



# Welcome to the BRIGHT Run!

**We hope that these tips will help you achieve your fundraising goals! Please feel free to contact one of the BRIGHT team members with any questions, comments or concerns!**

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## **A few fundraising tips to help you get started:**

- Share your story: when telling people about the event make sure to share why you believe in the cause.
  - What motivated you to sign up for BRIGHT? Why is the cause dear to you?
  - Are you participating in honor or in memory of someone special?
  - What is your fundraising goal?
  - Who will be on your BRIGHT Run team?
  - How will you be raising money?
  - How can donors support you? (i.e. give an online donation, participate in a team fundraiser, spread the word to potential donors)
  - How are the dollars raised used?
- Don't be afraid to ask. You can also remind people that the pledges are tax deductible.
- Share your enthusiasm!
- Stay motivated: don't take it personally if someone doesn't want to donate as people support many causes and may not be able to support all of them. If someone says no to donating money, you could ask him or her to spread the word about the event or invite them to "like" the Facebook page.
- Stay in touch: send updates to your donors on how much you've raised and how much the event raised in total. Don't forget to say thank you! A picture of you at the event is always a nice touch!



### **List of potential supporters:**

Here are a few ideas of who you can approach for pledges:

- Neighbors
- Friends
- Coworkers
- Family
- People you know through Facebook and Twitter
- Businesses you frequent
- Sports teammates
- Your circle of acquaintances

### **What to cover at your first team meeting:**

- Review the BRIGHT Run's mission and encourage everyone to visit [www.brightrun.ca](http://www.brightrun.ca)
- Select a co-captain to help you along the way, or delegate tasks to your team members.
- Choose a team theme and name; consider dedicating your team in honor or in memory of someone.
- Tell your BRIGHT story and encourage your team members to share their BRIGHT story.
- Provide your team members with instructions on how to register online.
- Set team and individual fundraising goals.
- Discuss potential fundraising activities.

### **Ways to fundraise:**

#### **1) Collecting pledges offline (cash and cheques)**

Collecting individual cash and cheques is a great fundraising technique. You can download pledge forms online. Ensure that each team member has access to a pledge form for their own offline fundraising.



*Ideas for offline fundraising:*

- Place a donation jar on your desk at work.
- Ask your employer to match any money you raise. Is your employer on the list? Check here: <http://www.marchofdimes.ca/EN/support/donations/Pages/CorporateMatching.aspx>
- Fill a water bottle with dimes - it adds up to about \$100!
- Hold a 50/50 draw
- Organize a bake sale

**2) Collecting pledges online**

Online fundraising is fast, easy and convenient! On the website, you and your team can personalize individual and team fundraising pages with photos and your own stories. You can email friends and family anywhere/anytime, and instantly link your personal or team fundraising page to Facebook, Twitter, or your preferred social media platform.

*Ideas for online fundraising:*

- Personalize your fundraising page on the BRIGHT Run website.
- Share your BRIGHT story through social media.
- Add a photo of your team or the person you walk/run in honor or memory of.
- Share a video talking about why you walk/run.
- Email friends and family asking for donations

**3) Team fundraising**

Many participants enjoy fundraising as a team. This approach encourages team members to work together to reach their team goal. With endless event possibilities, the key is to be creative, organized and to have fun!



*A few ideas for effective team fundraisers:*

- **General sales:** garage sales, food/bake sales, BBQ or pot-luck lunches, used book sale
- **Social activities:** silent auction, game nights, events at your local restaurant, car wash, casual dress day, head shave, karaoke competition
- **Tournaments:** cook offs, golf and other sports tournaments
- **Matching gifts:** ask your company to match every dollar you raise

The Wellspring website also has a list of 101 fundraising ideas. Feel free to look at it for some inspiration!

<http://www.wellspring.ca/Niagara/Get-Involved/Host-an-Event/101-Fundraising-Ideas.aspx>

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**Using your materials to promote your event**

Place your materials (posters, save the date cards and brochures) where they can generate the most interest in your event and consider the target audiences you are trying to reach.

Community centres, libraries, sport and social clubs and work places are great places to start.

**Fundraising activity tips**

- Bring an “event box” with supplies including pens, markers, tape, a stapler, scissors, highlighters, blank paper, string, push pins, a first aid kit, calculator and cash box as you never know what you might need!
- Make sure you have someone watching the cash/cheque box at all times and in order to safeguard the funds.
- If your event is an outdoor event have a 'Plan B' in case it rains.



## **Motivating your team**

Motivation that hits close to home is always the most effective. Letting your team know that all their hard work fundraising will fund breast cancer research in Hamilton, and provide much-needed services for cancer patients and their families in your community, will make them feel even better about what they are doing and will motivate them to raise even more money!

## **Coaching your team**

A successful Team Captain is also an effective coach – someone who can provide the tools and knowledge to help their team members reach their goals. Here are some simple tips:

- Encourage your team to use the tools available on the website. Demonstrate how it works during one of your team meetings. Track who has set goals and personalized their page. Also remember to personalize your team page.
  - Share the BRIGHT Run eNewsletter with your team members.
  - Regularly check in on each team member's fundraising progress; provide praise if they are doing a good job and offer assistance if they are having difficulty reaching their fundraising goal.
  - Communicate with your team often, updating them on the team's fundraising progress and congratulating them as they reach their fundraising goals.
  - Consider giving each team member individual awards or prizes (such as fun medals, ribbons, or buttons). Look for the unique characteristics of each team member and award them accordingly. For example: *Most Pledges Collected, Best New Member, Best Returning Member, Most Spirit, Most Improved, Most Funds Raised Online, Most Funds Raised Offline*, etc. Be creative!
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