



# Team Captains Fundraising Toolkit

## Why we walk, run and fundraise

Women's mental health is continuously impacted by changes in society. Women experience depression and anxiety twice as often as men, and are 3x more likely to face barriers to service.<sup>1</sup> Our purpose is to support women by bringing communities together in support of local women's mental health programs to make communities healthier.

The Shoppers Drug Mart® Run for Women is the largest event series in Canada dedicated to women's mental health. It occurs annually in the spring and includes 5k and 10k run/walk events in 18 different communities across Canada. Since its inception, we have raised more than \$20M for local mental health charities that are improving access to mental health care and support for Canadian women.

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<sup>1</sup> Women's College Hospital, The Health Gap Annual Report, Page 6.

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## Team Captain Checklist



### Recruitment

- I've selected a team name.
- I've registered my team.
- I've personalized my team's fundraising page.
- I've compiled a list of individuals to join my team.
- I've called, emailed, and texted people inviting them to sign-up.
- I've sent personalized reminders to everyone I contacted.
- I've shared my team page on social media.
- I've updated my email signature to let others know I am participating and recruiting team members.
- I've challenged every team member to recruit at least one new to join our team.

### Fundraising

- I've set my team fundraising goal and informed my team members of our goal.
- I've familiarized myself and my team members with the fundraising tools available on [runforwomen.ca](https://runforwomen.ca).
- I've encouraged all my team members to kick-start their fundraising with a self-donation.
- I've asked my employer to make a corporate donation to our team.
- I've planned at least one fundraising event for my team (i.e., silent auction, car wash, yard sale, etc.)
- I've challenged each team member to update their personal fundraising page and send 5 emails/texts to potential donors.



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## Tips to Ensure Team Success



### Get personal

What brings your team together? Why are you participating in the Shoppers Drug Mart® Run for Women? Share your “why” and inspire others.



### Get social

Use social media to give your team a signal boost — use #runforwomen and tag us at @runforwomen and we'll give your team a shout-out!



### Celebrate wins

Congratulate your teammates as they achieve their personal fundraising goals. Thank everyone who supports your team's fundraising efforts and let them know how much their kindness and support means to you. Utilize the email templates in the Participant Centre to keep in touch with your teammates and donors!



### Motivate Your Team

Remind your teammates of the great prizes they can earn for their fundraising efforts.



### Have Fun!

The Shoppers Drug Mart® Run for Women is a time to spark conversations, make connections, and have a good time for a good cause. Make sure your team takes time to have fun to celebrate all that you've done together for this year's Shoppers Drug Mart® Run for Women!



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# Fundraising Toolkit

## How to Raise \$1,000 in 10 days!

**DAY 1 \$25** – Kick start your fundraising and lead by example! Make a self-donation. Your network will be more likely to give if they see that you have.

**DAY 2 \$125** – Post a link to your online fundraising site on all your social media channels and let people know that no donation is too small. If ten of your connections each donate \$10, that's \$100!

**DAY 3 \$175** – Would your manager or company match a \$50 donation? (or better yet, find out if your company will match what you raise!)

**DAY 4 \$225** – Would your company accept donations for a work perk? (e.g. in exchange for a dress-down day at work, charge five of your co-workers \$5 each).

**DAY 5 \$450** – Ask ten neighbours to donate \$25 each and add \$250 to your fundraising!

**DAY 6 \$575** – Reach out to five family members and ask them to donate \$25 each, getting you \$125 closer to your goal!

**DAY 7 \$775** – Ask ten close friends to each give a \$20 donation to raise an additional \$200.

**DAY 8 \$875** – Host a community bake sale, car wash, or even yard sale to raise an additional \$100.

**DAY 9 \$925** – Ask ten members from a club, gym, or sporting team you belong to if they will give \$5 each to raise an additional \$50.

**DAY 10 \$1,000** – Ask three businesses you use a lot (dry cleaners, nail salon, coffee shop, barber/hairstylist, etc.) to give \$25 for the final \$75!

**People want to support you and your team – they just need to be ASKED!**

