



Nature's
EMPORIUM RUN FOR
SOUTHLAKE
VIRTUAL CHALLENGE

**TEAM CAPTAIN & INDIVIDUAL
FUNDRAISING
TOOLKIT**

THANK YOU

for signing up for the **2021 Nature's Emporium Run for Southlake Virtual Challenge**. You are not alone! As a Team Captain or individual participant, we are here to help you and support your participation and fundraising efforts. If you have questions about the event at any time, the FAQ section of the website is a helpful resource: runforsouthlake.ca

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REGISTRATION & FUNDRAISING TIPS



1. Fundraise, fundraise, fundraise!

When you registered for the Nature's Emporium *Run for Southlake*, you received a personal fundraising webpage. This serves as a helpful tool for your fundraising efforts, and you can personalize the page to make it your own.

2. Personalize your webpage

Everyone has a special reason to be participating in support of our hospital. Use your personal fundraising page to tell your story. Effective fundraising webpages tell a story and contain a picture.

Use this as an opportunity to share your experience with others and explain why you are participating. How has Southlake helped you, your family, a colleague, or friend? Remember, when people know why you are fundraising, they are much more likely to support you!

If you have registered as Team Captain, it's your responsibility to encourage all your members to participate! If you're participating in a team for the first time, think of a fun and memorable name!



3. Set a target

Aim high with your personal target – it can motivate you and your donors. Don't forget about the incentives available for reaching certain benchmarks with your fundraising! And – as always – prizes and awards are available for the top fundraising individuals and teams!

4. Donate to yourself

Set the standard and make a benchmark donation yourself. This will show your dedication to the cause and can set the average amount others will give.

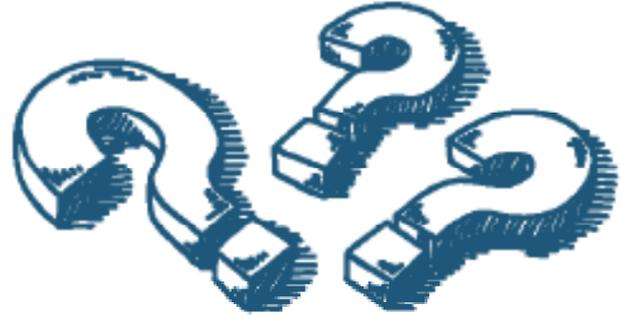


REGISTRATION & FUNDRAISING TIPS



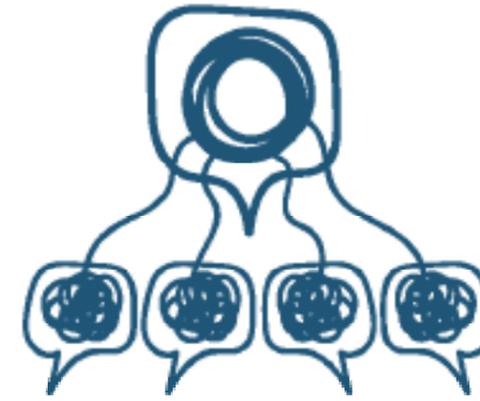
5. Email everyone

Email everyone you know including friends, family, colleagues, suppliers and more. Most people want to help, especially if you explain your connection to Southlake. We all live busy lives, and it's easy to forget if someone has asked for our support. That's why it is sometimes worthwhile following up with people you've talked to about supporting you or your team. People usually get asked three times before they say yes.



IDEAS TO HELP YOU MAKE THE “ASK”

- **Ask everyone who knows about your story.** Use email and social media (Facebook, Twitter and Instagram) as tools to get the word out about you or your team. Share messages about the event and your personal reason for participating and provide a link to your individual or team page so people can easily register or give online.
- **Don't forget to ask people** like your family, friends and work colleagues.
- **Ask those that you have supported** in their own causes in the past.
- Be prepared to **ask more than once.**
- **See if your company will match your donation or your total.** Many organizations support their employees in this way. It's also a great way to show your company's commitment to an important community cause.
- Make sure you thank people as they donate AND after the event has happened. It's important to **share your results and the impact contributions** from your supporters have made.



TEAM CAPTAINS

- Lead, motivate, inspire and thank your team.
- Set up your Team Page online and create a team story and unique name.
- Recruit team members like family, friends and coworkers. Ask them to join your team by email and social media.
- Coach and guide your team members to register. They can share their own personal story and picture to generate support.
- Set a team goal and individual goals. You can increase your goal at any time. Set the bar high for some friendly competition within your team!
- Think of hosting a **virtual** kick-off party to motivate your team and address any questions.
- Watch your totals grow online – this helps motivate and excite your team.
- Keep people informed about your team's accomplishments.

- As event week approaches, host a final **virtual** team meeting to collect any last minute donations and pledge forms (we encourage everyone to use the online system).
- Dress with pride. In addition to your official *Run for Southlake* t-shirt, your team may want to wear costumes, company swag, hats or buttons to make you and your team stand out online and capture your team spirit! Be Creative!
- Tag **#runforsouthlake** in all your social media posts!

TEAM CAPTAINS

After the Event

Post-event wrap up can be just as important as planning for the event. Here are a few ideas to recognize your team and donors for their outstanding efforts, and make sure your job is done.

- Collect outstanding donations, if any.
- Send a thank you note. Be sure to thank your team members and donors, and let them know how much was raised and why their donation was important.
- Celebrate! Recognize your team through internal communications. Recognize the top fundraisers and highlight success stories from your team members.



Incentives

Did you know that the more you raise, the more you receive? This is a great way to motivate your team members to fund-raise! Fundraising incentives apply for individual fundraising totals only. Check out all the exciting **incentives** we have in store when you hit certain benchmarks in your fundraising!

TEAM CAPTAINS



Sample Email to Recruit Members

Dear [Name],

Are you a team player who supports health care in our communities? If so, we invite you to join our team and participate in the 2021 Nature's Emporium *Run for Southlake* four-week Virtual Challenge! It's a great way to have fun, get in shape and raise money for an important community cause. This year, join us in any distanced-based activity with our team, [Team Name], to help raise money to fund urgently-needed tools and equipment at Southlake Regional Health Centre that are critical to the health of our communities.

Click here [[Link to Your Team Page](#)] and join our amazing team. If you can't join us, please show your support by making a donation on our team page.

We hope to see you online April 12 – May 9, 2021!

Thank you.

QUESTIONS?

Please contact **Melanie Osmond, *Event Assistant***

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