



The Princess Margaret
Cancer Foundation  UHN

WALK

TEAM CAPTAINS' PLAYBOOK

Everything you need to know to lead your team, from raising funds to walking a half-marathon on event day.



WELCOME TEAM CAPTAIN

Congratulations and thank you for stepping up as a Team Captain for The Princess Margaret Cancer Foundation Walk. This is more than an event, it's a movement. The Walk is a community, a challenge and a powerful fundraising force. As a Team Captain, your role is to inspire and motivate. You're a leader, and we're here to support you.

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

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SET A COLLECTIVE GOAL

Frame your fundraising as a team effort. Instead of “I need to raise,” say, “We’re trying to raise \$15,000 as a team to fund the next breakthrough.” This shifts the focus from an individual burden to a powerful community effort, taking the pressure off any single Walker.

BUILD YOUR TEAM

A bigger team makes a bigger impact. Encourage your friends, family, and colleagues to step up by carrying the fire with you to help create a world free from the fear of cancer. Team Captains can also use their network to get sponsors and supporters for their team.

KEY DATES

Team Captain's Night: There's a special celebration for all registered Captains each spring, to connect with other leaders and get equipped for success. Keep an eye on your inbox for your invitation.

Event day: Please visit our [Event Details page](#) for important information.



THE WALK DAY EXPERIENCE

The Challenge:

A half-marathon walk through Toronto's most iconic neighbourhoods.

The Route:

The course begins with an inspiring Opening Ceremony and includes lively, well-stocked pit stops with snacks, drinks, and entertainment to keep you energized every step of the way.

The Celebration:

The Walk concludes with an emotional Finish Line celebration and a party with food, music, and giveaways from our sponsors.

The Fundraising Minimum Per Walker is \$1,500:

Every dollar makes a difference and helps transform outcomes for cancer patients across Canada and around the world.

ADDING PARTICIPANTS TO YOUR TEAM

Send potential Walkers the link to your team page, you can find it in your [Participant Centre](#). Or tell them your team's name and ask them to select it when registering.

To register on a specific team, visit that team's Page and click the "Join Team" button.

The Princess Margaret Cancer Foundation **WALK**

[SIGN IN](#) [DONATE](#) [JOIN NOW](#)

Welcome to Carry The Fire's page

The Princess Margaret Cancer Foundation **WALK**

Captain: [David Gilchrist](#)
Group: [Community \(Individuals, Families & Friends\)](#)

[JOIN TEAM](#)

DONATE

Achieved
\$25,335.40

84%

Goal \$30,000.00

27
TEAM MEMBERS

234
DONATIONS

TIPS ON RECRUITING WALKERS

Combine Your Asks:

As you reach out to your network about your fundraising campaign, ask them if they'd like to join your team and walk with you. This is an efficient way to cover both fundraising and recruitment at the same time.

Use Your Tools:

Your [Participant Centre](#) has a "Join My Team" email template ready to go. Use this as your starting point and personalize it to make your outreach more effective.

Example email template to recruit Walkers:

Hi friends and colleagues,

Team [Team Name] is proudly participating in this year's Princess Margaret Cancer Foundation Walk, a powerful event that supports life-saving cancer research and patient care at Princess Margaret Cancer Centre.

I hope you'll join us and help transform outcomes for cancer patients across Canada and around the world. Before you make your decision, here are a few things you should know:

Challenge & Community:

Walk a half-marathon and connect with other community and business leaders who want to make a difference.

The Impact:

Each Walker commits to fundraising a minimum of \$1,500, which directly fuels breakthroughs at one of the world's top cancer research centres.

The Perks:

Enjoy an inspiring Opening Ceremony, a fully supported route with pit stops, and a finish line celebration party.

By walking together, we can make a significant difference in creating a world free from the fear of cancer, not just in Canada but also around the world. I urge you to be a part of this collective effort.

Thank you,
[Your Name]
[Your Title]



Example email template to recruit Walkers and donors:

Hi everyone,

This year, I am stepping up as a Team Captain for The Princess Margaret Cancer Foundation Walk, supporting The Princess Margaret, one of the world's leading cancer research and treatment centres.

Our Team is called [Name], and we have [insert #] dedicated Walkers and have a fundraising goal of at least \$[Team Fundraising Goal] to help create a world free from the fear of cancer.

I'm asking you to consider donating to my fundraising page. Whether it's \$25 or \$500, every dollar makes a difference, and the funds raised will go towards advancing life-saving cancer research for patients at Princess Margaret Cancer Centre.

Please click here to donate: [add your fundraising link here]

Thank you in advance for your generosity!

[Your Name]

[Your Title]

Motivate Your Team:

Share progress updates regularly and celebrate milestones together. A little friendly competition between team members can also be a great motivation!

Organize a Team Fundraiser:

Host a small team BBQ, a virtual trivia night, or a car wash where all proceeds go towards your team total.

Unlock Workplace Fundraising:

Many companies are looking for ways to engage with community events and some already have a program set up. Check our [Workplace Giving page](#) to see if your company has a program ready.

No set program? No problem, use our template below to approach your employer or a local business for a team sponsorship. Don't forget to promote your company's donation matching program to your team and donors.

Many companies are looking for ways to engage with community events. Personalize our template below to approach your employer or a local business to secure a sponsorship for your Walk Team.

Note on team shirts and sponsor logos: If your team decides to design and produce your own custom shirts for event day, you are welcome to include your team sponsors' logos on them. Please note that if your team chooses to wear the general Walk participant t-shirts provided by the event, we are unable to print individual team's sponsor logos on them.

Subject Line:

Community Partnership Opportunity: [Your Team Name] & The PMCF Walk

Email Content:

Dear [Contact Person's Name],

I am writing to you today as a proud employee at [Your Company Name] and the Captain of the [Your Team Name] Walk team.

This year, my team is participating in The Princess Margaret Cancer Foundation Walk, a major event supporting one of the world's leading cancer research and treatment centres. Our team is committed to raising \$[Team Fundraising Goal] to help fund the next generation of discoveries in cancer care that benefit patients across Canada and around the world.

We would be honoured to have [Company Name] join us as a team sponsor. A corporate sponsorship is a powerful way to demonstrate community leadership, engage employees, and align your brand with a world-class institution.

In recognition of your support, we would be proud to feature your company logo on our team gear and highlight your partnership on our team fundraising page and social media channels.

Would you be open to a brief 15-minute call next week to discuss this partnership opportunity further?

Thank you for your time and consideration.

Sincerely,

[Your Name]

Team Captain, [Your Team Name]

[Link to your Team Fundraising Page]



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

