL

I'm stepping up for cancer research in The Princess Margaret Cancer Foundation Walk. Please consider supporting my Walk with a donation, here's my link: [Link to Fundraising Page].



EMAIL SIGNATURE – CORPORATE

Team [Company Name] is stepping up for cancer research at The Princess Margaret Cancer Foundation Walk. Please consider supporting us, here's the link: [Link to Corporate Fundraising Page].





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FUNDRAISING CHECKLIST

STEP UP TO THE START LINE (THE FIRST 24 HOURS)

- ☐ **Make Your First Donation:** Be your own first donor to build momentum.
- ☐ **Personalize Your Page:** Add one photo and one sentence about why you're carrying the fire.
- ☐ **Set Meaningful Goals:** Pick a fundraising goal that motivates you.
- ☐ **Download Fundraising Resources:** Get our helpful guides and fundraising playbook at [PMCFWalk.ca/fundraising-resources](https://pmcfwalk.ca/fundraising-resources)

BUILD YOUR MOMENTUM (FIRST WEEKS)

- ☐ **Pick Your "Safe" Asks:** Ask three close friends or family members to support you first.
- ☐ **Send Your First Email:** Use the provided template to reach your wider network.
- ☐ **Make Your First Social Posts:** Share your link on Instagram, Facebook, or LinkedIn.
- ☐ **Thank Donors Immediately:** Prompt recognition is key.

KEEP THE PAGE (MID-CAMPAIGN)

- ☐ **Update Your Network:** Share fundraising milestones or training updates on social media.
- ☐ **Send Follow-Up Emails:** Send gentle reminders to those who haven't donated yet.
- ☐ **Promote Corporate Matching:** Remind donors to check if their employer matches gifts.

THE FINAL KILOMETRE (THE WEEK BEFORE)

- ☐ **Create Urgency:** Remind your network the event is fast approaching.
- ☐ **Thank and Share Final Results:** Celebrate your collective impact after the event!

INDIVIDUAL DONATION FORM

Thank you for donating to the Walk benefitting The Princess Margaret.

The Princess Margaret
Cancer Foundation • 1-888-

WALK

WHICH EVENT YEAR ARE YOU DONATING TO? 20_____

WHO ARE YOU DONATING TO?

Name: _____ Participant Number (if known): _____

Team Name (if applicable): _____

PLEASE PRINT YOUR NAME CLEARLY, AS YOU WISH IT TO APPEAR ON YOUR TAX RECEIPT.

First Name: _____ Last Name: _____

Company Name (for business donations): _____

Address: _____

City: _____ Province: _____ Postal Code: _____

Email (to receive tax receipt by email): _____

Phone (mandatory for credit card payments): _____

☐ Please check this box in order to receive important Walk information including event updates, training and fundraising tips, and information on how funds raised are being used; you need to opt-in to communications. You may withdraw your consent and opt-out at any time.

CHOOSE YOUR LEVEL OF DONATION:

We're grateful for anything you can give. Every dollar helps save more lives.

☐ Trekker.....\$150
☐ Trailblazer.....\$300
☐ Groundbreaker.....\$600
☐ Torchbearer.....\$900
☐ Hero.....\$1,500
☐ Adventurer.....\$_____

Many people leave a gift in their will to charities that are important in their life.

☐ Please have someone contact me about leaving a gift to The Princess Margaret Cancer Foundation.

Please enter your name as you would like it to appear on the participant's Honour Roll:

☐ I prefer not to show the amount of my gift on the participant's Honour Roll.
☐ I do not want my name to appear on the Walk website.

SELECT BETWEEN TWO EASY PAYMENT OPTIONS:

☐ **Personal Cheque** Single payment in full only. Please make cheques payable to The Princess Margaret Cancer Foundation Walk. Include participant name and number on all cheques.
☐ **Credit Card** Single payment in full only. Payment will be processed immediately upon the processing of this form by the donation office.

☐ Visa ☐ Mastercard ☐ Amex

Card Number: [][][][][][][][][][][][][][][][]

Exp: [][][][][][]

CVV: [][][]

Cardholder Name: _____

Cardholder Signature: _____

☐ Yes, I would like to cover the admin fee of 3% of the transaction total to a maximum of \$25.00, so that more money can go to cancer research.

Please mail this form with your donation to:

The Princess Margaret Cancer Foundation
610 University Ave
Toronto, ON M6G 2A9

Please note the following before you send in your donation:

Each cheque must come with its own donation form

- All donations will be credited in Canadian dollars
- We cannot accept cash donations
- If you donate \$15 or more, you will receive a tax receipt
- All donations are non-refundable and non-transferable
- Credit card statements will say PM CANCER FOUNDATION Toronto ON

More ways to donate:

- Ask your company if they provide matching gifts for donations
- Donate online at [PMCRWalk.ca](#)

TEAM DONATION FORM

Thank you for donating to the Walk benefitting The Princess Margaret.

WHICH EVENT YEAR ARE YOU DONATING TO? 20 _____

PLEASE PRINT YOUR NAME CLEARLY, AS YOU WILL IT TO APPEAR ON YOUR TAX RECEIPT.

First Name:	_____	Last Name:	_____
Company Name (for business donations):	_____		
Address:	_____		
City:	_____	Province:	_____
Postal Code:	_____		
Email (to receive tax receipt by email):	_____		
Phone (mandatory for credit card payments):	_____		

☐ Please check this box in order to receive important Walk information including event updates, training and fundraising tips, and information on how funds raised are being used; you need to OPT-IN to communications. You may withdraw your consent and opt-out at any time.

WHO ARE YOU DONATING TO?

Team Member:	Participant Number (if available):	Donation Amount:
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

For additional names, please use an additional sheet.

Note: Please make sure the breakout of donations to each team member adds up to the total.

Page 1 Total: _____
Page 2 Total: _____
Final Total: _____

SELECT BETWEEN TWO EASY PAYMENT OPTIONS:

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☐ Visa ☐ Mastercard ☐ Amex

Card Number: [][][][][][][][][][][][][][][][][] Exp: [][][]/[][][] Cvv: [][][]

Cardholder Name: _____ Cardholder Signature: _____

☐ Yes, I would like to cover the admin fee of 3% of the transaction total to a maximum of \$25.00, so that more money can go to cancer research.

Please mail this form with your donation to:

The Princess Margaret Cancer Foundation
610 University Ave.
Toronto, ON M4G 2M9

Please note the following before send in your donation:

- Each cheque must come with its own donation form
- All donations will be credited in Canadian dollars
- We cannot accept cash donations
- If you donate \$15 or more, you will receive a tax receipt
- All donations are non-refundable and non-transferable
- Credit card statements will say PM CANCER FOUNDATION Toronto ON

More ways to donate:

- Ask your company if they provide matching gifts for donations
- Donate online at PMPCFWalk.ca

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☐ I do not want my name to appear on the Walk website.

Thank you for donating to the Walk benefitting The Princess Margaret.



Name: _____ Participant Number (if known): _____

Team Name (if applicable): _____

First Name: _____ Last Name: _____

Company Name (for business donations):

Address:

City: _____ Province: _____ Postal Code: _____

Email (to receive tax receipt by email): _____

Phone (mandatory for credit card payments): _____

☐ Please check this box in order to receive important Walk information including event updates, training and fundraising tips, and information on how funds raised are being used, you need to OPT-IN to communications. You may withdraw your consent and opt-out at any time.

We're grateful for anything you can give. Every dollar helps save more lives.

☐ Trekker\$150

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☐ Torchbearer\$900

☐ Hero\$1,500

☐ Adventurer \$ _____

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Card Number: | | | | | | | | | | | | | | | | | |

Exp: | | | |

CVV: | | |

Cardholder Name:

Cardholder Signature: _____

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PLEASE PRINT YOUR NAME CLEARLY, AS YOU WISH IT TO APPEAR ON YOUR TAX RECEIPT.

First Name: _____ Last Name: _____

Company Name (for business donations): _____

Address: _____

City: _____ Province: _____ Postal Code: _____

Email (to receive tax receipt by email): _____

Phone (mandatory for credit card payments):

☐ Please check this box in order to receive important Walk information including event updates, training and fundraising tips, and information on how funds raised are being used, you need to OPT-IN to communications. You may withdraw your consent and opt-out at any time.

Team Name: _____

Team Member:

Participant Number (if available):

Donation Amount:[illegible]

For additional names, please use an additional sheet.

Page 1 Total:

Note: Please make sure the breakout of donations to each team member adds up to the total.

Page 2 Total:

Final Total:

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☐ Visa ☐ Mastercard ☐ Amex

Card Number: Exp: CVV:

Cardholder Name: _____ Cardholder Signature: _____

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Please note the following before you send in your donation:

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PMCFWalk.ca

