



The Princess Margaret
Cancer Foundation  UHN

WALK

FUNDRAISING PLAYBOOK

Everything you need to know to reach your fundraising goals.



WELCOME TO THE WALK COMMUNITY

Thank you for being a part of the Walk community and for challenging yourself to walk a half-marathon through Toronto's most iconic neighbourhoods. Your dedication to raising funds for life-saving cancer research at The Princess Margaret 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:

FIRST-TIMERS' FAST TRACK

GETTING STARTED

Welcome to The Princess Margaret Cancer Foundation Walk! We're thrilled to have you. This section is your fast track to fundraising success. You are committing to a fundraising minimum of \$1,500 to participate. Remember, every dollar you raise makes a real difference and the Walk Team is here to help you every step of the way

MASTERING THE ART OF FUNDRAISING

The thought of asking for donations can feel big, but you're not just asking for money; you're inviting people to join you in fuelling life-saving cancer research. When you share your passion to better the lives of cancer patients across Canada and around the world, your community will want to support you, learn more, or even join too.

Remember: Asking for donations is still a conversation – make it authentic, listen and reply to any questions to the best of your abilities, and share your passion for the sport and cause.

BUILD MOMENTUM IN YOUR FIRST 48 HOURS

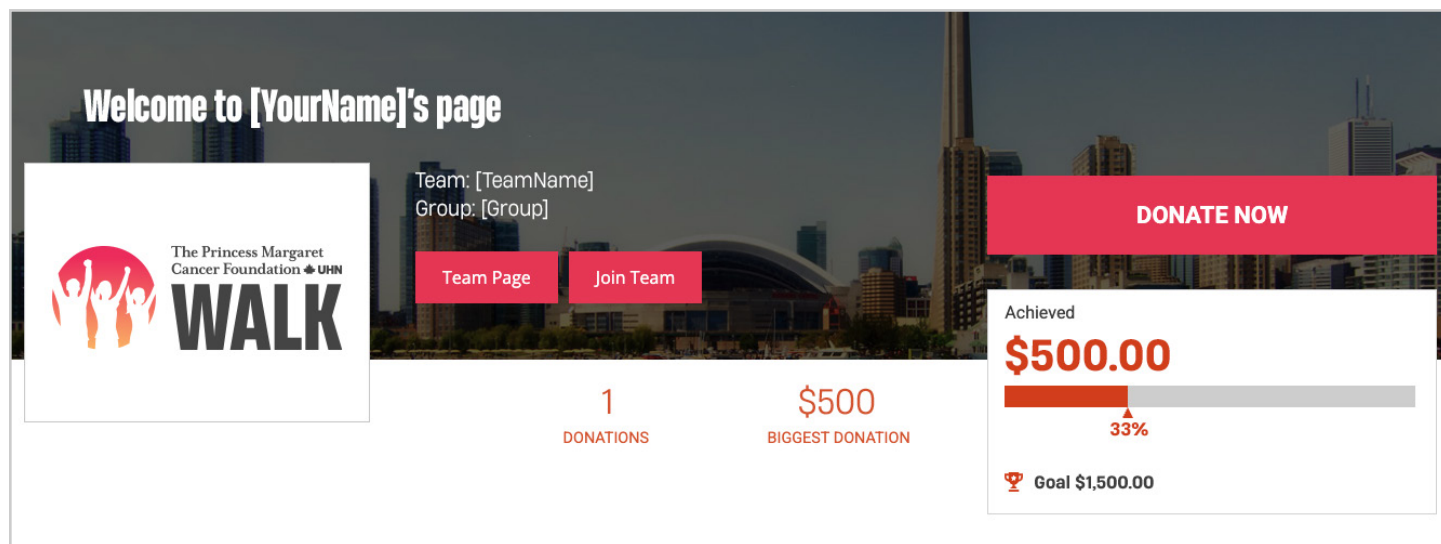
For a new fundraiser, getting started can feel like the hardest part. This simple checklist will help you kick off your fundraiser with confidence:

- ✔ **Self-donate to your fundraiser.**
Be your own first donor. Participants who start off with a self-donation raise more funds up to 80% faster. Any donation, big or small, shows your commitment and helps build momentum.
- ✔ **Add one photo and one sentence to your Participant page's bio.**
Don't worry about perfection, just make it personal. Upload a meaningful photo to highlight why you are participating. The more you share, the better.
- ✔ **Ask three "safe" people to support your fundraiser.**
Practice makes perfect! Ask three people closest to you to support your fundraiser. This first outreach feels much less intimidating and gets you on the board quickly. One of the three safe people you select should be someone who can give a larger donation. Larger donations early on in your fundraising will set the bar high for others to follow.



HOW TO UPDATE YOUR PARTICIPANT PAGE

Your [Participant Page](#) is the foundation of your campaign, so it's important to make it personal. Potential donors visit your Participant Page for more information about your Walk fundraising, including why they should support The Princess Margaret and where they donate.



Steps to edit your Participant Page:

1. [Sign in](#) and edit your bio to share your story.

Are you walking in memory of a loved one, for someone special who is currently a cancer patient, or for yourself? Don't just tell people that you're participating in the Walk, show them why you're committed to raising funds for life-saving cancer research.

2. Upload photos that complement your story.

Add pictures of yourself and loved ones you may be walking for. The more you share, the more people will care and give.

3. Set an ambitious fundraising goal.

Aim higher than the preset minimum – your fundraising goal is displayed on your [Participant Page](#) and can also help inspire greater support.

HOW TO IDENTIFY YOUR NETWORK

Your network is bigger than you imagine. Use the categories below to list four names under each and you'll quickly see its true size.

- Family/relatives
- Friends
- People you work with
- People you used to work with
- Neighbours
- Small local businesses (e.g., your favourite restaurant, barber, nail salon, etc.)
- Your personal healthcare providers (e.g., doctor, dentist, physiotherapist, etc.)
- Your company (bonus: a lot of companies have donation-matching programs!)
- Your social media network (i.e., Followers or friends on Facebook, Instagram, LinkedIn, etc.)

HOW TO MAKE THE ASK

Make your ask a heartfelt conversation, not a sales pitch. Your genuine connection to the cause is your most powerful tool. Treat all communication channels like any other discussion, allowing room for questions and thoughts.

A Simple Framework for Your Ask:

1. Share the 'Why': Start with the need you're helping to address.
 2. Make it Personal: Explain why this cause is important to you.
 3. Explain Your Action: Describe what you're doing (walking 21 km in the Walk!).
 4. Make a Clear Ask: Directly and simply ask for a donation.
- +1** Express Gratitude: Always thank them for their time and consideration.

Example 1 (Email/Text Inspo):

Hi [Name],

I hope you're well.

Did you know 2 in 5 Canadians will be diagnosed with cancer in their lifetime? As cancer has touched [your loved one], I care deeply about transforming outcomes, so I've decided to participate in The Princess Margaret Cancer Foundation Walk. Your support would mean so much to me. Donations to The Princess Margaret support advancements in early detection, innovative treatments and comprehensive support. Plus, breakthroughs made in Toronto set the new global standard of care, helping patients around the world.

See my link here: [Insert Your Personal Fundraising Link]

Thanks for your consideration,
[Your Name]

Example 2 (Social):

With 2 in 5 Canadians facing a cancer diagnosis in their lifetime, we all have a reason to step up. This year, I'm walking a half-marathon for a purpose that touches all of us and raising funds for life-saving research at The Princess Margaret. Donations to support advancements that set the new global standard of care, helping patients around the world.

Your support would mean so much to me. Click the link in my bio to learn more and thanks for reading!

Pro Tip: Identify the top 20 people in your network and send personal messages to start fundraising. The more people you reach out to, the more chances for donations. The process takes some time, but it works and helps fuel life-saving research.

FAST FACTS TO INCLUDE IN YOUR ASK

When sending a message or preparing to chat with a potential donor, have these facts in your back pocket to show the impact their support could have.

- 1** **2 in 5** Canadians will be diagnosed with cancer in their lifetime.
- 2** **Cancer** is the #1 cause of death in Canada.
- 3** Today, the average cancer survival rate is **64%**, which has jumped from 25% in the 1940s thanks to research.

The Princess Margaret...

- is one of the world's leading cancer research and treatment centres.
- treats over 200 types of cancer, including Canada's most complex cases.
- 21,050 new patients were treated last year.
- has 23% of patients in clinical trials, a rate far above national and international averages.

HOW TO FOLLOW UP

A one-and-done approach won't help you reach and exceed your fundraising goals. Sometimes people will donate the first time you ask, other times they may need reminders, so don't be afraid to follow up. Here are some example follow-up messages you can personalize:

Example 1 (Email/Text Inspo):

Hi [Name],

I just wanted to follow up with you, as [insert why you're participating]. Did you know 2 in 5 Canadians will be diagnosed with cancer in their lifetime? That's why it's important to raise funds for life-saving cancer research now to fuel the breakthroughs of tomorrow.

See my link here: [Insert Your Personal Fundraising Link]

Let me know if you have any questions and thanks for your time!
[Your Name]

Example 2 (Social):

Cancer is the leading cause of death in Canada and together we can help transform outcomes for patients here in Canada and around the world. I'm fundraising for The Princess Margaret Cancer Foundation Walk and your support would mean so much to me. Click the link in my bio to learn more. Let me know if you have any questions and thanks for your time!

HOW TO THANK YOUR DONORS

Every donation is a step forward for cancer research, and every contribution deserves to be celebrated. Thanking supporters isn't just polite, it shows they're crucial to our mission. Use your [Participant Page](#) to track donations and send out thank-you notes.

Within 24-hours of securing a donation, you should reach out and thank them. Once event day is over, go back and thank all donors for helping you Carry The Fire for a world free from the fear of cancer.

- Create a thank-you note from the 'Donations' tab of your Fundraising Dashboard on your Participant Page.
- Post your thanks publicly on social media or send a DM, especially if this is how you've reached out and secured support. Plus, it can inspire more donors to step up.
- Text or call them to thank them directly, especially if this is how you've reached out to them for support.
- Send an email using the handy templates included on your Fundraising Dashboard.
- Send a handwritten thank-you card. This is always a powerful and personal touch.

HOW TO SET UP YOUR QR CODE

1. [Click here](#), then ensure the category "Individual" is selected or currently pink.
2. Enter your first and last name in the search box, then scroll to find it within the options that populate once you begin searching.
3. Tap the "Download QR code" button and you'll have your code handy to use as you please.

Pro Tip: Make the QR code your phone's wallpaper – it's the fastest way to turn a conversation into a contribution. No links, no typing, no friction.



FUNDRAISING DO'S

Use the Walk Tools to:

- Access and update your Profile and Participant Page.
- Get instant updates to your fundraising total with direct donations.
- Donors receive tax receipts, and you can get their contact information to send them personal thank-you notes.

Start Fundraising ASAP:

- Begin as soon as you register and kick off your fundraising with a self-donation.
- Early campaigns build momentum and lead to greater success.

Ask Multiple Times:

- Not everyone will remember your initial request.
- Key times to ask are when you register, on significant personal dates, and before the fundraising deadline.

Guide Donors on Cheques:

- Ensure cheques are made out to "The Princess Margaret Cancer Foundation Walk" with your name and participant ID. You can find your Participant ID in your [Participant Centre dashboard](#) under "My Account."
- Each donation must include a completed Individual or Team Offline Donation Form with your participant ID number.
- Mail them with a completed [Individual Offline Donation Form](#) or [Team Offline Donation form](#) to:

The Princess Margaret Cancer Foundation
610 University Avenue
Toronto, ON M5G 2M9

FUNDRAISING DON'T'S

- Don't wait until event day to ask for donations.
- Don't mail cash.
- Don't use a "one and done" approach.
- Don't use third-party platforms like GoFundMe.
- Don't bring cheques to the event. They cannot be accepted or processed on event day.



MEET THE WALK AMBASSADOR PROGRAM

Top fundraisers are the heart of our event's impact. Our Ambassador Program recognizes those who go above and beyond. Aim for these tiers to unlock exclusive rewards and recognition.

Silver Ambassador

Silver Ambassadors are individuals who raise \$2,500+. They will receive a Silver lanyard, a personalized name tag and a Nike Ambassador Tech T-shirt.

Gold Ambassador

Gold Ambassadors are individuals who raise \$3,500+. They will receive a Gold lanyard, a personalized name tag, a Nike Ambassador Tech T-shirt and their name on our Walk of Fame.*

Diamond Ambassador

Diamond Ambassadors are individuals who raise \$7,500+. They will receive a Diamond lanyard, a personalized name tag and a Nike Ambassador Tech T-shirt, their name on our Walk of Fame* and VIP recognition* at the event.

Pacesetter

The first 10 fundraisers to reach \$10,000 in donations are our Pacesetters. They set the pace of fundraising for Walk, helping us all make greater strides towards life-saving cancer breakthroughs. Pacesetters will receive a Pacesetter jacket, Dedication Way Route Recognition, VIP and Walk of Fame recognition at the event, a Diamond lanyard, a personalized name tag and a Nike Ambassador Tech T-shirt.



SECTION 2:

VETERANS' PLAYBOOK

HELLO SEASONED PRO!

This section is designed to help you take your fundraising to the next level. Here you'll find advanced strategies, tools for Team Captains and ways to maximize your impact.

MORE WAYS TO BOOST YOUR FUNDRAISING

In addition to asking for donations, there are lots of other fun and imaginative ways to engage people and get even more support for your campaign. Here are some quick ideas:

- Ask for donations in lieu of birthday or holiday gifts.
- Share 'Why You Walk' on social media and encourage your followers to donate.
- Organize fun events, like parties, sports tournaments, or garage sales, and let people know all proceeds go to your team's fundraising.
- Reach out to businesses you frequent to see if they'll sponsor you.
- Reach out to your contacts south of the border – we accept USD, and they'll get a USD tax receipt.

ADVANCED FUNDRAISING STRATEGIES

For donors in your professional networks, these high-value channels can significantly boost your total. Make it easy for them by knowing the process.

Gift of Stock and Securities:

A donation of publicly traded securities is one of the easiest and most cost-effective ways to help improve outcomes for cancer patients here in Canada and around the world. Click [here](#) for more information.

Complete [this form](#) and send a signed copy to your Broker and to The Princess Margaret at giftofstock@thepmcf.ca

Donor Advised Funds (DAFS) or Private Foundations:

During your lifetime, you can recommend a grant from your Donor Advised Fund or Private Foundation to help fuel life-saving research advancements.

Please complete sections A to C of [this form](#) and email a copy of the document to support@thepmcf.ca

This will help us identify and record your donation when it has been received from the Donor Advised Fund or Private Foundation.

Section D contains instructions that the Donor Advised Fund will need to transfer your donation to The Princess Margaret Cancer Foundation.





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

