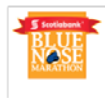




Every Step Helps Build Our Community
Scotiabank Charity Challenge

SCOTIABANK CHARITY CHALLENGE

Motivate Your Fundraisers



Message from Scotiabank

The Scotiabank Charity Challenge is a special part of all seven of the major road races that Scotiabank supports across Canada. We believe in giving back to the communities where we live and work.

You and your organization play an integral role helping to build vibrant communities. Together we have raised over \$45 million since 2003 for over 500 charities.

We appreciate your involvement in the Scotiabank Charity Challenge and your tireless fundraising efforts.

Scotiabank worked with ConnectedNonprofit to develop strategies and tips to help support your fundraising. We hope the information here helps you to develop a charity program that helps you to raise even more money and becomes a valuable resource for your fundraising efforts.

Best of luck!

TABLE OF CONTENTS

3 WAYS TO GET VALUE FROM THIS GUIDE.....	4
WHAT'S ALREADY WORKING?	5
EMAILERS RAISE MORE, THERE'S NO DOUBT ABOUT IT	6
FIRE UP YOUR FUNDRAISERS AS SOON AS THEY REGISTER	7
STEPS TO GET YOUR NEW RUNNERS UP AND RUNNING RIGHT AWAY.....	7
DONE FOR YOU RESOURCES YOU CAN DOWNLOAD, CUSTOMIZE TO YOUR TEAM, AND USE	10
KEEP THE MOMENTUM: MAKE YOUR FUNDRAISERS FEEL IMPORTANT AND SUPPORTED	15
MESSAGING	15
MISSION MOMENTS.....	16
SEND COACHING EMAILS TO YOUR RUNNERS ON A REGULAR SCHEDULE ...	17
DONE FOR YOU COACHING EMAILS	18
CONDUCT A SHORT-TERM FUNDRAISING CHALLENGE	23
CREATE A "RUNNER INFORMATION" SHEET FOR RACE DAY	23
TOOLS YOUR FUNDRAISERS WILL LOVE	25
PERSISTENCE	25
MATCHING GIFTS.....	25
EMAIL	27
SOCIAL MEDIA	31
ASK IN PERSON	34
USE THE MOBILE DONATION APP	35
HOST A FUNDRAISER	36

3 WAYS TO GET VALUE FROM THIS GUIDE

1

Use the practical tips in this guide together with the recorded online training to motivate your Scotiabank Charity Challenge runners.

2

Check out the additional resources, including “almost-done-for-you” emails, fundraising guides to help you implement these strategies fast.

3

This guide is designed for Scotiabank Charity Challenge partners that want to know and use what works best for inspiring your runners to fundraise.

WHAT'S ALREADY WORKING?

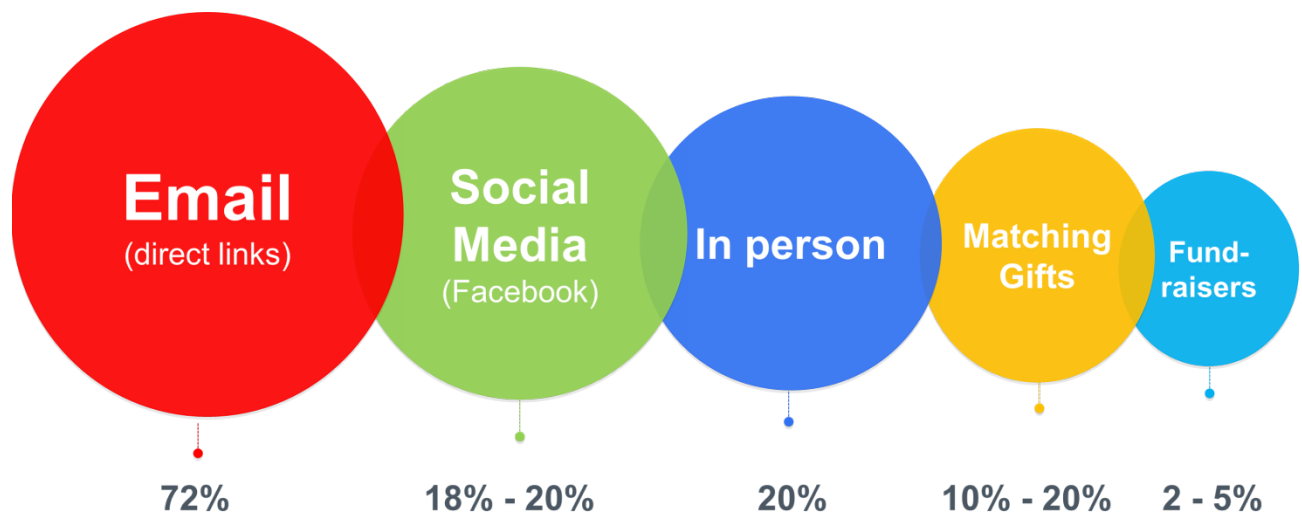
We took a look at where donations originate from data published by peer-to-peer fundraising software providers.

The majority of donations come in from email links. Email also ranks as the most popular fundraising tool among fundraisers surveyed, and accounts for about 72% of all donations

Of all social media platforms, Facebook, by far, refers the most donations often accounting for up to 20% of donations received by fundraisers.

According to [frontstream](#), 15% to 18% of peer-to-peer donations are referred from Facebook and women are more likely than men to fundraise and donate on Facebook.

You can see from the chart below that in-person asks and matching gifts also yield about 20% each of donations as well.



Frontstream also reports that donations received via email links and direct donations are higher average; they average \$67 to Facebook-referred donations that average \$45.



EMAILERS RAISE MORE, THERE'S NO DOUBT ABOUT IT

A super-emailer is a fundraiser that sends 15 or more fundraising emails out to his or her email list to raise money for an event. The chart below shows that it pays off. A super-emailer fundraises, on average, almost \$600 compared to an average-emailer that raises \$215, or a non-emailer that raises a meager \$17.74.

	Average Raised for a 5K race	Average Number of Donations Received
Non-Emailers	\$17.74	0.3
Average Emailers (sends up to 15 emails)	\$215.95	3.7
Super Emailers (sends over 15 emails)	\$591.94	8.8

In this guide we share, in detail, how to inspire your runners to use email, social media, matching gifts, and more to raise more money for your programs.

Let's get started with...

FIRE UP YOUR FUNDRAISERS AS SOON AS THEY REGISTER

A fast start to fundraising is important because:

- The moment of registering is when your runners have the most enthusiasm for running and raising money. After registration, enthusiasm starts to wane
- Runners that get their first donation within 30 days after registering are more likely to hit their fundraising goal
- Leads after 30 days are tough to convert (and let's be clear, until a registered runner has donated or raised money for you, they are still just lead)
- Runners that self-donate are more likely to hit their fundraising goal

20 percent of your participants will generate about 80 percent of your donations

We can't emphasize enough that motivating your runners to get those first few donations is where you can make the most fundraising gains. Once your runner loses momentum and excitement, it's an uphill battle to re-energize them.

STEPS TO GET YOUR NEW RUNNERS UP AND RUNNING RIGHT AWAY

There are six easy steps you can take to get your newly registered runners engaged quickly.

Every Step Helps Build Our Community

Scotiabank Charity Challenge



Let's break each of these steps down:

Mission Moment is your chance to reinforce the immediate and direct impact your runner will have on your program in **both** your thank-you page and confirmation email. An example might be:

"Thanks to our charity challenge team, we'll raise enough money to buy 185 specially adapted bicycles for Vancouver children with cerebral palsy."

A Welcome Call is a nice touch if you have a team captain, staff member, or program recipient available call to welcome your new runner. In all likelihood, you'll get a voice mail, so be ready with a warm friendly message such as:

Hi [Runner Name]. I'm [Name of Caller] calling from [Charity] to welcome you to our Scotiabank Charity Challenge team and let you know how much we appreciate you running to [insert the program or services that benefit from runner funds]. You may be new to this team, but you are a very important team member to us. Thank you! If

you have any questions, please call or email us at [insert contact information].

A Welcome Email needs to be sent immediately. A delay of even a few hours leaves too long of a gap where your runner could lose enthusiasm.

This email is the most-read email you'll ever send, so it's an important one and here's what your welcome email should say:

- Welcome to the team!
- What you'll experience as a member of the team
- Their direct impact on your mission
- What to expect (you'll hear from us twice a month or weekly)
- A training calendar, if you offer one (sample follows)
- P.S. Look for tomorrow's email with some tips for a fast start to your training and fundraising. (Tomorrow send them 4 Easy Steps to Raise \$500)

Send a [Sample Calendar](#) for your race that includes “to-do’s” for both running training and fundraising. Your runners will appreciate it and it breaks down any fear-of-the-unknown barriers that might be stopping your runners from kicking off their fundraising.



DONE FOR YOU RESOURCES YOU CAN DOWNLOAD, CUSTOMIZE TO YOUR TEAM, AND USE

8 Weeks to Your Best 5K. You can access a word-version of this sample calendar (seen on previous page) that we encourage you to copy, paste, and edit for your runners: [8 Weeks to Your Best 5K](#).

4 easy steps to raise \$500 [Click here](#) to get an editable Word version of strategies to raise \$500, \$1,000 or \$1,500.

INSERT YOUR NONPROFIT LOGO HERE

Four Quick and Easy Steps to Raise \$500

This may be the first time you've participated in a charity challenge. If so, fundraising can be scary—but it doesn't have to be. We're about to show you just how easy it is to raise \$1,000.

Follow these six easy steps to raise \$1,000.

1. Donate to yourself. Set an example because it all begins with you!	\$ 50
2. Ask 4 close family members to donate \$50 each	\$ 200
3. Ask 7 friends, and extended family members to donate \$25 each	\$ 175
4. Ask your boss for a company contribution of \$75	\$ 75
TOTAL	\$ 500

You are on a roll!

Now that you've raised \$500, you know just how easy it is. Or maybe you already set a higher goal than \$500 (thank you!). Many of our runners increase their goal once they've hit their first fundraising goal.

You can simply adjust your minimum donation amount for each donor, or increase the number of people you're going to ask. Or, both!

Here are five more ideas to raise an extra \$500 (besides, who doesn't need a cushion?)


1. Ask 5 co-workers to donate \$20 each	\$ 100
2. Ask 6 neighbors to donate \$15 each	\$ 90
3. Ask 3 local businesses you use frequently (dry cleaner, cafe, coffee shop) for \$20 each	\$ 60
4. Ask 5 members of your church, PTA, or other club you belong to donate \$10 each	\$ 50
5. Ask your doctor, lawyer, accountant, trainer, etc. to donate \$25 each	\$ 125
6. Hold a car wash, bake sale, garage sale, raffle, or tip night to raise another...	\$ 100
NEW FUNDRAISING TOTAL	\$1,000

Add MATCHING GIFTS & SOCIAL MEDIA to raise another \$500 to reach a whopping \$1,500!

Use social media, such as Facebook, Instagram, and Twitter. Almost 20% of our donations to this charity challenge come from a link one of our runners posted in Facebook alone.

Post an image of you training, crossing a finish line, or of the program you're supporting, plus a link to your fundraising page and ask for \$20. Tell your social media friends what you're doing in one simple sentence and ask. It's especially important to post on social media frequently as your challenge gets closer. People respond to a deadline.

1. Ask all of your donors if their donation (or yours) qualifies for an employer matching gift	\$ 200
2. Post 5 times asking your Facebook friends for \$20	\$ 300
WHAT'S POSSIBLE	\$1,500

You're richer than you think! 

Help your runners send their first fundraising email. Give your runners the right language to make asking for donations easier.

Here is a sample email you are welcome to copy, paste, and edit (see page 25) to send to your runners.

E1 - "Send Your First Email" Email to Your Runners

Customize your headline with the impact your runners will have

Tell your runners exactly what to do and remind them how easy you're making it.

Remind your runners that they are asking for a great cause, not themselves. It will make it easier.

Your runners can use their own email system (gmail, yahoo, etc) to send their fundraising emails

Subject: Start strong (see how inside)

Change a child's life with one email today

Yes, getting started can be this easy.

Tell your friends and family that you're running in the 5K—for a great cause. They'll be impressed.

Use the sample email below to send a personal email to 5, 10, 25 people, (or your whole email list) and be sure to include a link to your fundraising page.

Hit up your family, friends, best friends, work colleagues, college buddies, —people you know will be excited for you, and willing to support you.

We're kind of excited that you're running to [insert what runners will fund or impact]. We hope you are too.

Example fundraising email

Hey Friend,

I'm doing it.

I'm running in the Scotiabank Vancouver 5K to raise money to buy 185 specially adapted bicycles for Vancouver children with cerebral palsy.

Remember the freedom we all felt riding our bikes as kids? Let's make sure that kids living with cerebral palsy feel that same freedom.

Each bike costs \$500, so my goal is to raise \$500 for this run. Can I count on you to donate \$25 today?

Here's my secure fundraising page where you can make a donation online.

Thanks... this means the world to me.


[SEND AN EMAIL RIGHT NOW](#)

Give your runner ONE specific task to do in each email

Your language and tone should align with your brand. This is a casual and friendly tone.

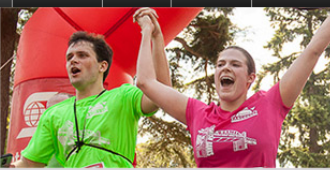
Clear direct call to action


Two examples of high-performing runner fundraising pages that would also make great fundraising emails are illustrated on the next two pages:



Every Step Helps Build Our Community

Scotiabank Charity Challenge June 26, 2016





PLEASE SPONSOR

HENRY & JENNY LEE

Amount Raised

\$5,164.00

Fundraising Goal \$5,000.00

DONATE NOW

My Message

Dear Friends and Family,

Go the extra mile with me (as I run 5km!) to support the children and families affected with neurofibromatosis (NF).

On Sunday, June 26, 2016, I am participating in the Scotiabank Charity Challenge and am seeking your support. You don't have to run!

I have set the goal to raise \$ 5000 in sponsorships before the event and would greatly appreciate any contribution possible, which will help me achieve this goal. All donations go to the BC Neurofibromatosis Foundation and are tax deductible. You can donate to my fundraising page here (<https://secure.e2rm.com/registrant/FundraisingPage.aspx?registrationID=3383938&langPref=en-CA>). You can learn more about the charity at www.bcnf.bc.ca

As many of you know, this is a personal cause for me. Our daughter, Emily, has been suffering with this disease for 40 years. It has been a challenging journey for us. Currently, there is no cure for this genetic disorder, which is why your help and support means so much. One day we will have a world without neurofibromatosis, but until then please join me in supporting this very important cause.

The BC Neurofibromatosis Foundation is an organization that has been supporting the community through educational programs and events and funding research for more than 32 years. Your donation will help continue the battle against NF.


You can support the event in 3 easy ways.

- 1) Make your donation on my fundraising page (<https://secure.e2rm.com/registrant/FundraisingPage.aspx?registrationID=3383938&langPref=en-CA>) A charitable tax receipt will be issued for all donations over \$10.
- 2) Encourage your friends, family, coworkers, neighbours to sponsor me or to join me in this event.
- 3) Come out on June 26 th and cheer me on as we kick NF to the finish line.

Together, we can make a difference.

Thank you for your support.

Event Date Jun 26, 2016 8:00 AM
Location Name The BC Neurofibromatosis Foundation



Goal: \$5,000
Raised: **\$5,164**
Sponsors: 47
103% of goal achieved

[Register](#)
[Login](#)
[Search](#)
[Donate](#)

Every Step Helps Build Our Community

Scotiabank Charity Challenge **October 16, 2016**

ROBERT AGOURI

Amount Raised

\$3,212.00

Fundraising Goal \$10,000.00

[DONATE NOW](#)

My Message

Hello!

On October 16, I will be running with the Maddie Project Team, in support of youth mental health programs at North York General Hospital, to raise awareness about youth mental health and in memory of our dear friend Maddie Coulter!

I hope you can join our team and be with us on that day as we roar through the Scotiabank Toronto Waterfront Marathon in our awesome purple wave! You can run the marathon or the half (like me) or walk/run a 5K!

All our runners this year will get a technical Maddie Project runner's shirt in the must-have purple of this fall! JOIN US!

If you cannot be with us and would like to support our team with a donation, that would also be wonderful!

Our goal is to raise awareness and \$100,000 so we have a lot of work to do! We need you on October 16th!

See you on October 16th and Shine Bright!!

Robert

Event Date Oct 16, 2016 8:00 AM

Charity Name North York General Foundation

Goal: **\$10,000**
 Raised: **\$3,212**
 Sponsors: **20**
32% of goal achieved

Encourage your runners to post on social media and make it super-easy with pre-written posts like these:

I'm running in the Toronto Waterfront 5K to raise money to buy a specially adapted bicycle for a child with cerebral palsy. Join me and let's do this together. #runScotia

If running isn't your thing, you can make a \$20 or more donation at: [your fundraising page link]

An example of an impactful social media post using a charity image follows on the next page:



Congratulations!

You're on your way to your best fundraising with these easy steps to get your runners active and engaged from day one.

We're not done yet, though.

Let's make sure you keep the momentum going that you've just started with our next strategy.

KEEP THE MOMENTUM: MAKE YOUR FUNDRAISERS FEEL IMPORTANT AND SUPPORTED

Did you know the biggest emotional motivators for your runners to fundraise are: a sense of belonging (on your team) and your mission?

This is why it's important to always tie the Scotiabank Charity Challenge back to your mission and programs.

You're about to get several easy-to-implement strategies and tactics to make your runners feel like they belong and are critical to your mission... which in turn raises more money for your programs.

MESSAGING

The “need” may be the most visible aspect of your mission, e.g. the need for a cure for cancer; or the need for spaying and neutering animals; or the need for caregiver support.

However, it's the “theory of change” that opens up pocket books for donations.

Theory of change is a fancy way of saying that your donor is persuaded that your mission is achievable *with their help*. If a mission is too big or seems unsolvable, donors will shy away from giving.

Examples are:

“We offer practical support for day to day necessities for people living with HIV/AIDS, until there is a cure. This includes payment for uninsured prescription costs, fresh produce, and vitamin supplements.”

“We work on two fronts: ultimately we want to end poverty through social change and education, but immediately support people struggling with hunger today with food and assistance.”

“Treatments invented at St. Jude have helped push the overall childhood cancer survival rate from 20% to more than 80% since it opened more than 50 years ago. Help us go even further in conquering childhood cancer.”

In summary, whenever you talk about your mission to your runners, or give them talking points, make sure you speak to the *impact* their donations will have.

MISSION MOMENTS

You'll see your fundraising results jump if you can incorporate messaging about your mission in *every communication* you have with your runners.

Your runner's ability to have direct and immediate impact on your programs is a powerful motivator.

This does not have to be an extra job or take more of your time than you have.

Here are eight ideas on how to easily and quickly have “mission moments” with your runners:

1. Remind your runners about the impact they have on your programs in every email you send
2. Send out an image with suggested social media post (do this frequently)
3. Ask your running coach or team captain to tell a story related to your program each training session

4. Have your reception speaker tell a story from the field on race weekend
5. Send your runners an email from program staff or program beneficiary with a story or quick update
6. Have an alumni runner send an email to your runners about why they support your mission
7. Have a program beneficiary write your runners a quick thank-you note (handwritten or email, whichever works best for you)
8. Send a special news update related to your mission or programs

Challenge yourself to try all eight of these by race day! It's easier than you think.

SEND COACHING EMAILS TO YOUR RUNNERS ON A REGULAR SCHEDULE

Your runners will feel supported when they hear from you on a regular basis. You can pre-write a series of coaching emails and set them up to automatically go out on a set schedule.

Ideally send your runners an email once per week. Twice per month works too. Any frequency less than twice per month will make your runner struggle to feel connected and inspired.

Each email can include a running coaching tip and a fundraising tip or task.

We've found the most popular coaching emails are written by alumni runners sharing their top fundraising tips.

We also find that listing your top fundraisers in a "leaderboard" fashion is a great way to give public recognition to your runners working hard for you while it lights a fire under your runners that might be stalled.

We're offering you a series of five "done for you" coaching emails in this next section that you can copy, customize, and use. Or, simply use them for inspiration to write your own.

You'll want to send more than five, but might find these emails a good start.

DONE FOR YOU COACHING EMAILS

E1 - "Send Your First Email" Email to Your Runners

Subject: Start strong (see how inside)

Change a child's life with one email today

Yes, getting started can be this easy.

Tell your friends and family that you're running in the 5K—for a great cause. They'll be impressed.

Use the sample email below to send a personal email to 5, 10, 25 people, (or your whole email list) and be sure to include a link to your fundraising page.

Hit up your family, friends, best friends, work colleagues, college buddies, —people you know will be excited for you, and willing to support you.

We're kind of excited that you're running to [insert what runners will fund or impact]. We hope you are too.

Example fundraising email

Hey Friend,

I'm doing it.

I'm running in the Scotiabank Vancouver 5K to raise money to buy 185 specially adapted bicycles for Vancouver children with cerebral palsy.

Remember the freedom we all felt riding our bikes as kids? Let's make sure that kids living with cerebral palsy feel that same freedom.

Each bike costs \$500, so my goal is to raise \$500 for this run. Can I count on you to donate \$25 today?

Here's my secure fundraising page where you can make a donation online.

Thanks... this means the world to me.

SEND AN EMAIL RIGHT NOW

Customize your headline with the impact your runners will have

Tell your runners exactly what to do and remind them how easy you're making it.

Remind your runners that they are asking for a great cause, not themselves. It will make it easier.

Your runners can use their own email system (gmail, yahoo, etc) to send their fundraising emails

Give your runner ONE specific task to do in each email

Your language and tone should align with your brand. This is a casual and friendly tone.

Clear direct call to action

E2 - "Post on Social Media" Email to Runners

Customize your headline with the impact your runners will have

Subject: You can accomplish a lot in 5 minutes today (see inside)

5 minutes to post on social media today will [insert how your running impacts your program or mission]

Social media, especially Facebook is a great way to get visibility for YOUR FUNDRAISING GOAL and our mission.

It's easy, here's what you do:

- Post an image of yourself training, getting ready to train, or just a picture of your tennis shoes to let your friends and family know that you're serious about running in the 5K--for a great cause. They'll be impressed.
- If you don't have an image of yourself, use the image we've linked below and **be sure to include a link to your fundraising page.**
- Duplicate this post for Instagram, Twitter, and LinkedIn to get even more exposure.

We've found that about 20% of our donations come from links posted on Facebook, so take 5 minutes right now to get closer to your fundraising goal, and give our mission greater visibility.

- Charity Coordinator

P.S. Let your supporters know with 100% confidence that the money they donate goes to work immediately helping [insert your program or mission]

Links to social media sites



NEED AN IMAGE TO POST? CLICK HERE

Give your runner ONE specific task to do in each email

Your language and tone should align with your brand. This is a casual and friendly tone.

Customize this social media post for your program

Do not send images in email. Just link to an image your runners can download from your resource page

E3 – “One month to go”

Subject: Important race day information (please read)

Customize your headline with the impact your runners will have

30 days until race day, but you can help [insert your program beneficiaries] now!

Hi Anh,

Here's your race day [runners information sheet](#).

We've put all the important race weekend information in one handy document for you to print out.

Tell your runners exactly what to do and remind them how easy you're making it.

If you want an electronic version to keep on your phone, [click here to download one. \[link to a pdf copy of your runner information sheet\]](#).

Take a moment to review this information now.

Race day just got real, didn't it?

What's your game plan for the next 30 days? Might we suggest:

- Increase your running distance each week, until the week before your race. The week of your race you want to train, but not over-exert.
- Want to know what our top fundraisers say is their best fundraising tool? Persistence. Just keep asking for donations and use the deadline of your upcoming race to get your friends and family to take action now.
 1. Send another email asking for support to everyone that hasn't donated yet, giving them a deadline
 2. Post on social media once per week
 3. Ask your employer for a donation or donation match

P.S. Let your supporters know with 100% confidence that the money they donate goes to work immediately helping [\[insert your program or mission\]](#)

Links to social media sites



NEED AN IMAGE TO POST? CLICK HERE

Customize this social media post for your program

Links to social media images you provide

E4 – “One week to go”

Subject: 7 day countdown; here's what you need to know

Customize your headline with the impact your runners will have

7 days until race day, but you can help [insert your program beneficiaries] now!

Are you ready?

Your race is only 7 days away!

We're excited for you.

IMPORTANT: Here's a link to your [runner information sheet](#).

Tell your runners exactly what to do and remind them how easy you're making it.

Here's what you can do in the next 7 days to have your best race ever!

- Continue training, but don't add distance this week. Give yourself two days off before race day.
- Review your [runner information sheet](#) to make sure you have everything you need for race day. Don't wait until the last minute on things like your bib and transportation.
- Lay out your running gear the night before so you can pop out of bed, get dressed, and get to your start corral without forgetting anything.
- Have your race plan memorized, mile-by-mile.
- You'll raise a lot of money this week if you remind your donors that race day is this weekend. It gives the people meaning to donate a deadline and reason to act.
 1. Send another email asking for support to everyone that hasn't donated yet, giving them a deadline
 2. Post on social media three times this week

P.S. Let your supporters know with 100% confidence that the money they donate goes to work immediately helping [insert your program or mission]

Customize this social media post for your program

Links to social media sites



NEED AN IMAGE TO POST? CLICK HERE

Links to social media images you provide

E5 – 48 Hours to Start Corral

Subject: Finish strong

Finish strong

We are so proud of you.

You're going to have your best 5K.

In less than 48 hours, you'll be standing (maybe shivering) in your start corral with thousands of other runners.

But you're different from them.

You're running for something bigger than yourself.

And we are so grateful to you for that.

Thanks to you and your teammates, **[describe the impact runners fundraising will have]**.

Did you know that we get a big rush of donations right before race day? The race is getting a lot of media coverage, and all the donors sitting on the fence now have a looming deadline.

This is the **best time** to make one more request for donations:

1. Send another email asking for support to everyone that hasn't donated yet, giving them a deadline
2. Post one more time on social media (because your next post will be of you at the finish line with your medal)

See you [date of race] morning!

Charity Coordinator

P.S. Let your supporters know with 100% confidence that the money they donate goes to work immediately helping **[insert your program or mission]**



NEED AN IMAGE TO POST? CLICK HERE

Tell your runners exactly what to do and remind them how easy you're making it.

Links to social media sites

Customize this social media post for your program

Links to social media images you provide

CONDUCT A SHORT-TERM FUNDRAISING CHALLENGE

You can fire up your fundraisers and increase the number of donations you're getting by holding a 10-day fundraising challenge.

Ideally, you will get donated prizes for the challenge winners.

It's a good idea to award prizes for highest number of donations as well as highest dollar amount raised.

Send out an email to your runners announcing the challenge, the prizes, and when the challenge will kick-off. Give your runners no more than five days advance notice and no less than 48 hours advance notice.

Send another email the night before the challenge kicks off to inspire your fundraisers to be ready. Remind them of all the fundraising tools at their disposal. And, remind them of the prizes.

Email one or two updates during the ten days with your leaderboard leaders recognizing your top leaders for both dollar amount and number of donations.

Wrap up the challenge with praise and recognition for your top fundraisers on Day 11 and award the prizes.

You will see an increase in the number of donations you receive and engagement of your runners.

Challenges are a fun way to encourage fundraising without sounding like a nag.

CREATE A "RUNNER INFORMATION" SHEET FOR RACE DAY

You'll want to create an attractive, informative runner information sheet with all the race-day pertinent details your runners need to know in one handy sheet.

It's ideal to distribute this information sheet 30 days prior to your race because it makes the deadline real for your runners and answers questions they will have leading up to race day.

[Here's a model of runner information sheet you can use to create your own.](#)

When you send this out to your runners via email, remind them that they have 29 days left to hit their fundraising goal, but keep the focus on the logistics they need to know to have a super-successful run.

INSERT YOUR NONPROFIT LOGO HERE

Race Day Information

Everything you need to know about race weekend in one place!

We want you to have the best experience on race day! Here is a list of the most useful logistics.

Runner's Reception – If you are hosting a fundraiser recognition and runner's reception the day before the race, give your runners the time, location, guest speakers, brief agenda, and whether family and friends may also attend. Feature your mission speaker, fundraising awards, and last minute race preparation at this reception or dinner. Let your runners know if they can pick up running singlets or t-shirts from you here.

Pick up your bib – Insert instructions on how they can get their race bib – including if a photo id is required for bib pick up, if you can pick up bibs for your family and friends, etc. In bold letters, let them know they will not be able to run without a bib.


Health and Fitness Expo – Post information about your race's health and fitness expo hours and location

Start Location – Where runners must be for their corral, and at what time, or if the time is assigned by race officials. Tell them in detail how to get to the start. Parking and road closure information. Let them know what they will need in the start corral and if race officials will have bags for their personal belongings. Be literal, e.g. "bring a piece of cardboard to sit on while you wait."

Cheer stations for friends and family (and photo ops) – Tell your runners where your volunteers will be stationed for cheering so their family and friends can also cheer from that same location.

Team Photo – If you're planning a team photo, tell your runners where to meet and when. Hint: tell them it's being taken 10 minutes prior to when you really take it.

Finish Tent – Show a map of where your finish tent is located. Let your runners know if there will be staff or volunteers there to take post-race photos that they can post on social media right away. Let your runners know where they need to get recovery drinks, if recovery drinks or fruit is not at your finish tent.

You're richer than you think! 

Wow, congratulations on making it this far!

You've inspired your runners and its funding more of your programs!

Don't feel overwhelmed if you can't implement all of these recommendations. Even implementing 50% will make a huge difference.

Did we mention that because you've supported your fundraisers so well, they more likely come back next year and raise even more for you!

Let's build on your momentum with our next strategy...

TOOLS YOUR FUNDRAISERS WILL LOVE

PERSISTENCE

It's not sexy, but there's no question that asking often gets the most results.

Encourage your fundraisers to ask for donations often.

It might be more powerful to have one of your alumni fundraisers, or one of your current fundraisers reinforce the message of persistence.

Acknowledge that it might be uncomfortable and provide your runners with scripts and tools to ask often.

MATCHING GIFTS

Registered charities can issue official income tax receipts for gifts made by individuals or corporations. This tax deduction is not available for not-for-profits. You must be a charity.

It's up to each employer's discretion what they choose to match. Here are the three match options that can boost your fundraising:

- The employer of your runner's donor matches their donation

- Your runner's employer matches their fundraising
- Your runner's employer matches their personal donation to their own fundraising

By reminding donors and runners to check with their employer you can bump your fundraising easily by an extra 20%.

An easy way to do this is to put "P.S." in every email that says...

P.S. Did you know that many companies match their employee donations, but you need to ask right away? Can you do me a favor and check?

We've found that many donors don't get their donations matched because the process to get a donation matched is a mystery or unclear.

To help demystify the matching gift process, we created a sample "How the Matching Gift Process Works" below that you can use as a template.

INSERT YOUR NONPROFIT LOGO HERE

How the Matching Gift Process Works

1. Make a gift

Save your email confirmation or tax receipt for proof.

2. Contact your HR Dept

You'll be asked to fill out a matching gift request form. Our charity id # is: _____

3. Company Contacts [Charity Name]

Your company will contact us asking us to confirm your donation.

4. [Charity Name] Confirms Gift

We will confirm your gift. It may take up to 10 days.

5. Your company sends a matching gift

Your company may issue a check right away, or at regular intervals, such as monthly or quarterly. It may take a while to post.

1. Please ask your company to include the runner's name and event on the memo line
2. Mail check to: [insert your address]
3. Request the matching gift right away. Matching gifts can expire anywhere from 3 to 9 months after your donation is made.
4. Every company handles matching gifts differently. It's best to check with your company's Human Resources for more details.
5. Let us know that you have a matching gift pending, so we can look for it.

You're richer than you think! Scotiabank®

EMAIL

Offer your runners pre-written emails that they can copy, paste, and edit to send out quickly to their email list.

Your runners can send email appeals from their own email provider, such as Gmail, Yahoo, or Nili.

Remind your runners to boldly and clearly link to their personal fundraising page in each email appeal.

What follows are sample emails you can edit and send out to your runners, or post on your resource page. Most runners will appreciate you offering these, and will just copy and use what you send them, so edit with care.

E1

Hey Friend,

I'm doing it.

I'm running in the Scotiabank Vancouver 5K to raise money to buy 185 specially adapted bicycles for Vancouver children with cerebral palsy.

Remember the freedom we all felt riding our bikes as kids? Let's make sure that kids living with cerebral palsy feel that same freedom.

Each bike costs \$500, so my goal is to raise \$500 for this run. Can I count on you to donate \$25 today?

Here's my secure fundraising page where you can make a donation online
[\[link to your fundraising page\]](#)

Thanks... this means the world to me.

P.S. Did you know that many companies match their employee donations, but you need to ask right away? Can you do me a favor and check with your employer?

E2

Hey Friend,

I never told you this, but I support the [charity name] because [personal connection to the cause].

It's because of this personal connection, that it's important to me to run the Scotiabank Vancouver 5K and to hit my fundraising goal of \$500 for [charity or program to be funded].

I want to run for something more than just a finisher's medal.

That's why I'm writing you today.

I'm about half-way to my goal of \$500.

Can you help me get all the way there with a donation of \$50, \$25, or whatever you can spare?

Here's my fundraising link: [fundraising link]

Thanks... this means the world to me.

P.S. You'll get a tax receipt immediately from [charity name] for your donation

P.P.S. Did you know that many companies match their employee donations, but you need to ask right away? Can you do me a favor and check with your employer?

E3

This time next Sunday, I'll be crossing the finish line at the Scotiabank Vancouver 5K.

I'm a little nervous.

Not about running the 5K.

I'm nervous because I'm so close to hitting my fundraising goal, but need a few more donations to get me over the top this week.

You see, every dollar we raise goes to [impact the runner's donations will have].

Together you and I can make sure [beneficiaries] know that they are not alone.

Can you help me put this away and hit my fundraising goal with a donation of \$25, \$50, or \$100?

Your donation will [impact of the donations] right away.

Here's my fundraising link: [fundraising link]

Thanks!

P.S. You'll get a tax receipt immediately from [charity name] for your donation

P.P.S. Did you know that many companies match their employee donations, but you need to ask right away? Can you do me a favor and check?

E4

Hey Friend,

24 hours until I have sore muscles but feel great.

I just hit my fundraising goal, so I increased my fundraising goal from \$500 to \$750.

Any chance you can help a brother [sister] out with a last minute donation to [purpose of fundraising or charity name].

\$20 would great.

Thanks if you can do it.

Here's my fundraising link: [fundraising link]

P.S. You'll get a tax receipt immediately from [charity name] for your kind donation

E5

Hey Friend,

Here's a photo of me at the end of the Scotiabank Vancouver 5K yesterday with my finisher's medal.

I've looked worse.

But never felt better about my reason for running: [charity name or impact of runners donations]

It's not too late to make a donation to [charity name] in support of my run.

I promise this is the last you'll hear from me (on this topic).

If you can join me in giving a spare \$10, \$20, or \$30 for [beneficiaries], I'd sure appreciate it.

Here's my fundraising link: [\[link to personal fundraising page\]](#)

P.S. You'll get a tax receipt immediately from [charity name] for your kind donation

SOCIAL MEDIA

Close to 20% of your fundraising revenue could be referred from Facebook, so we recommend focusing your runner's attention on that social media platform.

Offer your runners images and prewritten posts related to your mission to post on social media.

Try to make sure your images are 1200 x 628 to render best in the Newsfeed.

The image in the example below wasn't sized correctly, but the headline still shows. The post copy she's written here is an excellent post example.



We strongly encourage you to regularly post on your social media accounts to heap praise and recognition on your runners for their efforts on your behalf.

Again, what follows below is an excellent example of profiling a volunteer runner to drive donations and recognize her dedication.




Here are the key elements of an effective social media post illustrated:

Link to your donation page

Images provided by your charity, images of you training

Whether you walk, run or roll...support us in the Scotiabank Charity Challenge.
[bccerebralpalsy.com/events/scotiab ...](http://bccerebralpalsy.com/events/scotiab...)
#ScotiaHalf



Whether you walk, run or roll...

CP Association of BC
@CerebralPalsyBC

Scotiabank VANCOUVER WATERFRONT MARATHON June 26, 2015

Mention the impact your donor will have with their donation

Give your donors a deadline to inspire immediate action

Overlay text on your image to even greater impact

ASK IN PERSON

Your runners do business with and know people every day that they might not have an email address for, or know on social media. These folks are often happy to donate; they just need to be asked.

Here's a brief script you can copy, edit, and share with your runners to give them confidence, and a nudge, to ask:

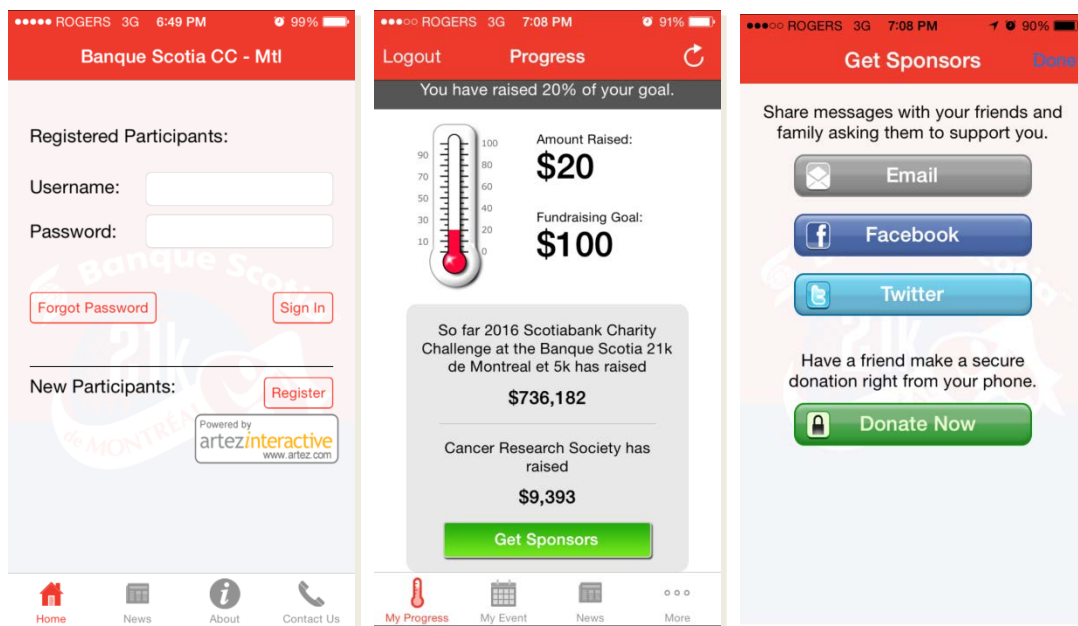
I'm running the 5K in the Scotiabank Toronto Waterfront Marathon to raise awareness and money to buy specially adapted bicycles for children with cerebral palsy. These special bikes help these great kids kick the physical limitations of cerebral palsy to the curb for a while and experience the joy and freedom of riding a bike. You remember that

feeling? Can I count on you for a \$20 donation? It would mean a lot to me... and to the child.

USE THE MOBILE DONATION APP

Encourage your runners to use the mobile app to take donations on the spot. This way when their dry cleaner or barista says they'd like to donate, they can whip out their phone and give them the option with the "Donate Now" button.

The mobile app also lets you fundraise right from your phone. You can send fundraising emails, post on Facebook and Twitter, and stay on top of your fundraising progress.



Here are the links to download the Apple and Android apps:

<https://play.google.com/store/apps/details?id=com.artez.scotiabankchallenge>

<https://itunes.apple.com/ca/app/scotiabank-charity-challenge/id529488124?ls=1&mt=8>

HOST A FUNDRAISER

If your runners have fear because they don't have a big or wealthy network of friends and family to donate, encourage them to host a fundraiser.

It's fun, social, and can raise \$200 - \$1,000.

We've created the following list of fundraising ideas that you can copy, paste, and edit in your runners fundraising toolkit.

Fundraising Ideas for Your Charity Challenge

We want you to have FUN as our Charity Challenge runner. Here are 10 fun ideas our runners have shared to raise money. We know you'll think of more!

Dedicate your birthday to your Charity Challenge charity – ask your friends and family to donate to your charity run in lieu of gifts for your birthday.

Video Game Tournament – gamers love tournaments almost as much as Grand Theft Auto IV. Host a weekend tournament with entry fees that are donated to your Charity Challenge charity. Get food, drink, and prizes donated (although most gamers we know will be happy with food, drink and bragging rights).

Board Game Night – Love Balderdash? Monopoly? Apples to Apples? Bring out the board games, charge at the door, break into teams and let the fun begin!

Host a Theme Party! – Relive the 60s, 70s, 80s or 90s!! Hold a theme party for a bunch of your friends and their friends. Donation: \$30 per person. Spend no more than \$10 per person on the food and you'll have \$20 per person or more to take away that night.

Tip Night – Are you in the hospitality industry? If so, dedicate all your tips to your run and let your patrons know

Garage Band – Party like a rock star and invite your friends for a Garage Band tourney. Charge admission and then get prizes donated for the winners.

Garage Sale – Clean out the house and sell off your gems and junk for a great cause. Let your buyers know that all proceeds benefit your Charity Challenge charity.

Poker Night – Host a poker game with all proceeds going to your Charity Challenge charity.

Car Wash – it worked for school fundraising, it works for Charity Challenge. Dedicate one morning to washing cars and let all your family and friends know to come over with checkbooks or cash in hand.

Bake Sale – Are you a closet pastry chef? Show your talents and raise a boodle of cash for your charity with a bake sale. No one can resist a bake sale!

Whew! Congratulations.

You've made it to the end of this guide... and the beginning of your best fundraising season ever.