

braintumour
walk



FUNDRAISING TOOLKIT



THANK YOU FOR JOINING THE MOVEMENT TO END BRAIN TUMOURS!

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

Charitable Registration #: BN118816339RR0001



STEP 1 - 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 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.



STEP 2 - SET UP YOUR PERSONAL AND/OR TEAM FUNDRAISING PAGE

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

Set a Goal



Your fundraising target should be attainable and will encourage your supporters to donate more to help make critical support and life changing research possible!

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 your Page



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.

STEP 3 - TELL EVERYBODY!

1. Reach out to your family and friends and other members of your network like coworkers, classmates, or neighbours. Word of mouth is still one of the most effective ways to promote your fundraiser. Tell your social network that you've signed up to help #EndBrainTumours
2. Ask your friends and family to join you and register for your local Brain Tumour Walk
3. Informing your local media about your activities can increase awareness about your fundraiser and help make your event a success
4. 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!
5. When you share 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 page:

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

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

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

STEP 4 - FUNDRAISE!

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**

27 DAYS OF FUNDRAISING

27 ideas to help you fundraise for the 27 Canadians diagnosed with a brain tumour every day!

1	2	3	4	5	6	7
Set the Tone Donate to yourself! Others will follow your lead.	Share Your Story Customize your fundraising page. Share why you are walking, it means a lot to everyone.	Facebook Share the link to your fundraising page on Facebook and ask for support. Repost often.	Garage Sale Clean out your house/closet and have a garage sale or post to Kijiji.	Host a dinner party. Get your guests to "donate for dinner".	Seasonal Use the calendar to come up with fun fundraising ideas: Valentine's Day, St. Patty's or first day of spring or fall!	Auction Auction off tickets to a sporting event or show. Some companies give them away.
8	9	10	11	12	13	14
Celebrations Having a Birthday? Ask for donations instead of gifts.	Empties Collect empty beer and wine bottles from your friends and neighbors and return them.	Matching Gifts Ask your boss or HR department for a matching gift to match what you've raised so far.	Change for Change Empty your change into a jar at the end of every day for 27 days.	Host a Paint Night Host your own paint night and charge a fee to join	Game Night Organize a game night and charge a fee to play.	Change your voicemail and email signature to ask for a donation to your fundraising page.
15	16	17	18	19	20	21
50/50 Raffle Great for work, church or school.	Grey for a Day Organize a 'Grey for a Day' dress- down event at work and charge everyone to participate.	Local Service Clubs Offer to speak at a local service club or church group. Many donate to charity via volunteer speakers.	Name That Tune! Organize a music lunch-hour trivia contest. Charge a small fee to join in and offer prizes.	Favorite Restaurant Do you have a favorite restaurant? Ask management if they will donate a % of sales.	Potluck Ask friends and family to a "favorite country" potluck. Ask them to donate the cost of dinner out.	Scavenger Hunt Invite families to participate in a scavenger hunt. Offer extra tips and hints for different donation amounts
22	23	24	25	26	27	*BONUS*
Pancake Breakfast Large or small – a favorite and great way to start the day.	Top-Down Car Wash! Charge \$5 for the car and an extra \$5 to do the roof/top!	Check your fundraising page Reach out to your contacts that haven't donated to you!	Bake Sales Bake sales work every time! Work places, craft nights, kids sports etc.	Treats Ask a local Frozen Yogurt company to donate \$1 for every fro-yo sold on a designated day.	5 for 5 Ask five people for \$5 – very quickly you'll have \$25!	Host a Kids Art Sale Have kids submit their artwork. Host a hot chocolate art sale for them and their parents.

Please be sure to check with local authorities for rules regarding raffles and food sales.

For more information about fundraising, community events and how you can help Canadians affected by a brain tumour, visit www.BrainTumour.ca or call us at 1-800-265-5106.

STEP 5 - TAKING PART!

Share and tag us at
#BrainTumourWalk
#EndBrainTumours
@BrainTumourFdn
at your local 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!

STEP 6 - 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>