



Fundraising toolkit for Captains

Get started

Personalize Your Team Page

Add a team photo and share why you are walking, running or rolling for women's mental health. Personalizing your page will increase your chances of raising more money and achieving your goals.

Set a Team Fundraising Goal

The higher your team goal, the more support you'll receive from your friends, family, neighbours and colleagues. Check in on your progress often to see how close you are to surpassing your goal!

Share on Social

- Excellent way to get a head start on fundraising.
- Quickly and easily reach out to your peers to solicit donations.
- Try using all of your social media accounts to get a huge boost.
- Here's an example of a social post you can use:

*I'm participating in the Shoppers Drug Mart™ Run for Women and am looking to raise money for women's mental health programs here in *insert city/community*.*

Talk about why this is important for you. Include a running photo or a photo of Someone you are fundraising for

My goal is to raise \$XXX and I would really appreciate your help!

Recruiting team members in 3 simple steps

1. Log in to your online Participant Centre

- Make sure you've customized your team page and set a fundraising goal.

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DRUG MART 

run for
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2. Recruit Team Members

- Send recruitment emails from your Participant Centre that have been drafted specifically for you. This will make it easy for recipients to go directly to your team page to join.
- Reach out to those close to you. Some of the best team members are family, friends, and co-workers!
- Share a post on social media asking for team members. Here is an example:

*I am participating in the Shoppers Drug Mart™ Run for Women. I am looking for fun-loving, enthusiastic individuals to join my team and help raise funds for women's mental health programs in our community! Join the *insert team name here* today at *insert link to your team page*.*

Tip: Participants who register on a team save \$5 vs. registering as an individual.

3. Use your captain's tools

- The Team Poster: Hang this up in your workplace or a local hotspot with your team info!
- 3 Simple Steps to Kick-starting your Fundraising Guide: Be sure to read through this guide for tips on kickstarting your fundraising.