The Princess Margaret Cancer Foundation UHN

CRICKET

2026 SKIPPER'S PLAYBOOK

Everything you need to know to lead your team from raising funds to playing on Match Day.

WELCOME SKIPPER

Congratulations on being a Team Captain for The Princess Margaret Cancer Foundation Cricket Event. Cricket is a team sport, and fundraising is too! As a Team Captain, your role is to inspire and motivate.

SET A COLLECTIVE GOAL

Frame your fundraising as a team effort. Instead of "I need to raise," say "We are trying to raise $6,000 as a team to fund the next breakthrough." This turns fundraising into a powerful community effort instead of putting emphasis on individuals.

BUILD YOUR ROSTER

A bigger team makes a bigger impact. Captains rally others to join their cause, appeal to their peers for support, and inspire them to Carry The Fire and help create a world free from the fear of cancer.

Co-ed teams are highly encouraged on the pitch. Recruit a mixed-gender team of eight to 10 players to grow your fundraising power and energy of Match Day.

KEY 2026 DATES

Celebrity Draft Night: All registered participants are invited to attend our Celebrity Draft Night. Keep an eye on your inbox! You will receive an email invite closer to Match Day.

Match Day: Please visit our Event Details page for important details.

MATCH DAY RULES

Match format:
- In true street cricket fashion, each match will begin with a coin toss.
- Each match is five overs per side (maximum 45 minutes).
- Teams are guaranteed three matches.

Teams & Players:
- Each team may register up to 10 players max on their team.
- Only eight players field at a time: one bowler, one wicketkeeper, six fielders.
- Each team has up to two subs.
- Every player must bat and bowl at least once across the three matches (where possible).
- Co-ed teams are encouraged.

FUNDRAISING MINIMUM: $6,000 PER TEAM

Fundraising is a team effort. With numerous fundraising matching credit programs throughout the year, the minimum is easy to reach if your team goes all in.

Note: If your team is committed to participating in Match Day but needs more time to hit the fundraising minimum, we will send you a Delayed Self-Pledge form, which allows your team to continue fundraising until July 29.

ADDING PARTICIPANTS TO YOUR TEAM

Send potential participants here to join our Cricket Event. Just let them know your team's name and tell them to select it when registering.

If you'd like The Cricket Team to bulk import your roster from last year's event to this year's, please email cricket@thepmcf.ca

TIPS ON RECRUITING PLAYERS:

Combine Your Asks:
As you reach out to your network about your fundraising campaign, ask them if they'd like to raise a bat and raise hope with you. This is an efficient way to cover both fundraising and recruitment at the same time.

Use Your Tools:
Your Participant Centre has a "Join My Team" email template ready to go. Use this as your starting point and personalize it to make your outreach more effective.

Example email template to recruit players:

Hi friends and colleagues,

[CompanyName/TeamName] has entered a team to participate in Season 2 of The Princess Margaret Cricket Event, Canada's street cricket fundraiser. This event supports life-saving cancer research and patient care at The Princess Margaret, which is recognized as one of the world's leading cancer research and treatment centre.

I hope each of you can find the time and effort needed to join our team. Before you make your decision, here are a few things you should know:

- Cricket skills are NOT required.
- Meet, connect and play with other Community and Business leaders who want to make a difference.
- Teams consist of 10 players.
- Each team who hits the fundraising minimum of $6,000 is guaranteed to play three matches throughout the day.
- Match Day includes food, drinks (non-alcoholic), live music, and celebrity appearances.
- Celebrity Draft Night is held the day before Match Day, with all food and beverages provided at no cost.

If you are interested in playing, please register yourself to the team using this link.

Thank you,

[Your Name]
[Your Title]

Example email template to recruit players and donations:

Hi everyone,

This year, I am participating Season 2 of The Princess Margaret Cancer Foundation Cricket Event, supporting The Princess Margaret, one of world's leading cancer research and treatment centres.

On [Event Date], teams of 8 to 10 players will raise a $6,000 team minimum with the hope to make a significant contribution to this amazing cause. I'm playing because I want to help create a world free from the fear of cancer.

I am asking you to consider donating to my fundraising page. Whether it's $25 or $500, every dollar makes a difference. All funds will go towards advancing life-saving cancer research and patient care at The Princess Margaret.

Please click here to donate: [add your fundraising link here]

Thank you in advance for your generosity!

[Your Name]
[Your Title]

Motivate Your Team:
Share progress updates regularly and celebrate milestones together. A little friendly competition between teammates can also be a great motivator!

Organize a Team Fundraiser:
Host a small event like a BBQ, a virtual trivia night, or a car wash where all proceeds go towards your team total.

Unlock Workplace Fundraising:
Many companies are looking for ways to engage with community events. Use our template below to approach your employer or a local business for a team sponsorship. Don't forget to promote your company's donation matching program to your entire team!

Subject Line:
Community Partnership Opportunity: [Your Team Name] & The PMCF Cricket Event

Email Content:
Dear [Contact Person's Name],

I am writing to you today as a proud employee at [Your Company Name] and the captain of the [Your Team Name] Cricket team.

This year, my team is participating in The Princess Margaret Cancer Foundation Cricket Event, a major community fundraising event for one of the world's leading cancer research and treatment centres. We have committed to raising [$ Team Fundraising Goal] to help fuel the next generation of discoveries in cancer care that benefit patients across Canada and around the world.

We would be honoured to have [Company Name] join us as a team sponsor. A corporate sponsorship is a powerful way to demonstrate community leadership, engage employees, and align your brand with a world-class cause.

In recognition of your support, we would be proud to feature your company logo on our team jerseys and highlight your partnership on our team's fundraising page and social media channels.

Would you be open to a brief 15-minute call next week to discuss this partnership opportunity further?

Thank you for your time and consideration.
Sincerely,

[Your Name]
Team Captain, [Your Team Name]
[Your Job Title]
[Link to your Team Fundraising Page]

THANK YOU FOR BEING A CAPTAIN

For more tips, tricks, and social media templates that'll help you reach your goals visit our Fundraising Resources page.

Remember, the Cricket Team is always here to help!
Visit our FAQ page to find answers or contact us directly.

Email: cricket@thepmcf.ca

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CARRY THE FIRE