



# CAPTAIN'S FUNDRAISING TOOLKIT



# ***WELCOME TEAM CAPTAINS!***

Your support means the world to us, and to thousands of Canadians currently living with brain tumours. When you take action by fundraising, you make it possible for people affected by a brain tumour to live longer, better and with hope.

You make it possible for research to advance, education to spread, and support to continue.  
You make it possible to improve treatment through advocacy.  
You make it possible to find a cure.

Thank you!

No matter what type of fundraising event you're planning, this toolkit has everything you need to take your idea from the earliest planning stages to a completed, successful event.

**Have questions? We're here to help!**

**Monday to Friday 8:30 am - 4:30 pm EST**

**Toll Free: 1-800-265-5106 ext. 250**

**Email: [btwalkhelp@braintumour.ca](mailto:btwalkhelp@braintumour.ca)**

**Charitable Registration #: BN118816339RR0001**



# ABOUT BRAIN TUMOUR FOUNDATION OF CANADA

Founded in 1982, Brain Tumour Foundation of Canada began after Steve Northey lost his eight-year-old daughter to a brain tumour. Together with Dr. Rolando Del Maestro, a neurosurgeon and researcher, and Pamela Del Maestro, a neuroscience nurse, the three worked to form an organization to improve the quality of life for those affected by a brain tumour.

Brain Tumour Foundation of Canada is the only national, not-for-profit organization dedicated to reaching every Canadian affected by any type of brain tumour (be it malignant, non-malignant and metastases) through support, education, information, and research.

Every year, thousands of people affected by brain tumours find emotional support and comfort through Brain Tumour Foundation of Canada, while gaining a better understanding and knowledge of their disease.

Our mission to reach every person in Canada who is affected by a brain tumour through support, education, information and research.



**Register your team early and start recruiting! The earlier your members get involved, the sooner you can begin planning your team's fundraising activities!**

# REGISTER

## **Brain Tumour Walk June 2023**

Heroes reunite! After three years of COVID-19 restrictions and virtual events, we are excited to announce the Brain Tumour Walk is back as a hybrid event.

Go to [www.braintumourwalk.ca](http://www.braintumourwalk.ca) and check our locations tab for an in-person Walk near you. Can't make it to an in-person Walk or are hesitant of gathering in large groups? No problem – sign up for the National Virtual Walk!

The Brain Tumour Walk is an opportunity to come together across Canada to celebrate and remember our heroes. We walk with a united goal – to see an end to brain tumours – and raise funds for life-changing research, support programs, information, advocacy, awareness, and HOPE.

Together with individuals, family teams, health care teams, research teams, and corporate teams, we can change the lives of thousands of Canadians living with a brain tumour.

However you are affected, we invite you to be part of the national movement to #endbraintumours and reach this year's national goal of \$1.6 million.

There are no registration fees or fundraising minimums. We do need you to fundraise because it is only with your help that research, support, and hope are possible!

**Together, we will #EndBrainTumours.**



# REGISTER. RECRUIT. RAISE. RECOGNIZE.

## Register



Begin by registering your team online. Encourage your team members to register early to build excitement and reach your team's fundraising goal.

## Recruit



Start Early. Tell your story. Just ask! Get active. Go Corporate. Make it fun! Include your kids. Share impact. Make it personal.

## Raise



Bbq's. Game night. Video Gaming. Tea Party. Online Auction. Birthday fundraiser. Concert. Karaoke Night. Movie Night. Anniversary Celebration. Trivia Night.

## Recognize



Ensure you make your team members and supporters feel special by thanking them!

# CAPTAIN'S CHECKLIST

- ✓ Donate - be the first to donate toward your team's fundraising goal! Leading by example is a great way to encourage them to do the same.
- ✓ Update your Team Page - post a photo, share the story of why your team is walking in your local Brain Tumour Walk!
- ✓ Invite your People - you can send emails to your family, friends and colleagues through your Fundraising Centre. It's a great place to start!
- ✓ Host a Fundraising Event - this is a fun way to bring your team together and raise money. Be creative and have fun!
- ✓ Get your team excited - celebrate your team's progress. Get together and create a team theme or t-shirt.
- ✓ Celebrate, remember and walk together at your local in-person event! Bring in all of your cash donations. Remember to complete the pledge form first!
- ✓ Ask Away - once your event is over, please make sure that you send us your donations and your donor contact information so that we can issue tax receipts.
- ✓ Say thank-you - make sure to recognize the hard work of your team members by saying thank you after the event.

**When you recruit a new team member, ask them to recruit someone new! Your team will grow in no time!**

# SET UP YOUR TEAM FUNDRAISING PAGE

**Telling your story and personalizing your online donation page is one of the best ways to spread awareness!**

## Set a Goal



Goals should be realistic, but significant. Recruiting more team members can mean a substantial increase in fundraising. If it requires hard work to attain, it will be a source of pride for your team.

## Add your Story



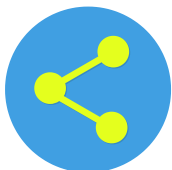
Sharing your story is a great way to inspire others to get involved or donate. Tell your supporters why the cause is important to you and what inspired you to fundraise for Brain Tumour Foundation of Canada.

## Add Pictures



Adding photos of your loved one or a past walk event, etc., is a great way to add a personal touch to your story and visually connect everything.

## Share



Use the link from your page (URL) and share it with your friends and family through social media and email. Encourage your supporters to share it as well to maximize your reach.

# TIPS FOR RECRUITING MEMBERS

**Start early** - register your team early and encourage your potential team members to join early!

**Make it personal** - once you've registered as a team captain, you will not only have a personal fundraising page, but also a team page. Make sure to personalize your team page with images.

**Just ask** - send an email to family, friends and colleagues asking them to join you!

**Read all about it** - go ahead and post in your local paper, workplace, bulleting board or posters in your local community centre.

**Make it fun** - excitement is contagious! Build up a hype and a buzz around your team. Gather your group - are you part of a club, team, or church group? Motivate your fellow members to join.

**Make it corporate** - approach your colleagues at work and put together a company team. It's a great team building experience.

**Kids can do it** - why not be the captain of a team of both parents and kids? Invite your kids' school to join - no one fundraises more effectively than an excited seven-year-old.



# TIPS FOR RECRUITING MEMBERS CONT'D...

**Tell your story** - no one can tell your story like you can! Let people know why you are walking, and they will be inspired to do the same.

**Share the impact** - share the Hope in Action Impact Report. Your team will be touching so many lives.

**Inform** - your local media about your activities, as it can increase awareness about your fundraiser and help make your event a success

**People will donate** - because YOU are asking them to. Simple as that. Use your social media channels or emails to reach out directly and inspire them to make a difference!

**Share and spread the word** - on your social media channels, use hashtags #EndBrainTumours and #BrainTumourWalk and tag us at @BrainTumourFdn



# YOUR PERSONAL STORIES MAKE A HUGE DIFFERENCE

**If you are looking for some inspiration to get people to join you or donate, these examples might help:**

## **Join my team:**

I've registered for a Brain Tumour Walk. I'm going to walk my way to #EndBrainTumours. Join me! Together we will help brain tumour patients and survivors live longer, better, and with hope. [Link to your fundraising page] #BrainTumourWalk @BrainTumourFdn #EndBrainTumours

## **Please donate to my team:**

We must #EndBrainTumours. Please donate. With every dollar you give, YOU make it possible for research to advance, support to bring hope, and advocacy to make change. [Link to your fundraising page] #BrainTumourWalk @BrainTumourFdn

I'm walking my way to raise funds for @braintumourfdn. Together, we help Canadians affected by brain tumours live longer, better, and with hope.

Support my way to #EndBrainTumours with a donation today!  
[Link to your fundraising page] #BrainTumourWalk

## **Why it's important:**

27 people each day hear the words: "You have a brain tumour". I'm walking my way so that @BrainTumourFdn can offer support. Donate today and together we will #EndBrainTumours. [Link to your fundraising page] #BrainTumourWalk

# FUNDRAISING IDEAS

**The possibilities are endless! Here are some ideas to get you started!**

**A Dance Challenge** - how long can you go? Or dance by type (donor chooses your type of dance). Bonus! You'll learn something new!

**A Read-a-thon or Book-a-thon** - ask your friends and family to support you by the book or by the minute.

**An All-Day Game Challenge** - collect pledges and play a video game or board game for 12 hours straight.

**A Physical Challenge** - for every \$10 raised, you commit to climbing flights of stairs, doing several push-ups, planks, laps around your backyard, run 5K every day for a week - or some other physical feat like:

- Skipping
- Running
- Golfing
- Weightlifting
- Rock Climbing
- Anything that moves you!

**A "Dare" Fundraiser** - for every specific amount raised, you commit to doing something that a friend dares you to do.



**A Bake-Off Challenge** - hold a cake-making competition and get your friends, family, and colleagues to bake too, share the results of your labours on social media, and make sure you tag @BrainTumourFdn. People can vote for their favourites by donating to your personal fundraising page.

**A Yard Sale Challenge** - spring is here and most people are in the midst of spring cleaning. Use this as an opportunity to raise funds for Brain Tumour Foundation of Canada

**In honour of the 27 Canadians** who will hear the words “you have a brain tumour” today, ask 10 friends to donate \$27, or ask 27 friends to donate \$10 each.

**Donate your Empties** - ask your friends and family to donate the proceeds from their wine/beer/liquor bottle empties! Check your provincial listings to see what stores are currently receiving them.

**Matching Gifts!** Many companies support employee philanthropy by offering matching gift programs. By taking advantage of your corporate matching gift program, you get more bang for your fundraising buck and your gift will go twice as far! Ask your HR department about their Matching Gift program. Go to **Matching Gifts - Brain Tumour Foundation of Canada**



**Host an Online Class:** host your hobby as an online tutorial (painting, yoga, carpentry, cooking) to raise money:

- Host a live stream tutorial and ask people to donate to your personal fundraising page
- Commit to performing a service for the highest donor

**COVID-19 Swear Jar:** Put \$1, \$2 or \$5 into a jar whenever you use the word “COVID-19” or “coronavirus” and encourage your friends to do the same. Donate the funds to Brain Tumour Foundation of Canada.

**Give-it-Up Fundraiser:** Nearly everyone has a bad habit that they just can't kick e.g., a beverage or meal you consume daily. All you need to do is launch your personal fundraising page and commit to giving up a bad habit for a certain time. Throughout your fundraising, update friends and family and ask for gifts to encourage you to stay on track with your goals. You will have kicked your habit while saving lives through your fundraising!

**BE CREATIVE!**

**Music Night**  
**Talent Show Craft Show**  
**Magic Show**  
**Treasure Hunt**  
**Fashion Show**  
**Costume Party**

# CUP OF HOPE

The Cup of Hope is awarded annually to the top Brain Tumour Walk fundraising team in Canada.

As the Captain, your team's name, city and winning year will be engraved on your very own keepsake trophy!

## CUP OF HOPE

TEAM STEPHANIE  
2018  
TORONTO

## CUP OF HOPE

HAYDEN  
2019  
HAMILTON-NIAGARA

## CUP OF HOPE

BRAIN STORMERS  
2020  
SAULT STE. MARIE

## CUP OF HOPE

TEAM TAYLER  
2021  
GREATER VANCOUVER  
REGIONAL DISTRICT

## CUP OF HOPE

MAX'S MISSION  
2022  
WINNIPEG

# SHARE & TAG US!

Share and tag us at  
**#BrainTumourWalk**  
**#EndBrainTumours**  
**@BrainTumourFdn**  
throughout your in-person  
Brain Tumour Walk!

Send your photos or videos to  
**btwalkhelp@braintumour.ca**  
so that we can celebrate,  
remember, and share your  
journey with the brain tumour  
community across Canada!

**You've completed the #BrainTumourWalk and thanks to you and your supporters, you've helped save lives!**

With every dollar, you make it possible for people affected by a brain tumour to live longer, better and with hope.

You make it possible for critical research to advance, trusted education to spread, and compassionate support to continue.

You make it possible to find a cure.

**THANK YOU!**

# SEND IN YOUR DONATIONS!

Here's how to send Brain Tumour Foundation of Canada the money you have worked so hard to raise:

Please bring your cash and cheques to your in-person Brain Tumour Walk. Ensure that you have already completed the pledge form with your donors' full name, address, email address, etc.

If you are not attending an in-person walk, we request that you send in any offline donations as soon as you can to be processed.

## **Offline Donations**

Log into your fundraising center and then go to: Menu on left/Donation/Self Donation/Donate as Yourself or New Donor. If you are making a donation on behalf of someone else, make sure to enter the donor's contact information, then use your credit card to finalize the transaction. The receipt will be sent to the email address you include. You can also send us a cheque in lieu of any offline donations you have, including a note indicating the donor's full contact information and details of the gift and we will enter it for you!

When sending in cheques, please add a note indicating the donor's full contact information and the name of the participant you wish to direct the donation to.

Receipts can only be made if we have all their information. If you do not have a pledge form, please email **btwalkhelp@braintumour.ca** and we will email it to you.



## **Tax Receipts**

Brain Tumour Foundation of Canada (Charitable Registration Number: BN118816339RR0001) is a registered charity and can issue charitable tax receipts for eligible donations in accordance with Canadian Revenue Agency Guidelines. We require:

- full list of donor names, complete addresses (postal codes) and donation amount in order to receive a charitable tax receipt
- for offline donations of \$20 or more, tax receipts will be issued after the event
- donations less than \$20 will not be receipted unless specifically requested
- donations made online through your personal fundraising page will be automatically receipted to the email provided

## **Cheque Donations**

Please make cheques payable to:

Brain Tumour Foundation of Canada  
205 Horton St. E, Suite 203  
London, ON N6B 1K7

## **Online donations collected through your personal/team fundraising page**

You can breathe easy because the donations come directly to us and are receipted immediately.

## **Matching funds from your employer/company**

<https://www.braintumour.ca/matching-gifts>