The Princess Margaret Cancer Foundation UHN

CRICKET

EVENT TOOLS AND RESOURCES

Everything you need to know to reach your fundraising goals.

WELCOME TO THE CRICKET COMMUNITY

Thank you for playing one of the world's favourite sports, and raising funds for life-saving cancer research at The Princess Margaret. Your dedication is what fuels progress.

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

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SECTION 1:

TIPS AND TRICKS

TIPS AND TRICKS

Ready to step up to the crease? Here's how to kickstart your fundraising and fuel cancer research.

THE OPENING PITCH

Stats show that the first 48 hours are key to success.

- **Be Your Own First Donor:** Every donation, big or small, shows commitment and breaks the ice for others.
- **Personalize Your Page:** Add one photo and complete the sentence: "I'm carrying the fire because..." Don't worry about perfection. Authenticity wins.
- **Ask Three "Safe" People:** Reach out to a parent, best friend, or partner. This makes the initial outreach feel less intimidating.
- **How to Start the Conversation:** Focus on a single clear point, frame it as an invitation not a demand, and share your personal "why."

LEADING YOUR TEAM

- **Recruit and Rally:** Focus on motivating your group and creating a sense of collective effort.
- **Set a Team Goal:** Aim for a collective target to foster a supportive, competitive spirit.
- **Corporate Outreach:** Use the provided templates to approach your company for team sponsorship or donation matching.

ALL-ROUNDER ADVICE

- **Share "Why I Carry The Fire":** Make your ask personal and story-driven.
- **Use the Tools:** Lean on the provided social media templates and email signatures to spread the word easily.
- **Follow Up:** People are busy. A gentle reminder a week later is helpful, not annoying.be coming around to the pitches on Match Day to capture a photo of your team.

Let's Carry The Fire.
Visit PMCFCricket.ca for more resources.

SECTION 2:

TEMPLATES

TEMPLATE – EMAIL

Copy this template, fill in all [bracketed fields], add your personal reason for supporting cancer research to connect with donors, and share via email.

Hi [Name],

I'm playing in The Princess Margaret Cancer Foundation Cricket Event on [Event Date], it's going to be a great day of sport for a good cause.

I'm taking part to raise money for important research at Princess Margaret Cancer Centre. They do amazing work as one of the top cancer research centres globally. This is personal to me because [Share a brief personal reason here.]

My goal is to raise $[Goal Amount] and I'd love your help hitting that number. Every dollar helps create a world free from the fear of cancer.

You can donate securely here: [Link to your Fundraising Page]

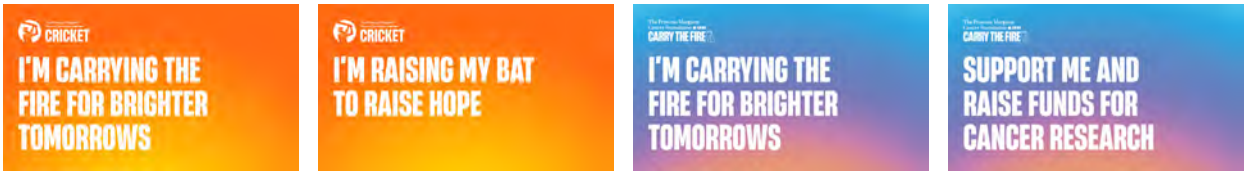
Thanks so much for the support.

Sincerely,
[Your Name]

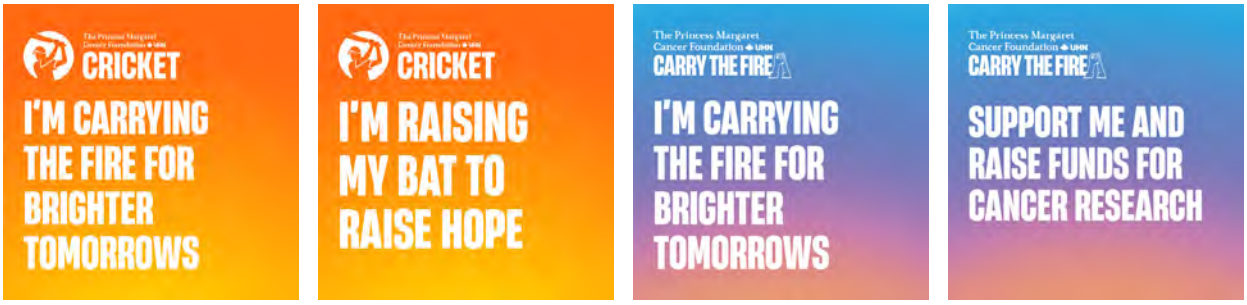
TEMPLATES

Download and share on social to connect with donors and show your support for cancer research.

16x9



1x1

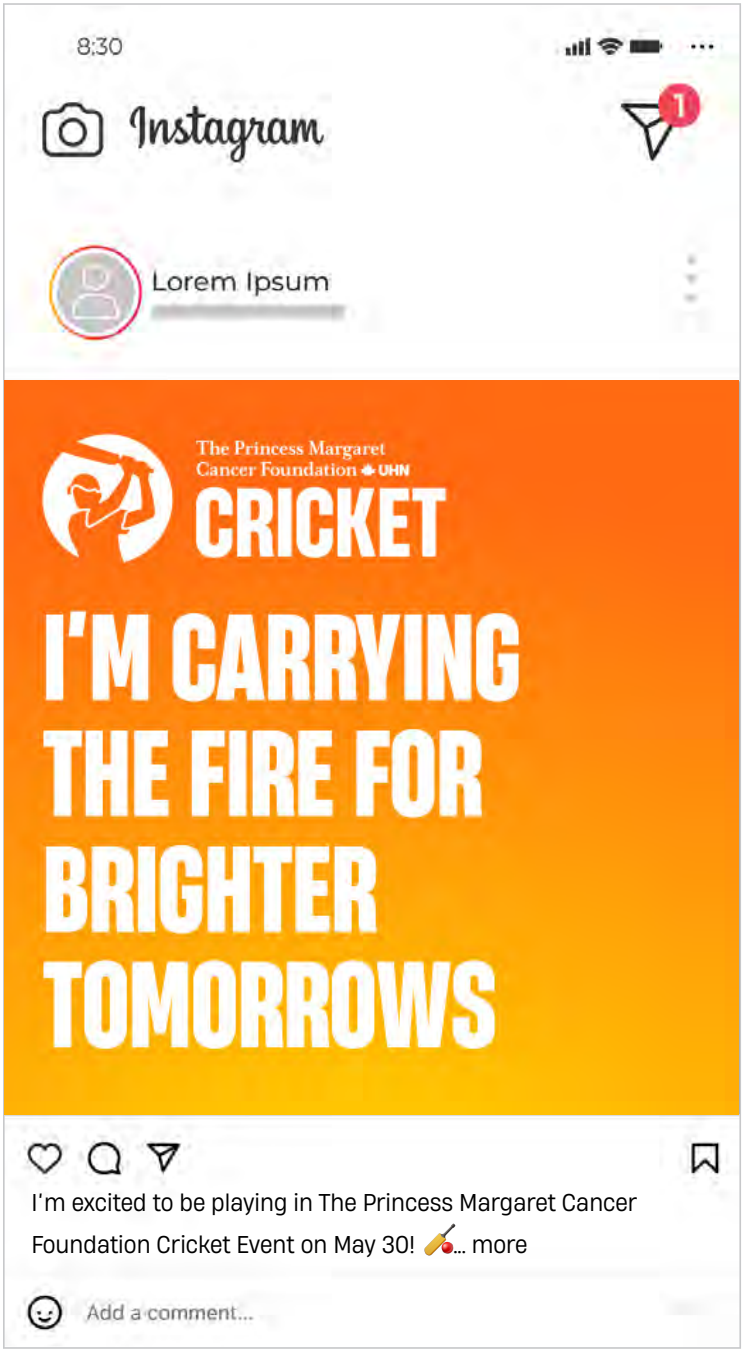


4x5

9x16

TEMPLATE – INSTAGRAM

Copy this template, fill in all [bracketed fields], add your personal reason for supporting cancer research to connect with donors, and share via social.



#CarryTheFire. I'm excited to be playing in The Princess Margaret Cancer Foundation Cricket Event on [Event Date]! 🏏

I'm stepping up to the crease to raise money for life-saving cancer research at The Princess Margaret. [Optional: Add personal reason here.]

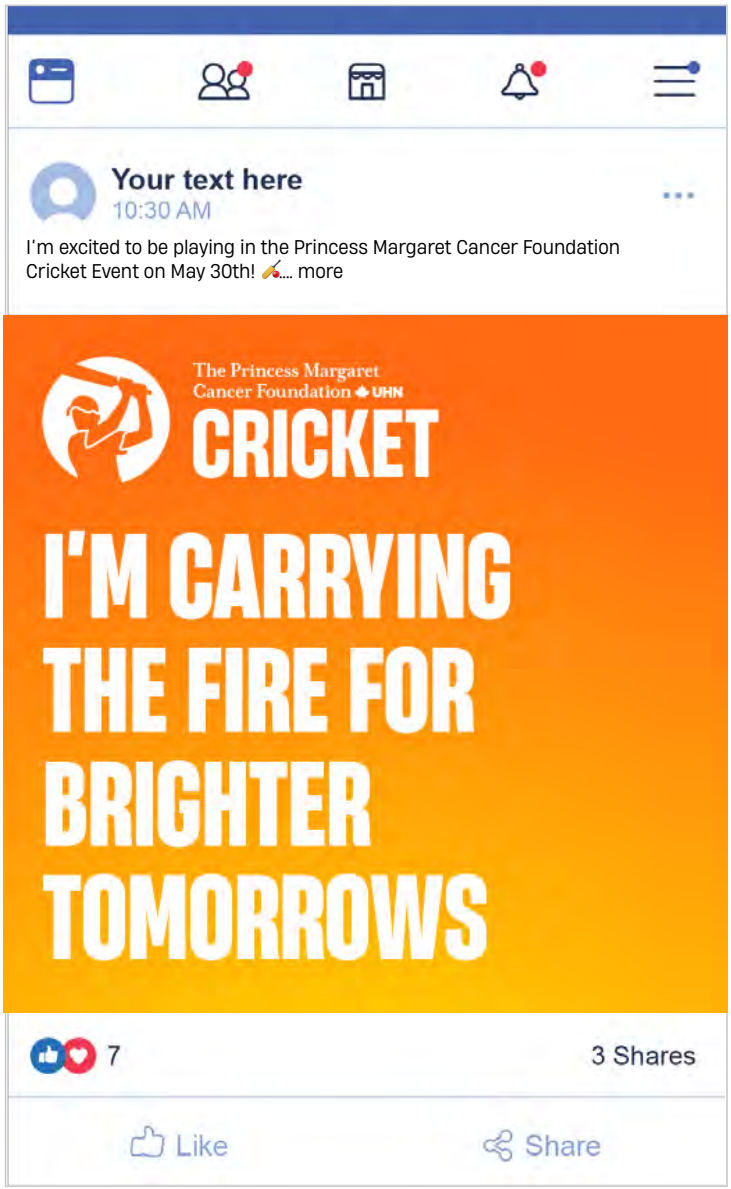
I'd love it if you could pitch in to help me hit my goal. Any amount helps make a real difference.

Link in bio to donate! 💛

TEMPLATE – FACEBOOK

Copy this template, fill in all [bracketed fields], add your personal reason for supporting cancer research to connect with donors, and share via social.

[IMAGE OVERLAY FOR PROFILE TBA]



#CarryTheFire I'm excited to be playing in the Princess Margaret Cancer Foundation Cricket Event on [Event Date]! 🏏

I'm stepping up to the crease to raise money for life-saving cancer research at The Princess Margaret. [Optional: Add personal reason here.]

I'd love it if you could pitch in to help me hit my goal. Any amount helps make a real difference.

Make a donation here: [Fundraising Page Link] 💛

TEMPLATE – LINKEDIN

Copy this template, fill in all [bracketed fields], add your personal reason for supporting cancer research to connect with donors, and share via social.

#CarryTheFire I'm looking forward to stepping up to the crease for The Princess Margaret Cancer Foundation Cricket Event on [Event Date]!

While it will be a fun day, the goal is serious. I'm raising money to support world-class cancer research at The Princess Margaret. [Optional: Add personal reason here.]

If you're able to pitch in and help me hit my fundraising target, I'd really appreciate it. Any amount makes a real difference.

Here is the link to donate: [Link to your Fundraising Page]

Thanks for the support!

TEMPLATE – THANK YOU EMAIL

Copy this template, fill in all [bracketed fields], add your personal reason for supporting cancer research to connect with donors, and share via email.

THANKS FOR PITCHING IN!

Hi [Donor Name],

Thank you so much.

I'm grateful you stepped up to the crease to support my campaign for The Princess Margaret Cancer Foundation Cricket Event.

Your generous donation goes directly to funding vital cancer research that truly saves lives. It means a lot to me to have you on my team as we Carry The Fire.

Sincerely,
[Your Name]

TEMPLATES

Download this template, print out the poster, and post it for teammates to see.

Version 1: Page 13

Version 2: Page 14

The Princess Margaret Cancer Foundation UHN

CRICKET

TEAM UP TO CARRY THE FIRE

Step up to the crease with your colleagues for a day of friendly competition and community spirit. Every dollar we raise fuels groundbreaking research at Princess Margaret Cancer Centre.

[Event Date]
Celebration Square, Missisauga, ON

[QR Code Placeholder]

Scan to join our team or support our efforts!

PMCFCricket.ca

The Princess Margaret Cancer Foundation UHN
CARRY THE FIRE

TEAM UP TO CARRY THE FIRE

Step up to the crease with your colleagues for a day of friendly competition and community spirit. Every dollar we raise fuels groundbreaking research at Princess Margaret Cancer Centre.

Celebration Square, Missisauga, ON

[QR Code Placeholder]

Scan to join our team or support our efforts!

The Princess Margaret Cancer Foundation UHN CRICKET

The Princess Margaret Cancer Foundation UHN CARRY THE FIRE

PMCFCricket.ca

EMAIL SIGNATURES

Copy this template, fill in all [bracketed fields], and add your personal reason for supporting cancer research to connect with donors.

EMAIL SIGNATURE – INDIVIDUAL

I'm stepping up to the crease for cancer research at The Princess Margaret Cancer Foundation Cricket Event. If you can pitch in a little, here's the link: [Link to Fundraising Page].

The Princess Margaret Cancer Foundation UHN
CRICKET

EMAIL SIGNATURE – CORPORATE

Team [Company Name] is stepping up to the crease for cancer research at The Princess Margaret Cancer Foundation Cricket Event. Please consider supporting the team, here's the link: [Link to Corporate Fundraising Page].

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CRICKET

FUNDRAISING CHECKLIST

STEP UP TO THE CREASE
(THE FIRST 24 HOURS)

- ☐ **Make Your First Donation:** Be your own first donor to build momentum.
- ☐ **Personalize Your Page:** Add one photo and one sentence about why you're carrying the fire.
- ☐ **Set Meaningful Goals:** Pick a fundraising goal that motivates you.
- ☐ **Download Fundraising Resources:** Get our helpful guides and fundraising playbook at pmcfcricket.ca/fundraising-resources

BUILD YOUR INNINGS
(FIRST WEEKS)

- ☐ **Pick Your "Safe" Asks:** Ask three close friends or family members to support you first. One of the three "safe people" you select should be someone who can give a larger donation. Larger donations will set the bar high for others to follow.
- ☐ **Send Your First Email:** Use the provided template to reach your wider network.
- ☐ **Make Your First Social Posts:** Share your link on Instagram, Facebook, or LinkedIn.
- ☐ **Thank Donors Immediately:** Prompt recognition is key.

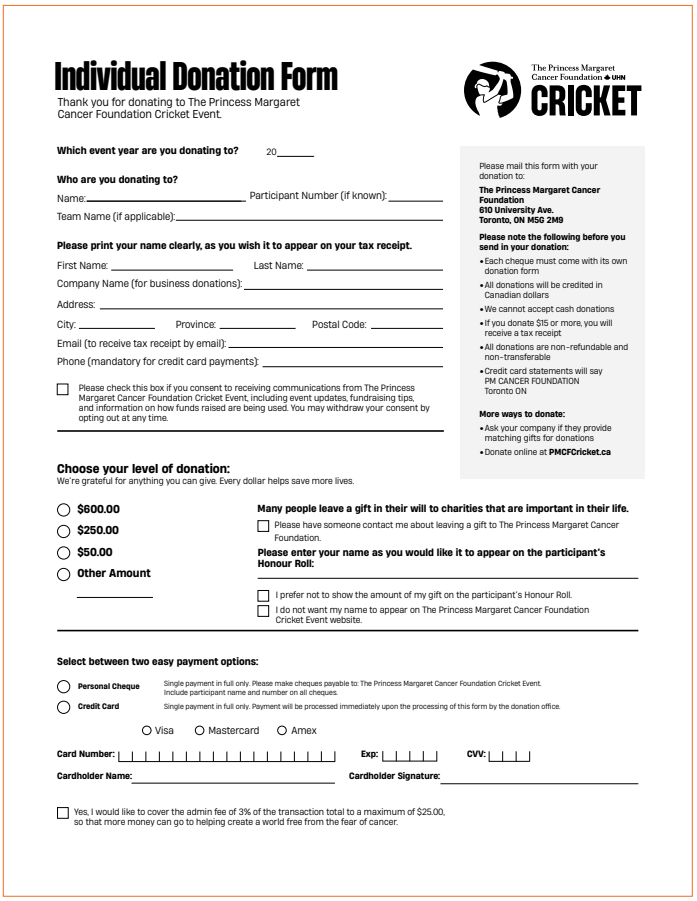
KEEP THE RUN RATE UP
(MID-CAMPAIGN)

- ☐ **Update Your Network:** Share fundraising milestones or training updates on social media.
- ☐ **Send Follow-Up Emails:** Send gentle reminders to those who haven't donated yet.
- ☐ **Promote Corporate Matching:** Remind donors to check if their employer matches gifts.

THE FINAL OVER
(THE WEEK BEFORE)

- ☐ **Create Urgency:** Remind your network the event is fast approaching.
- ☐ **Thank and Share Final Results:** Celebrate your collective impact after the event!

OFFLINE DONATION FORMS



Individual Donation Form

Thank you for donating to The Princess Margaret Cancer Foundation Cricket Event.

The Princess Margaret Cancer Foundation ◆ UHN CRICKET

Which event year are you donating to? 20_____

Who are you donating to?

Name:_____ Participant Number (if known):_____

Team Name (if applicable):_____

Please print your name clearly, as you wish it to appear on your tax receipt.

First Name:_____ Last Name:_____

Company Name (for business donations):_____

Address:_____

City:_____ Province:_____ Postal Code:_____

Email (to receive tax receipt by email):_____

Phone (mandatory for credit card payments):_____

☐ Please check this box if you consent to receiving communications from The Princess Margaret Cancer Foundation Cricket Event, including event updates, fundraising tips, and information on how funds raised are being used. You may withdraw your consent by opting out at any time.

Please mail this form with your donation to:

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

Please note the following before you send in your donation:

- Each cheque must come with its own donation form
- All donations will be credited in Canadian dollars
- We cannot accept cash donations
- If you donate $15 or more, you will receive a tax receipt
- All donations are non-refundable and non-transferable
- Credit card statements will say PM CANCER FOUNDATION Toronto ON

More ways to donate:

- Ask your company if they provide matching gifts for donations
- Donate online at **PMCFCricket.ca**

Choose your level of donation:

We're grateful for anything you can give. Every dollar helps save more lives.

◯ **$600.00**
◯ **$250.00**
◯ **$50.00**
◯ **Other Amount**
_____

Many people leave a gift in their will to charities that are important in their life.

☐ Please have someone contact me about leaving a gift to The Princess Margaret Cancer Foundation.

Please enter your name as you would like it to appear on the participant's Honour Roll:

_____

☐ I prefer not to show the amount of my gift on the participant's Honour Roll.

☐ I do not want my name to appear on The Princess Margaret Cancer Foundation Cricket Event website.

Select between two easy payment options:

◯ **Personal Cheque** Single payment in full only. Please make cheques payable to: The Princess Margaret Cancer Foundation Cricket Event. Include participant name and number on all cheques.

◯ **Credit Card** Single payment in full only. Payment will be processed immediately upon the processing of this form by the donation office.

◯ Visa ◯ Mastercard ◯ Amex

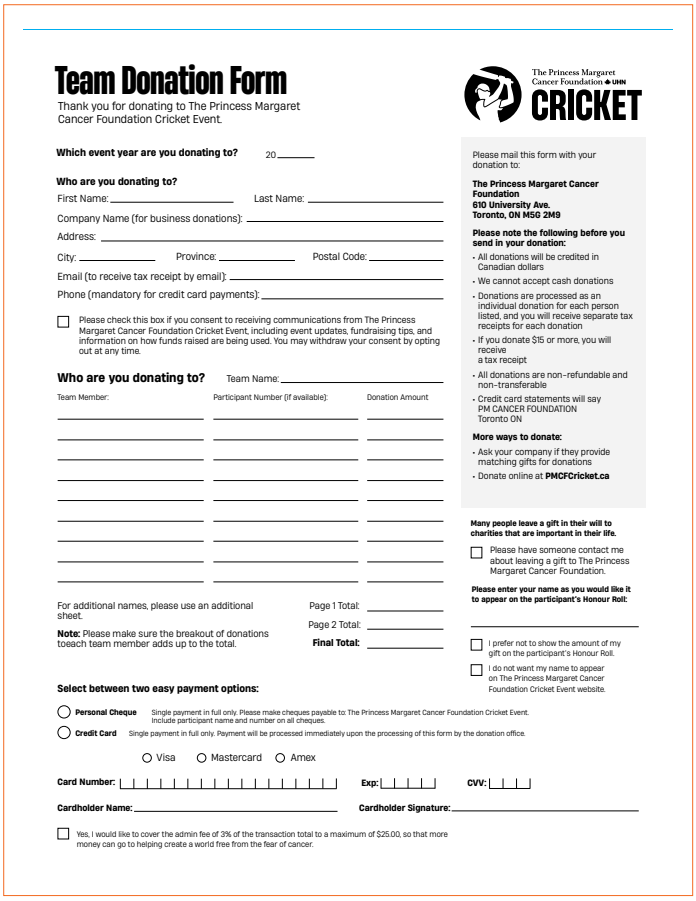
Card Number: |_|_|_|_|_|_|_|_|_|_|_|_|_|_|_|_| **Exp:** |_|_|_|_| **CVV:** |_|_|_|

Cardholder Name:_____ **Cardholder Signature:**_____

☐ Yes, I would like to cover the admin fee of 3% of the transaction total to a maximum of $25.00, so that more money can go to helping create a world free from the fear of cancer.

Individual Form
Page 18

Team Form
Page 19



Team Donation Form

Thank you for donating to The Princess Margaret Cancer Foundation Cricket Event.

The Princess Margaret Cancer Foundation ◆ UHN CRICKET

Which event year are you donating to? 20_____

Who are you donating to?

First Name:_____ Last Name:_____

Company Name (for business donations):_____

Address:_____

City:_____ Province:_____ Postal Code:_____

Email (to receive tax receipt by email):_____

Phone (mandatory for credit card payments):_____

☐ Please check this box if you consent to receiving communications from The Princess Margaret Cancer Foundation Cricket Event, including event updates, fundraising tips, and information on how funds raised are being used. You may withdraw your consent by opting out at any time.

Who are you donating to? Team Name:_____

Team Member:	Participant Number (if available):	Donation Amount

For additional names, please use an additional sheet.

Note: Please make sure the breakout of donations toeach team member adds up to the total.

Page 1 Total:_____
Page 2 Total:_____
Final Total:_____

Please mail this form with your donation to:

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

Please note the following before you send in your donation:

- All donations will be credited in Canadian dollars
- We cannot accept cash donations
- Donations are processed as an individual donation for each person listed, and you will receive separate tax receipts for each donation
- If you donate $15 or more, you will receive a tax receipt
- All donations are non-refundable and non-transferable
- Credit card statements will say PM CANCER FOUNDATION Toronto ON

More ways to donate:

- Ask your company if they provide matching gifts for donations
- Donate online at **PMCFCricket.ca**

Many people leave a gift in their will to charities that are important in their life.

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Please enter your name as you would like it to appear on the participant's Honour Roll:

_____

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Cardholder Name:_____ **Cardholder Signature:**_____

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Individual Donation Form

Thank you for donating to The Princess Margaret Cancer Foundation Cricket Event.

The Princess Margaret Cancer Foundation UHN
CRICKET

Which event year are you donating to? 20_____

Who are you donating to?

Name:_____ Participant Number (if known):_____

Team Name (if applicable):_____

Please print your name clearly, as you wish it to appear on your tax receipt.

First Name: _____ Last Name: _____

Company Name (for business donations): _____

Address: _____

City: _____ Province: _____ Postal Code: _____

Email (to receive tax receipt by email): _____

Phone (mandatory for credit card payments): _____

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Card Number: | | | | | | | | | | | | | | | | **Exp:** | | | | **CVV:** | | |

Cardholder Name: _____ **Cardholder Signature:** _____

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Team Donation Form

Thank you for donating to The Princess Margaret Cancer Foundation Cricket Event.

The Princess Margaret Cancer Foundation UHN
CRICKET

Which event year are you donating to? 20____

Who are you donating to?

First Name: _____ Last Name: _____

Company Name (for business donations): _____

Address: _____

City: _____ Province: _____ Postal Code: _____

Email (to receive tax receipt by email): _____

Phone (mandatory for credit card payments): _____

☐ Please check this box if you consent to receiving communications from The Princess Margaret Cancer Foundation Cricket Event, including event updates, fundraising tips, and information on how funds raised are being used. You may withdraw your consent by opting out at any time.

Who are you donating to?

Team Name: _____

Team Member:	Participant Number (if available):	Donation Amount

For additional names, please use an additional sheet.

Note: Please make sure the breakout of donations toeach team member adds up to the total.

Page 1 Total: _____

Page 2 Total: _____

Final Total: _____

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Please note the following before you send in your donation:

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◯ Visa ◯ Mastercard ◯ Amex

Card Number: |_|_|_|_|_|_|_|_|_|_|_|_|_|_|_|_| **Exp:** |_|_|_|_| **CVV:** |_|_|_|

Cardholder Name: _____ **Cardholder Signature:** _____

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CRICKET

PMCFCricket.ca

The Princess Margaret Cancer Foundation UHN

CARRY THE FIRE