



Every Step Helps Build Our Community
Scotiabank Charity Challenge

SCOTIABANK CHARITY CHALLENGE

Fundraising Essentials Guide



You're richer
than you think.®



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 Connected Non Profit to develop strategies and tips to help support your efforts. 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!

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3 WAYS TO GET VALUE

FROM THIS GUIDE

- 1** Use this guide together with the live or recorded online training to quickly recruit participants with a passion for your mission to participate in the Scotiabank Charity Challenge.
- 2** Check out the additional resources, including “almost-done-for-you” email templates, promotional calendar, and a budget template to help you set high, yet achievable fundraising goals.
- 3** Give us feedback if you’ve got great ideas that we missed. We’d love to pass them on!

RECRUITING THE BEST PARTICIPANTS

You'll find your most passionate Charity Challenge fundraisers right in your own list of supporters.

It's easier to coach a supporter already passionate about your mission to run and fundraise, than the other way around.

We recommend that you start recruiting from within your own ranks, even if it's a small team to start, with passion about you and your mission is critical to your fundraising success.

IMPORTANT: When your team experiences a truly memorable event weekend they will help you expand and recruit more passionate participants.

The best participants will have two more of the following characteristics:

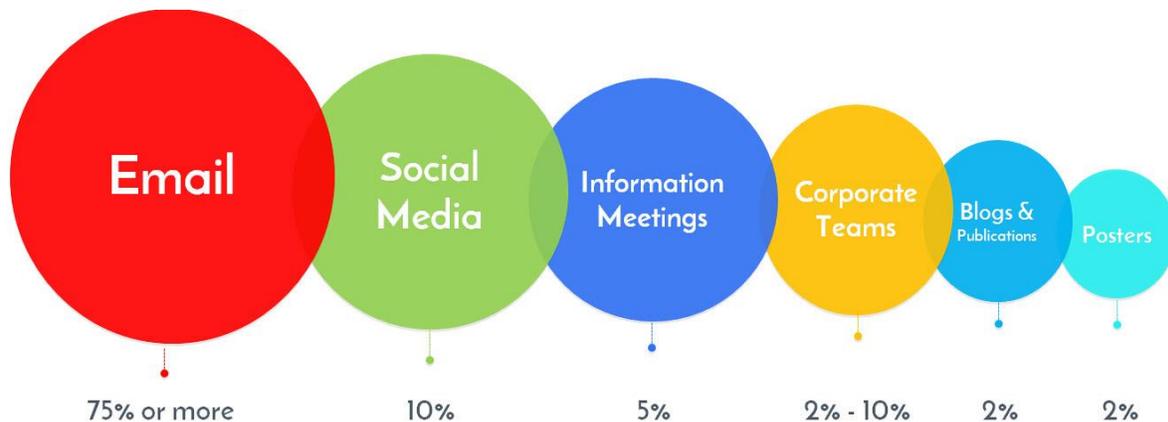
- A passion for your organization
- A passion for your cause or mission
- An affinity to the sport (running, cycling, walking)
- A connection to the other participants (corporate team, family and friends)

EFFECTIVE RECRUITING TOOLS

Outside of an amazing event experience that inspires your team to recruit for you, the most effective recruitment tool you have is email.

You can count on email to help you recruit 75% of your participants and we have some great ideas for you to consider for your email recruitment campaign.

Here's a guide to help you explore all the "budget conscious" ways you can recruit participants:



Let's break down each of these recruitment approaches... with a bit more detail around "email" since it's so effective.

Email

We share what to say in your email later in this guide, but let's start with an email strategy your team and your subscribers will love.

You want to give everyone on your email list a chance to participate but you also don't want to fatigue your list with a bunch of invitations, especially since 70% or more of your list probably isn't interested in joining.

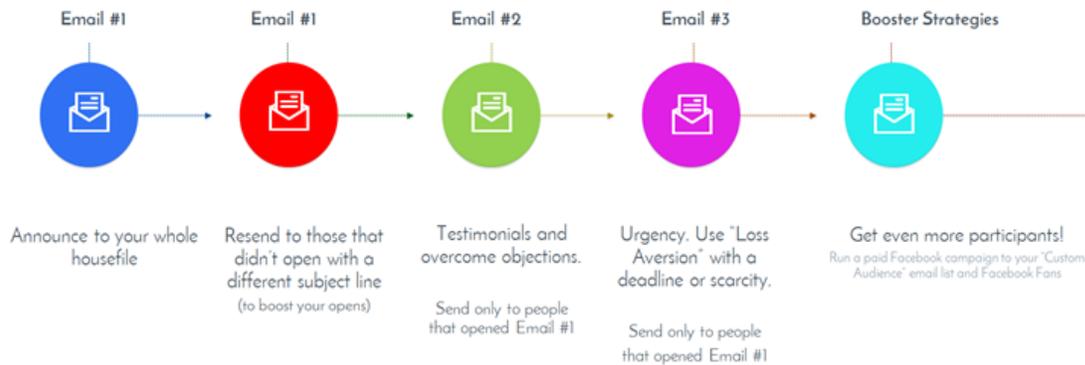
The very best strategy we recommend is to email an invitation or announcement with a read receipt to everyone on your list.

The next day, resend the same announcement, but with a different subject line to everyone who didn't open the first email.

Whoever opened both emails are your target audience. Only send the rest of your recruitment series to these people because anyone who didn't open the first two emails really isn't interested.

Plan to send two to three more emails, with strong messages, to your "warm audience." You can send the messages in any order you like, but you want to be sure to share "social proof" such as a testimonial, overcome objections your participants might have, and create a sense of urgency to get them to act. Share the impact they will have directly on your mission in every email.

120 - 150 days before a marathon



It's very effective to create urgency with a special offer, or deadline. It gets your "fence-sitters" to take action.

What follows is an example of a seven-day campaign, with a special offer to get as many registrations as possible when you first open registration.

<i>Email</i>	<i>Days in Advance of your Race</i>	<i>Audience</i>	<i>Subject Line or Email Topic</i>
Email #1	120 days	Entire housefile	A fun way to support your friends with cancer
Email #1	119 days	Entire housefile	Complimentary registration to «Event Name»
Email #2	115 days	Everyone who opened Email #1	"I still get goosebumps" (testimonial)
Email #3	114 days	Everyone who opened Email #1	You've got questions. We've got answers.
Email #4	113 days	Everyone who opened Email #1	Would you burn \$75?
Email #5	113 days	Everyone who opened Email #1	Only 3 hours left

To make this strategy easy for you to implement, we're sharing sample emails you can copy.

You'll want to edit these emails for your audience, but they are a great jumping-off point.

See Appendix for Onboarding Email Template Samples

Social Media

Social media reinforces the messages you're sending in your emails. Use the same creative images and messages that you used for your emails in your social media at the same time.

You'll find that social media is even more useful for your fundraisers. In fact, if you were to look at the source of referral traffic, you might find that 18% - 20% of your revenue comes from a Facebook referral.

Images work best for all popular social media (Facebook, Twitter, and Instagram). Any time you can show the event-day excitement you'll see a bump in likes, shares and comments.



Since you have limited organic reach with social media, we recommend you post weekly until two weeks prior to the event and then post three times per week. Don't worry, you won't bore your readers. Each post is only reaching 2% or so of your fans, so frequency isn't a problem.

If you plan to advertise on Facebook, an advanced strategy, we highly recommend that you only target "warm audiences." We've found that targeting cold audiences is a waste of resources. However, targeting your email list and Facebook fans in paid advertising is extremely effective.

Informational Meetings

Informational meetings yield some of your best participants, but usually a very small number of them.

The challenge is that info meetings are labor intensive to plan and promote.

Virtual information meetings are gaining popularity in place of on-site info meetings. You can publicize two different dates and times for a live info meeting for people who want more information about your program.

An ideal agenda for your webinar will include:

- How the Challenge program directly impacts your mission
- Athletic coach talks about the training commitment and a few good strategies
- Talk about effective fundraising strategies and the fundraising support your participants will get
- Finish the meeting by describing the experience your participants will get and a powerful call-to-register!
- Q&A

You can expect a low number of people to attend, but again, they are highly qualified leads to become participants, so we recommend that you follow-up with a personal phone call to convert them, after they've attended one of your information meetings.

Corporate Teams

Challenge events are highly attractive to corporations as a way to engage employees in a healthy activity and for a good cause.

In fact, if you tend to be a grant-funded non-profit with a very limited supporter base, developing partnerships with corporations for corporate teams might be your best option—although it's a longer development cycle.

Start recruiting early for corporate partners. For example, you might need to start in 2016 for 2017 teams. Corporate decision cycles can be lengthy.

When you pitch your corporate partner, keep in mind that employee retention and engagement are big incentives for them to organize a team. You'll also get favorable reviews if you offer recognition opportunities for both the company and its team.

You will need to offer your corporate partners “done-for-you” recruitment packages and promotional materials as many corporations often lack resources for this type of program development.

What they will do is promote the program to their employees (a big benefit for you), and almost all will match some or all of the donations their employees raise (an even bigger benefit for you).

If you have enough corporate partners or even just one big corporate partner, this could be your entire team strategy. Be careful if all of your eggs are in one basket as corporations may encounter situations where they change strategy and can no longer promote your program.

Publications

You won't get a lot of participants from listing your team program in publications, but it's worth having an intern, volunteer or administrative assistant tackle these for you – even if it only gets you two additional participants.

Remember to lead your post with benefits to your participants.

Here are some ideas of where to post your team:

- Your print newsletter
- Blogs related to your mission
- Celebrities with followings associated with your mission or organization
- Media partners
- Runners blogs in your area – participants are geographically sensitive
- Corporate partner employee communications
- Community calendars

Posters

If you have budget or have an offer from a professional shop to donate posters to your cause ask local grocery, health food, and sporting goods stores to feature your poster.

Here are some excellent poster examples.



JOIN US

Spinal Cord Injury Alberta
CHARITY CHALLENGE TEAM

HAVE SOME FUN
AND GET
WHEELIN'
&
RUNNIN'

5K, 10K, HALF-MARATHON, MARATHON.

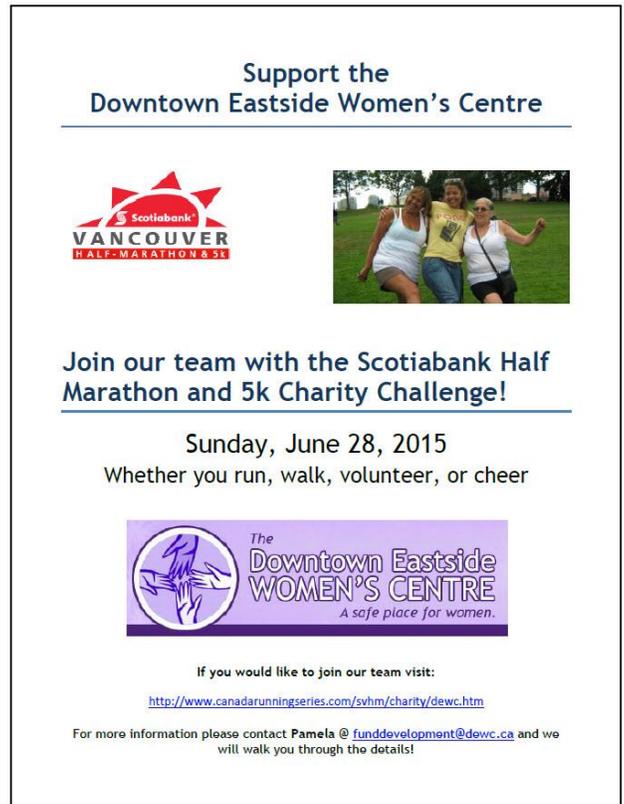
SUNDAY, MAY 31ST 2015. STAMPEDE PARK

FOR MORE INFORMATION: WWW.CALGARYMARATHON.COM OR WWW.SC.ABCA

Scotiabank CALGARY MARATHON
www.CALGARYMARATHON.COM

Spinal Cord Injury Alberta
L'Association Mécilius de l'Alberta

cenovus ENERGY



Support the
Downtown Eastside Women's Centre

Scotiabank
VANCOUVER
HALF-MARATHON & 5K

Join our team with the **Scotiabank Half Marathon and 5k Charity Challenge!**

Sunday, June 28, 2015
Whether you run, walk, volunteer, or cheer

The
**Downtown Eastside
WOMEN'S CENTRE**
A safe place for women.

If you would like to join our team visit:
<http://www.canadarunningseries.com/svhm/charity/dewc.htm>

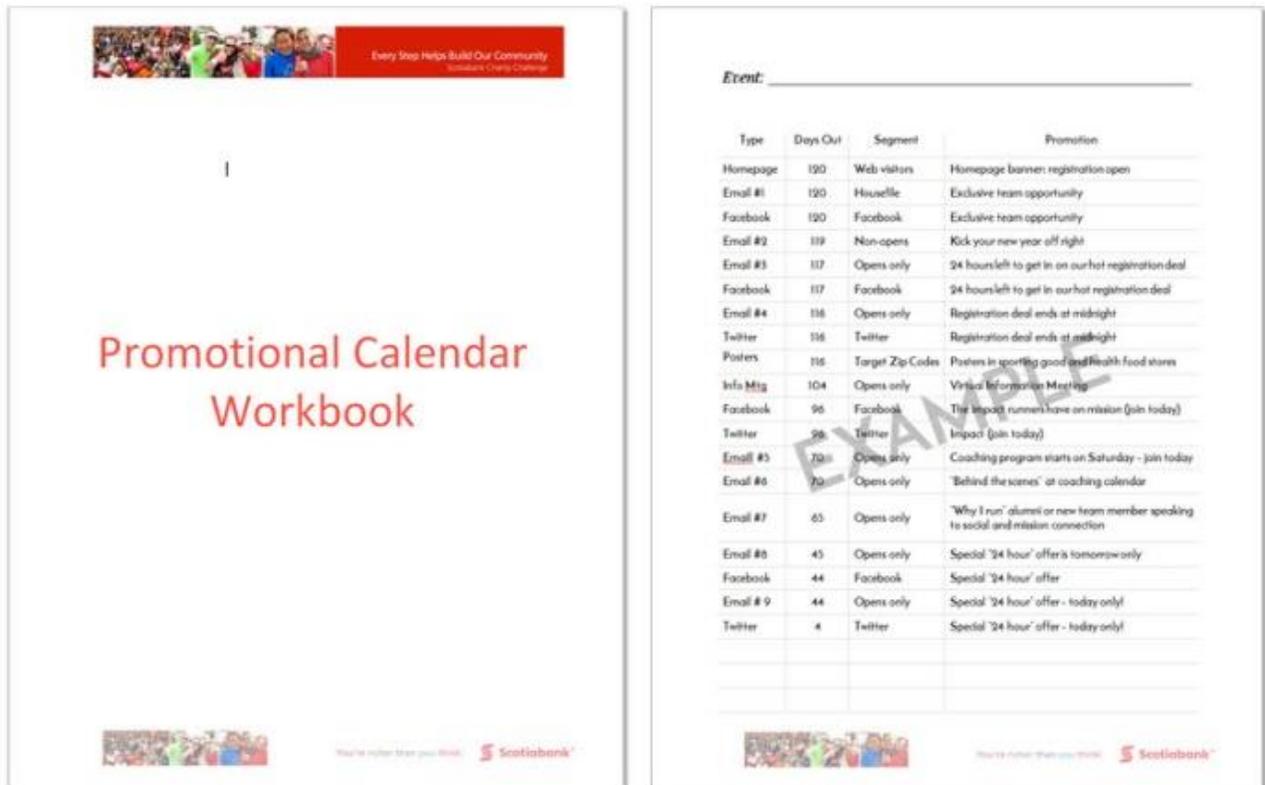
For more information please contact Pamela @ funddevelopment@dewc.ca and we will walk you through the details!

PROMOTIONAL CALENDAR

You can tell by now that you'll likely assemble a strong team using more than one recruitment strategy.

To make it easy to see the 'big picture' a promotional calendar template is provided. The first page is an example to inspire your thinking.

See Appendix for Promotional Calendar Workbook



HOW BIG SHOULD MY TEAM BE?

1. How many participants **can** I recruit (realistically)
2. How many **should** I recruit to make my fundraising goals?

We'll answer both questions to help you get the most out of this program.

Challenge fundraising is best when you plan to grow your team every year, or plan to "scale." It's more fun for your participants to be on a larger team.

The cost to provide an engaging weekend experience directly affects your fundraising goals therefore, ensure you raise more than you spend.

Here's an example of two fundraising participants – one raising \$500 and one raising \$750. You can see, the effect your fixed expenses have on your fundraising effectiveness.

Number of Participants:	1	1
If Each Participant Raises..	\$ 500	\$ 750
Less Your Event Expenses		
Race partnerships (Reg Fees)	\$ 80	\$ 80
Investment in an "Memorable" Experience	\$ 185	\$ 185
Staff time amortized per participant	\$ 250	\$ 250
Marketing costs amortized per participant	\$ 25	\$ 25
Each Participant Costs You:	\$ 540	\$ 540
Net (Revenue - Participant Costs =)	\$ (40)	\$ 210
2016: Cost to Raise a Dollar	\$1.08	\$0.72

We've made it easy for you to calculate your own return on investment with an event budget pre-configured for you. Simply enter your expenses and fundraising projections - formulas in the worksheet will calculate your fundraising effectiveness.

See Appendix for Event Budget Worksheet Sample

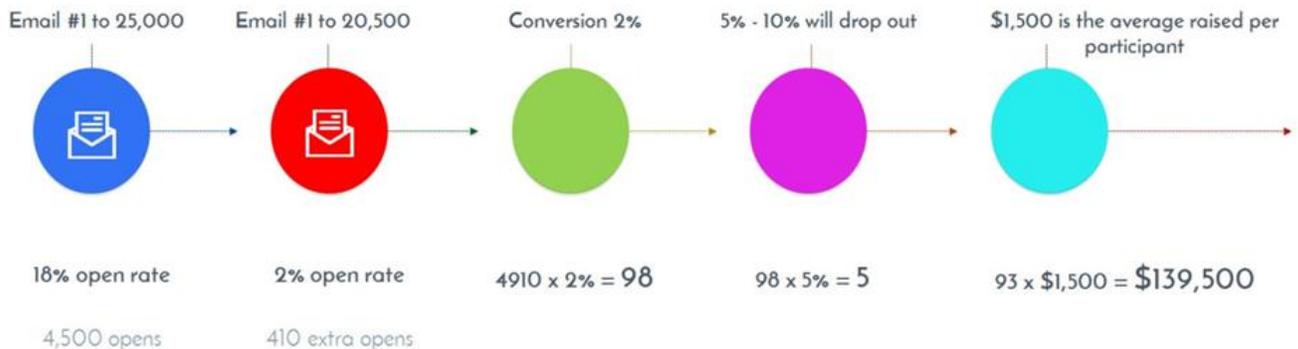
2016 Event Budget		
Expense	Your Scotiabank Event	Notes
Participants	50	
Average participant revenue per event	\$ 750	
Total Participant Revenue	\$ 37,500	
10% Drop-out Rate	\$ (3,750)	
Total Revenue	\$ 33,750	
Investment Costs (from line 32 below)	\$ 20,950	
Net Benefit	\$ 12,800	
2016: Your Cost to Raise a Dollar	\$0.62	
Expenses		
Race partnerships (Reg Fees)	\$ 4,000	
Participant Experience		
Participant Branded Benefits	\$ 500	running singlet, running cap
Event Weekend Experience	\$ 1,750	Tents, Race w/ Drinks, Totebags, breakfast, snacks
Finish Tents and Cheer Zones	\$ -	Finish Tent & Cheer Zones
Athletic Coaching	\$ 2,700	Calculated at: 60% opt-in * \$90/person
Staff Resources		
Event Coordinator	\$ 10,000	
Staff Travel Expenses	\$ -	
Marketing		
Email - Housefile	\$ -	
Brochure (for mailing)	\$ 500	Brochures to send to email opens
Facebook Ads	-	
Direct mail - Housefile	\$ 500	postage
Direct mail - Acquisition		
Informational Meetings	\$ 500	
Public Relations	\$ -	
Website Design, Navigation, Configuration	\$ 500	
Artez	\$ -	
Investment Costs	\$ 20,950	
2016: Cost to Raise a Dollar	\$0.62	
Branded Benefit		
	MARATHON	
Water Bottles (per person)	3.34	
Cowbells (per person)	2.01	
Totebags (per person)	6.20	
Performance Shirts (running singlets)	10.00	
Total	21.55	

HOW MANY PARTICIPANTS “CAN” I RECRUIT

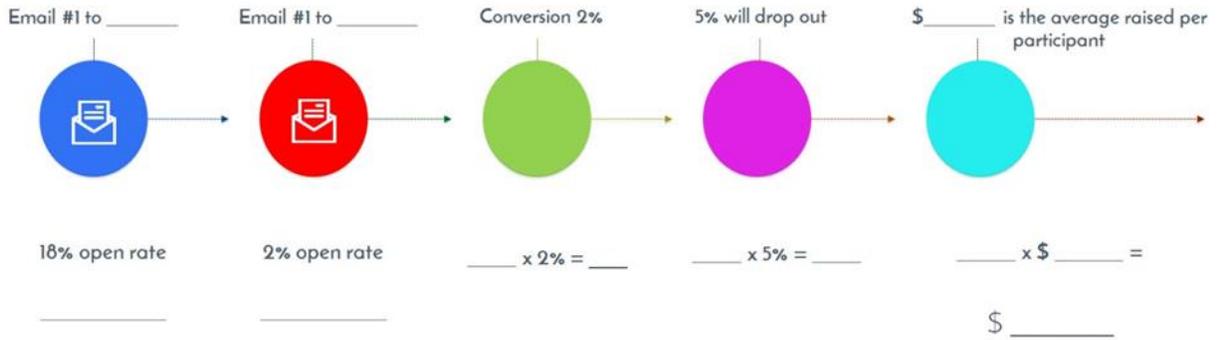
You’ll use more than one recruitment strategy to recruit participants. However, assuming that email is your strongest recruitment tool, we have provided benchmarks, based on our suggested email campaign i.e. how many participants you can reasonably expect to recruit.

Again, a worksheet is created for you – enter your campaign estimate and create your own forecast.

Your forecasting will improve each year as you learn what works and what doesn’t, but this will help you get started:



Here's an example of the worksheet to calculate your own campaign estimate:



MESSAGES YOUR PARTICIPANTS NEED TO HEAR

You are asking people to make a serious commitment.

They may need to hear from you up to seven times before joining your team.

They will absolutely need to hear the right messages from you before they join.

Those messages are:



BIG PROMISE

You must communicate to your participants the emotional reason why they should join your team and fundraise. In other words, the “Big Promise.”

Why is their participation in your Challenge program meaningful?

Some examples include:

- The funds raised by our Charity Challenge team make sure that 155 kids with cerebral palsy receive specially adapted bicycles
- Run your first race fully supported by a fun team with the confidence of knowing that every dollar you raise goes to work on promising DNA research to find a cure for ALS
- Cross the finish line with a personal best time knowing that you are guaranteeing battered women and children have a crisis hotline to start their journey out of violence.

Getting this sentence right makes your recruitment easier.

IMPACT

If it's possible, directly address the impact your runners can have in your "Big Promise." In addition, show the impact your runners can have on your mission. Do both, in all of your communication where possible.

The more connected your runners are to your program, the more inspired they will be.

The Maddie Project does a great job of highlighting the impact to their program.

The Maddie Project added 6 new photos to the album: Get Moving for Maddie - Toronto Scotiabank WaterFront Run. October 24 at 7:47am · 🌐

On October 18th more than 170 participants came together to run in support the Maddie Project in its efforts to spark conversations about youth mental health to reduce stigma as well as provide better access to care. What was amazing to see was the number of youth participating (over 1/3 were youth) and on the day of the race we had raised ~150,000 from 170 runners and over 1000 donors! Incredible. And from the smiles on the faces in all these pictures - it looks like everyone truly had a great time. Congratulations to ALL the runners and walkers of all distances and THANK YOU for all your incredible support helping us to make change and support the development of the Maddie Therapeutic Healing Gardens at North York General Hospital. SHINE BRIGHT

+3

Like Comment Share

BENEFITS AND FEATURES

Features may catch their interest but benefits are what we care about. Therefore tell your runners the benefits of participating in your Challenge program – the things they care most about:

- We want more: Love, Money, Acceptance (Admiration), and Free Time
- We wish for less: Stress, Conflict, Hassle, and Uncertainty

It's worth taking the time now to translate the “features” of running on your team into “benefits” your runners care deeply about.

Then use those benefits in your communications to sign up highly motivated runners.

For example, if your runners receive a finisher's medal (feature), the real benefit might be they:

- Have achieved their personal best time
- Felt supporters cheering them on
- Think with a smile “my kids won't admit it, but they'll be proud if I finish my first race.”

Do you see the emotional difference between the benefits just listed and a feature i.e. a finisher's medal? A benefit is what the feature will "do" for your runner.

Brainstorm now...

<u>Feature</u>	<u>Benefit</u>

SOCIAL PROOF

Social proof is a huge factor in decision-making. Social proof psychologically reduces risk, giving us assurance especially when registering online.

Social proof includes:

- Testimonials
- “As seen in”
- Everyone else is doing it
- Star Ratings & Ratings (Amazon)

TESTIMONIALS

You will almost always use testimonials in your email communication and on your landing page.

Ideally, we encourage you to use a picture with a first name along with a quote. Don't worry, a quote will still work without a photo, as long as you have a name.

CNETS CANADA Carcinoid-NeuroEndocrine TUMOUR SOCIETY CANADA

On May 23/24, CNETS Canada's amazing TEAM ZEBRA OTTAWA participated in the Tamarack Ottawa Race Weekend and were the 2nd top fundraising team.

The Scotiabank Charity Challenge prize winners have just been announced and CNETS Canada has won the \$5000 prize for Official Charity with the largest average dollars raised per Fundraising Runner.

The criteria for the prize is: Charity must have a minimum of 10 Fundraising Runners registered. The average dollars raised will be calculated based on individual Fundraising Runner totals only. Donations made to Fundraising Teams or the Charity directly will not be included in the calculation.

A huge CONGRATULATIONS and THANK YOU to the members of TEAM ZEBRA OTTAWA!

100% of funds raised at CNETS Canada fundraisers will go towards NET cancer research.

TEAM ZEBRA - OTTAWA

TAMARACK OTTAWA RACE WEEKEND

CONGRATULATIONS AND THANK YOU TEAM ZEBRA OTTAWA!

Natalie Mezey
Captain, Team Zebra Ottawa

JOIN US FOR OUR NEXT FUNDRAISER

On October 18th, TEAM ZEBRA TORONTO is participating in the Scotiabank Toronto Waterfront Marathon. We would be thrilled if you join our team and run or walk with NET Zebras. Please visit our official [CNETS Canada page](http://www.cnetscanada.org) for more details.

Help us help NET cancer patients!

For more information, to register and get a free registration code, or to donate please call 1-844-628-6788 or email info@cnetscanada.org

Stay Connected to CNETS Canada

CNETS Canada | support@cnetscanada.org | <http://www.cnetscanada.org>
4103-3219 Yonge Street, Toronto, ON, M4N 3S1

“As the 2014 top Scotiabank fundraiser it was thrilling to have the opportunity to be the 5k race starter and it gave the charity I was fundraising for, CNETS Canada, some exposure. Our experience with this event was phenomenal and our fundraising was very successful.”

*Jackie Herman
Scotiabank*

CREDIBILITY THROUGH NUMBERS

People like to know that other people are doing this too. It means you are established and trustworthy.

The screenshot shows the CECI website with the following elements:

- Header:** CECI CHANGES LIVES logo, navigation links (home, about ceci, what we do, where we work, get involved, make a donation, news and media), and language options (Contact Us, Español, Français).
- Search:** A search bar with a magnifying glass icon.
- Left Sidebar:** A menu for "NEWS AND MEDIA" including News, Press releases, Documentation, Newsletter, Press clippings, Annual reports, and Multimedia reporting.
- Main Content:**
 - Breadcrumb: News and media » News » Scotia Bank Charity Challenge : More than 45 people will rise to the The Scotiabank Charity Challenge
 - Image gallery: A grid of photos of diverse women and the CECI logo.
 - Text: "OF THOUSANDS OF WOMEN AROUND THE WORLD"
 - Section Header: "Scotia Bank Charity Challenge : More than 45 people will rise to the The Scotiabank Charity Challenge at the Banque Scotia 21k de Montreal on April 26, to change the lives of thousands of women in the world !"
 - Date: "March, 25 2015"
 - Text: "On April 26, 2015, more than 45 runners participating in the Scotiabank Charity Challenge will be there to raise money for CECI for the fourth consecutive year. This year, we are out to raise \$30,000, which will allow us to change the lives of thousands of women around the world!"
- Right Sidebar:**
 - Section: "OUR PROJECTS BY REGION" with a world map and labels for AFRICA, ASIA, and AMERICAS.
 - Section: "GET INVOLVED! Help us change lives." with a "Make a donation!" button and a photo of a woman.
 - Section: "Become a volunteer." with a "uniterria" logo and the text "A WUSC & CECI PROGRAM".
 - Section: "Become a CECI member" with a CECI logo.
 - Footer: Social media icons for RSS, Facebook, YouTube, and Twitter.

URGENCY OR SCARCITY (OR BOTH!)

It's human nature to act in order to avoid losing rather than act to gain.

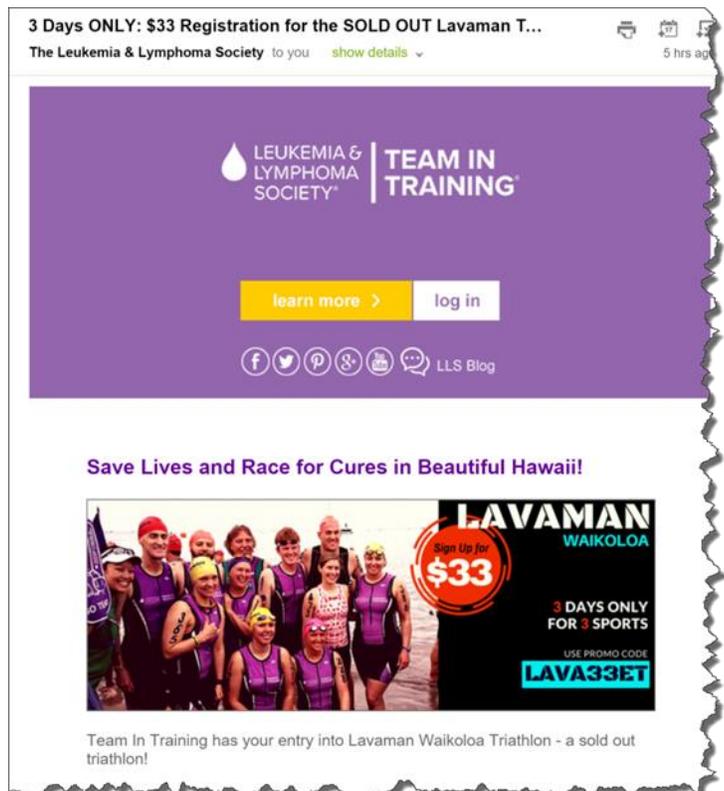
It's called "Loss Aversion."

Urgency and scarcity tap into our loss aversion... and works to get you more participants.

Scarcity: When an event will sell out and your participants can't join. They feel a sense of urgency to register and save their spot.

Urgency: Occurs when you have a time-limited special offer that expires, so your participant must act before the offer expires. A common one is a discount on registration fees, or "early bird special."

You must have one or the other to light a fire and get them to act.



EASY BUTTON

Finally, your communications must make it clear that to “get started” is like hitting an “easy button.”

Let your potential participants know what to expect to make it safe and comfortable to click.

For example, tell your participant they need only click REGISTER NOW and they’ll be directed to a form that will secure their spot. Once registration begins, step-by-step instructions are provided. For example, within 48 hours you’ll hear from our running coach and he’ll get you started in a conditioning program and running group.

After that you’ll receive weekly updates and inspiring messages to help you train.

You might use your “easy button” communication to overcome anticipated objections, such as “I’ve never run [a marathon, half-marathon, or 5K] before,” or “What if I don’t meet the fundraising minimum.”

Make the registration process clear and simple to follow.



ONBOARD NEW PARTICIPANTS

Help your participants succeed by onboarding for the first two weeks following registration. Data shows that participants who secure their first donation within 30 days of registering are more likely to hit their fundraising goal.

But there's more...

A great welcome eliminates “buyer’s remorse” and second guessing.

As soon as your runner “goes public” with their commitment, there is a strong likelihood they will see their commitment through to the end.

Therefore onboarding your brand new recruit is important to your fundraising success. We’ve provided three “nearly-done-for-you” emails you can edit and schedule for automatic delivery when your new participants register.

See Appendix for Onboarding Email Template Samples

Thank You



Every Step Helps Build Our Community
Scotiabank Charity Challenge

APPENDIXES

You're richer
than you think.®



1. Onboarding Email Template Samples

The best way to use these templates is to copy and paste them into a Google Doc, or other word processing program, and personalize with your own event and mission details.

Email #1

Hi [Name]

We want to let you in on a special [mission] experience.

Do you know we have a team of passionate supporters that [run races e.g. half marathons] to help us raise awareness for our [mission] and raise money [insert impact here e.g. so 500 more pre-schoolers can get their own book to read]?

It's one of our most popular fundraising programs and we're giving you the first opportunity to join this year's team. [insert your time-limited special offer here if you have one].

[Insert image of your team or event day excitement]

You don't have to be an athlete to join. In fact, almost half our team has never [insert sport accomplishment, e.g. "run a marathon before]. Few on our team have ever fundraised before either.

But, we've got you taken care of on both fronts...

All you need is a passion for [insert mission or what the team funds], because that's what unites us as a team and carries us all over the finish line!

When you join [our team, or the name of your team], you get instant access to [customize this list according to your program]:

- [Race training]
- Fundraising tools, ideas, tips and training
- Team photos and race day photos
- Team spirit and camaraderie
- [insert branded items, e.g. like a running tee shirt]
- Special pre- race reception where you'll get a behind the scenes look at [insert your program highlights] and meet your fellow team members
- The heartfelt gratitude of [program beneficiaries] that you're literally stepping up for

Reserve your spot as soon as possible, as our team fills up quickly [or insert your time-limited special offer].

Sincerely,

Executive Director or CEO

Charity Name

P.S. [insert another benefit to your participant or urgency, or both in the same, such as “Race training kicks off on Saturday Jan 16th. Join today.”]

Email #2 – Participant Testimonial

Hi [Name]

["Insert Your Best Past Participant Quote"]

How about getting blisters for all the right reasons? The dollars you raise on [team name] fuels [mission or services summary] including [list your mission and impact]:

- Specific mission impact
- Specific mission impact
- Specific mission impact (no more than 1 to 3 bullets)

This is your chance to run in the [Race name] with our [insert #]-member team that is committed to [mission or what the team proceeds will fund].

Here's what you need to know about [your team event], and how to join our team [List benefits]:

- Benefit # 1
- Benefit #2
- Benefit #3
- Benefit #5

It's easy for you to get started. Just click [create hyperlink] here to register. You'll get your starting line-packet from us with step-by-step instructions and an email from our training coach.

Sincerely,

SCC Team Coordinator

P.S. This is a truly memorable way to see [city] landmarks with zero traffic while supporting the [mission]. Click here to learn more [create hyperlink].

Email #3 – You’ve Got Questions, We’ve Got Answers

Hi [Name]

Still hearing that voice in your head saying “I can’t run a [race - marathon, half-marathon etc] !” Here’s five of the most common questions we get [list questions w/ honest answers]:

1. I want to join, but 42.2km/21.1k/5k seems like a big commitment, what if I don’t finish?

A - It’s intimidating to think of running a race, but here’s what you should know - the best way to run your first race is to be supported by a team. Our coach will give you milestones to hit in your training so you have confidence that you’re on track for an amazing race. If not, you can opt to run a shorter distance 21.1k/5k instead.

Most important, each runner is coached to have your personal race plan memorized and that’s what you’re thinking about as you stand in that start corral. Your plan will cover every km of the race: when to pace yourself and when to hit the gas.

2. I don’t know if I can ask people for money. Will they start avoiding me?

A - On the contrary, your friends and family (and maybe even your kids) will be proud of you. You’re not asking for money for yourself. You’re giving your donors a chance to have massive impact on the lives of the people we serve.

In fact, many employers match your donations, so be sure to check with your human resources department.

We’re experts at fundraising and we’ve got email scripts, social media scripts, and fundraising tips that will give you and your donor confidence that every penny you raise is put to good use.

3. What if I get an injury?

A - If you have time to rehab an injury before the race, you can do that and just run or walk at a slower time than you had planned.

If you are injured too close to the race and can’t rehab, you must drop out. There is no refund of fees or donations.

We would love for you to participate in all of the team activities on race weekend whether you run or not.

4. I want to run with my friends, family, kids.

A - That’s the best part of joining this team, isn’t it?!

We recommend that you all agree to position yourself in the start corrals based on the slowest runner of the group. That way the faster runners can pace-down and your slower runner isn't blocking faster runners behind them.

5. How can my family find me on the course?

A - We have designated cheer sections along the race route for all our runners and families that all runners and families are invited to take advantage of. We'll have poster drawing tools for the kids so it's very family friendly.

You helped us make strides this past year in [[list a few mission accomplishments](#)].

There is more to do and we would love to have you on our team. Please join today.

Sincerely,

Charity Run Coordinator

2. Promotional Calendar Workbook Template

3 Ways to Get Value From This Workbook

1. Use this workbook to brainstorm your recruitment starting 120 to 150 days in advance of your race date. The first page is a sample promotional calendar to spark your creative juices.
2. Brainstorm the dates and promotional “titles” or subject lines here. Then put each of the promotional items into your project management tool to create the content, edit, approve, and send.
3. Keep in mind that people may need to hear from you up to seven (7) times before deciding to register, so frequency works in your favour.

Event: _____

Type	Days Out	Segment	Promotion
Homepage	120	Web visitors	Homepage banner: registration open
Email #1	120	Housefile	Exclusive team opportunity
Facebook	120	Facebook	Exclusive team opportunity
Email #2	119	Non-opens	Kick your new year off right
Email #3	117	Opens only	24 hours left to get in on our hot registration deal
Facebook	117	Facebook	24 hours left to get in on our hot registration deal
Email #4	116	Opens only	Registration deal ends at midnight
Twitter	116	Twitter	Registration deal ends at midnight
Posters	116	Target Zip Codes	Posters in sporting goods and health food stores
Info Mtg	104	Opens only	Virtual Information Meeting
Facebook	96	Facebook	The impact runners have on mission (join today)
Twitter	96	Twitter	Impact (join today)
Email #5	70	Opens only	Coaching program starts on Saturday – join today
Email #6	70	Opens only	“Behind the scenes” at coaching calendar
Email #7	65	Opens only	“Why I run” alumni or new team member speaking to social and mission connection
Email #8	45	Opens only	Special “24 hour” offer is tomorrow only
Facebook	44	Facebook	Special “24 hour” offer
Email # 9	44	Opens only	Special “24 hour” offer – today only!
Twitter	4	Twitter	Special “24 hour” offer – today only!

3. Pro Forma Worksheet Sample

2016 Event Budget		
Expense	Your Scotiabank Event	Notes
Participants	50	
Average participant revenue per event	\$750	
Total Participant Revenue	\$37,500	
10% Drop-out Rate	\$(3,750)	
Total Revenue	\$33,750	
Investment Costs (from line 32 below)	\$20,950	
Net Benefit	\$12,800	
2016: Your Cost to Raise a Dollar	\$ 0.62	
Expenses		
Race partnerships (Reg Fees)	\$4,000	
Participant Experience		
Participant Branded Benefits	\$500	running singlet, runner's cap
Event Weekend Experience	\$1,750	Tents, Recovery Drinks, Totebags, breakfast, snacks
Finish Tents and Cheer Zones	\$-	Finish Tent & Cheer Zones
Athletic Coaching	\$2,700	Calculated at: 60% opt-in * \$90/person
Staff Resources		
Event Coordinator	\$10,000	
Staff Travel Expenses	\$-	
Marketing		
Email - Housefile	\$-	
Brochure (for mailing)	\$500	Brochures to send to email opens
Facebook Ads	-	
Direct mail - Housefile	\$500	postage
Direct mail - Acquisition		
Informational Meetings	\$500	
Public Relations	\$-	
Website Design, Navigation,	\$500	

Configuration

Frontstream	\$-
Investment Costs	\$20,950
2016: Cost to Raise a Dollar	\$0.62

Branded Benefit	MARATHON
Water Bottles (per person)	3.34
Cowbells (per person)	2.01
Tote bags (per person)	6.20
Performance Shirts (running singlets)	10.00
Total	21.55

4. Nearly Done for You Coaching Emails

Participant Coaching Email #1 – The day your participant registers

Subject: Welcome to Team [Name of Team]

Hi [Name]

Welcome to the [Program]!

[Program beneficiaries] are counting on you and [Team Name] to [describe what the program delivers and be as specific as possible]. Stepping up to the plate takes courage and leadership. By doing so, you are giving [mission] the much-needed boost in visibility and funding we need.

We're thrilled you're here and we're ready to do everything we can to help you have the best [run/event] experience! When you follow the road map laid out for you in these coaching emails, you will get:

- Training tips for running, nutrition, and injury prevention so you have the most remarkable run ever with your best personal time
- Easy tips to hit your fundraising goal long before race day (even if you've never fundraised before)
- To meet and train with a team of your peers that also care deeply about fitness, and [your mission]
- [List of what they will receive i.e. Photos and finishers badges] and medals as proof of your 2016 milestone

There are 3 important things to do right now:

1. Log into your fundraising page, upload your photo and write a statement telling your followers why you're running. If you have writer's block right now, might we suggest you start with...

"I'm running to raise funds and awareness to help [program beneficiaries] to [mission benefit]. Please support me by making a donation today."

You want to do this because as soon as you "go public" with your commitment you'll want to be ready to send them to your personal fundraising page right away.

2. Create your running training schedule for daily training activities, such as running, stretching, yoga, strength training, and rest days. You can find training guidelines here [\[link to external training guidelines, or your own\]](#) [\[Or connect with our training coach if you offer a training coach\]](#)
3. Set your fundraising goal. We recommend a minimum of [\[\\$ \]](#).

That's all for now.

Again, we can't tell you how much you being on our team means to us and to [\[program beneficiaries or mission\]](#).

[\[- Name of team coordinator\]](#)

P.S. There is no overnight success (although our coaching DOES cut down the success time in dramatic fashion by having you do a little bit every day).

But it's still **important to remember that consistent effort over time** will be the key to getting you in shape for your run and hitting your fundraising goal.

And to help you do that, I'll be back tomorrow to help with the **3 top things all our top finishers and fundraisers do**.

Participant Coaching Email #2 – Day of registration + 24 hours

Subject: The 3 things all team superstars do

You're not alone....

Runners have "run" the same path you're about to take.

I'm letting you in on a few of their best kept secrets for having **your best race experience** *and* **breezing to your fundraising goals**.

As soon as they register, race superstars do these three things:

1. Go public – our superstars tell their family and friends they are running a [marathon, half marathon or 5k] for charity. In fact, they mention it often because persistence is the key to training for a [marathon, half marathon or 5k] and is the best fundraising strategy too! Once you've gone public, you'll see people admire what you're doing and be glad to support you with a donation.
2. The next thing superstars do is to find an accountability running buddy; someone you can train with on those chilly mornings and help you stay true to your mission. We've found this is usually someone who lives close to you (a neighbour, a friend), or maybe even someone in your immediate family. Anyone you see on a daily or weekly basis is the best support system.
3. Self-donate. 100% of our top runners and fundraisers make the first donation to their own fundraising campaign. **They lead by example**. Take a moment now to make a donation (even if it's a small one) so when your early donors come to your page, they see how invested you are in hitting your goals.

Before we sign-off for today, I thought you might be interested to know...[Insert story or photograph from your mission].

That's all for today.

- [Name of Team Coordinator]

P.S. Tomorrow you'll take the most important step to getting to your fundraising goal with time to spare.

Participant Coaching Email #3 – Day of registration + 48 hours

Subject: Email is your best fundraising tool

It's true.

By far, email will get you the most donations for your campaign followed by Facebook, matching gifts from employers, and face-to-face asks.

Plan to send at least 5 email appeals before race day with updates, stories about your training, and stories about our mission.

None of those emails, though, are as important as this first email you send.

That's what today's coaching email is all about.

Send your first email to let your friends and family know you're running and looking for support.

If you're not sure what to say in your email, we've crafted an email, right below, for you to copy, paste, and edit, to make it your own:

Hi there!

I'm taking the plunge and running in the [race name] this [month]!

Are you thinking: "Is she crazy?"

Not crazy... I'm passionate. Passionate about helping [program beneficiaries] get the [benefits] they need to [results].

I'm running the [race name] with [Name of Team] to raise awareness and money for [beneficiaries].

That's why I'm writing to you today.

I'm asking you to support me, and [Charity], with a donation of \$25.

It would mean so much to me personally if you could support this great cause on my behalf.

Your donation has tax benefits *[insert tax benefit]* but more importantly, we're helping *[beneficiaries]*. Our donations *[are also moral support for people going through a rough patch in their lives]*.

An example of how much good your donation will do is...*[insert story about mission, example of beneficiary, or what each level of giving will provide]*.

Join me by clicking this link to make a safe and secure online donation to support my run at: *[link to your donation page]*?

You'll get a receipt directly from *[Name of Charity]* as your donation will go to work immediately for *[beneficiaries or mission]*.

Thanks,

-*[your name]*

P.S. Check to see if your employer matches charitable donations and double your gift!

That's all for today!

- *[Team Coordinator]*

P.S. You can use your own email service, such as gmail.ca to send your emails, or if you want your fundraising link automatically included in your email appeals, you can use the free email tools available with your fundraising page.

Participant Coaching Email #4 – Day of registration + 72 hours

Subject: Social media will really help you...

Hi [Name],

Did you know that up to 20% of your donations will come from Facebook posts?!

In our final kick-off email, we want to help you get some visibility on social media.

It's easy, just post this image on Facebook, Instagram, and Twitter or even LinkedIn:

Post: I'm digging deep to run the [event name] and here's why...

Please join me and make a donation here: [your donation link]

[share an image of your program or mission with a short, powerful caption printed on the image]

Note to program administrators...

You can use these emails as a template to "rinse and repeat."

Send another round of four emails with different tips at least once per month until two weeks prior to your event. Then you can send the 4th email, with different content, every other day.