The Princess Margaret Cancer Foundation UHN

CRICKET

FUNDRAISING GUIDE

Everything you need to know to reach your fundraising goals.

WELCOME TO CRICKET

Thank you for being a part of our community, playing one of the world's favourite sports and raising funds for life-saving cancer research at The Princess Margaret.

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Like any other guidebook, just scan for topics and tips you need or are interested in.

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GETTING STARTED

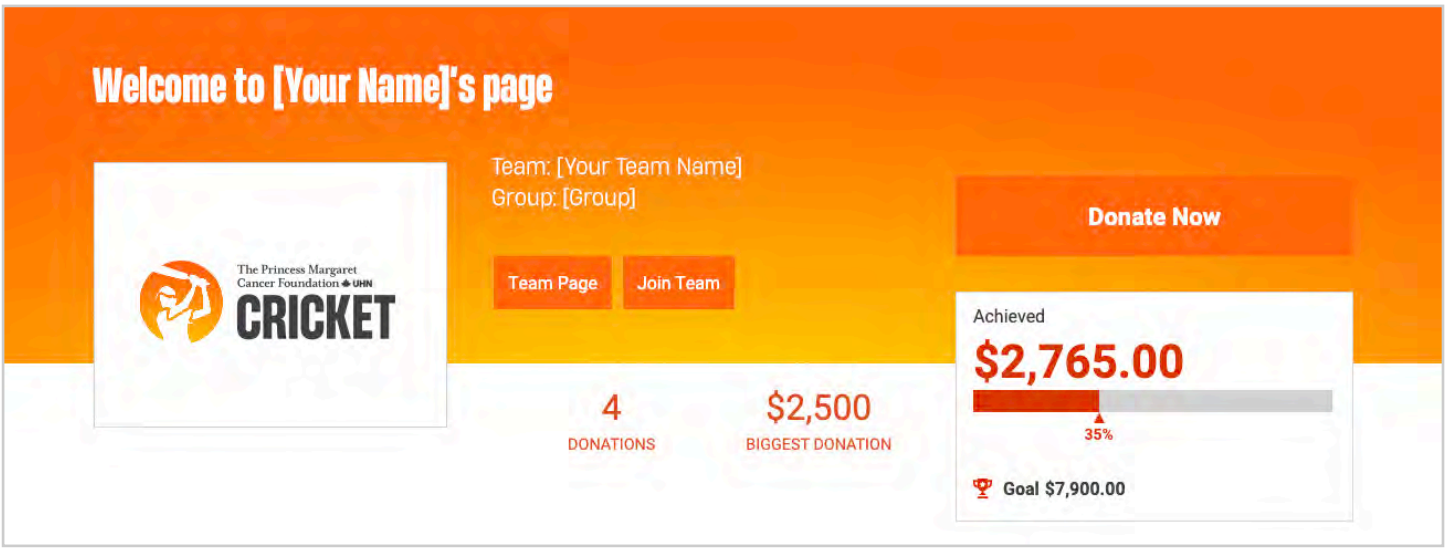
Check out our top tips and tricks to master fundraising and remember the Cricket Team is here to help you along the way, too.

How to Start Fundraising:

1. Login and customize your Participant Page. See more details below.
2. Identify who in your network might like to donate and upload your contact list. We'll show you how on page 4.
3. Personalize your fundraising request messages. Find some handy tips on page 4 and 5.
4. Thank your donors for their generosity and support.
5. Boost your fundraising with some other fun ideas. We've added a few suggestions on page 6.

ABOUT YOUR PARTICIPANT PAGE

Your Participant Page is the foundation of your campaign. It's where potential donors go for more information about your Cricket fundraising, including why they should support you, and is where they donate.



How to Customize Your Participant Page:

1. Edit Your Bio to Share Your Story

Are you batting and bowling in memory of a loved one? For someone special who is currently a cancer patient? Don't just tell people that you're participating in our Cricket event, tell them why you're committed to raising funds for life-saving cancer research.

2. Upload Photos

Add photos and memories to your page that complement your bio. The more you share, the more people will care and give. Make it personal.

3. Set an Ambitious Goal

We'll add in your minimum for you, but you can increase it manually. You can change your goal amount at any time. And if (when) you surpass it, you can set a new one.

IDENTIFY YOUR NETWORK

Figuring out who to ask for donations can be overwhelming, but remember, your network is bigger than you think!

We recommend writing a list of potential donors using the following categories. Try to list four names under each section, and before you know it, you'll see just how big your network is.

- Family/relatives
- Friends
- People you work with
- People you used to work with
- Neighbours
- Small local businesses (e.g., your favourite restaurant, barber, nail salon, etc.)
- Your personal caregivers (e.g., doctor, dentist, physiotherapist, etc.)
- Your company (bonus: a lot of companies have donation-matching programs!)

MAKE THE ASK SIMPLE

At first, asking for donations may feel intimidating. That's why we've broken it down for you in a step-by-step guide below. But remember, it's your ask. It shouldn't be formal or rehearsed – make it sound genuine, natural, and heartfelt. For it to work, it must be in your own voice, especially when you're asking loved ones and people closest to you.

Pro tip: Kick off your fundraising with a self-pledge to show prospective donors how committed you are to the cause.

Use the 4+1 Method to Create Your Ask

1. Outline the need you're trying to address.
2. Share why it's important to you.
3. Include the actions you're taking to create positive change.
4. Ask for a donation and be direct.
5. Thank them for listening.

Here's an Example:

Part 1

Hi Joe,

Did you know that cancer is the leading cause of death in Canada? 2 in 5 Canadians will be diagnosed in their lifetime – that's shocking.

Part 2

It really hits home, since my dad lost his battle with cancer several years ago. And I still miss him every day.

Part 3

That's why I've decided to join Cricket, to honour my dad.

I'm raising my bat to raise hope. My team has committed to raising at least $6,000. 100% of what I raise will support the life-saving cancer research underway at The Princess Margaret.

Part 4

Will you help by donating to my campaign?

+1

If you're asking in person, this is where you thank them, ask if they have any questions, then stop talking to start listening.

If you're asking in writing, just end your note with a sincere thanks and invite them to share any questions they may have.

TRACK AND THANK YOUR DONORS

Once the donations start rolling in, it's important to thank people for their support. Your Participant Page is a great resource for keeping track of who you've communicated with, who's opened your emails, and who's donated.

How to Thank Donors:

- Create a thank-you note from the 'Donations' tab of your Fundraising Dashboard.
- Post your thanks publicly on social media, or send a DM
- Text or call them to thank them directly
- Send an email using the handy templates included on your Fundraising Dashboard
- Send a handwritten thank-you card, this is always a nice touch

BOOST YOUR FUNDRAISING

In addition to asking for donations, there are lots of other fun and imaginative ways to engage people and get even more support for your campaign. Here are some quick ideas:

Ask for donations in lieu of birthday or holiday gifts.

Organize fun events, like parties, sports tournaments, garage sales and more, and let people know all proceeds go to your team's fundraising.

Share 'Why You Play' on social media and encourage your followers to donate.

Reach out to businesses you frequent to see if they'll sponsor you.

Ask your employer if they have a corporate donation-matching program.

Set up a donation through a Donor Advised Fund.

We also accept gifts of stock, so if cash isn't an option, ask people to consider donating their stock options.

Reach out to your contacts south of the border – we accept USD, and they'll get a USD tax receipt.

Fundraise anywhere with your custom Cricket QR code – download now

FUNDRAISING DO'S

Use the Cricket Tools to:

- Access your Profile and Donation Pages.
- Get instant updates to your fundraising total with direct donations.
- Donors receive tax receipts, and you can get their contact information to send them personal thank-you notes.

Start Fundraising ASAP:

- Begin as soon as you register.
- Early campaigns build momentum and lead to greater success.

Ask for Donations Multiple Times:

Not everyone will remember your initial request.

Key times to ask:

- When you register.
- On significant dates for you or the person you're playing for.
- Before the fundraising minimum deadline.

Guide Donors on Cheques:

- Cheques should be made out to The Princess Margaret Cancer Foundation Cricket event.
- Include your name and participant ID number on all cheques.
- If a cheque is made out to you, endorse and sign it over to The Princess Margaret Cancer Foundation Cricket event.
- Each donation must include a completed Individual or Team Offline Donation Form with your participant ID number.
- Mail both items to the following address:

  The Princess Margaret Cancer Foundation
  610 University Avenue
  Toronto, ON M5G 2M9

FUNDRAISING DON'TS

- Don't wait until Match Day to ask for donations.
- Don't mail cash; instead, write a cheque for the donation amount and send it with a completed Offline Donation Form, ensuring you enter the donor's information.
- Avoid a "one and done" approach; voice your efforts frequently.
- Don't use third-party donation platforms like GoFundMe or Network for Good due to fees and delays that can prevent proper donor information and tax receipts.
- Don't bring cheques to the Cricket, as they cannot be accepted or processed at the event.

FAST FACTS TO USE

When sending a message or preparing to chat with a potential donor, have these facts in your back pocket to show the impact their support could have.

1. 2 in 5 Canadians will be diagnosed with cancer in their lifetime.
2. By the time the day is through, another 231 Canadians will die of cancer.
3. Cancer is the #1 cause of death in Canada.
4. Today, the average cancer survival rate is 64%, which jumped from 25% in 1940.

The Princess Margaret

- is one of the world's leading cancer research and treatment centres
- treats over 200 types of cancer, including many of Canada's most complex and rare cases
- is Canada's largest and most comprehensive cancer rehab program
- made numerous world-first discoveries, like our recent development of a blood test (liquid biopsy) for early detection of cancer and its location in the body
- has 23% of patients in clinical trials, a rate that is far above national averages in Canada, the U.S. and UK

MORE RESOURCES AT YOUR FINGERTIPS

Visit our Fundraising Resources page for more stats and tips that'll help you reach your goals.

Remember, the Cricket Team is always here to help!

Visit our FAQ page to find answers or contact us directly and we'll respond as soon as we can.

Email: cricket@thepmcf.ca