

SICKKIDS WARRIORS TOOLKIT

Warriors



Limits



FUNDRAISING 101

GET STARTED TODAY

- 1** Set your fitness goals and your fundraising goals.
- 2** Personalize your fundraising page with your goals and motivations to support SickKids.
- 3** Kick-start your fundraising by donating to yourself.
- 4** Make a list of all your contacts, and start asking for donations.
- 5** Plan an event at your home, office, or neighbourhood restaurant/bar.
- 6** Share your personal page using social media and email.
- 7** Contact the SickKids Warriors team for assistance, or to brainstorm ideas.

HOW TO RAISE \$500 IN 7 DAYS

DAY 1	Start with your own donation of \$50	\$50
DAY 2	Ask 3 family members to sponsor you for \$25	\$75
DAY 3	Ask 5 friends to sponsor you for \$20	\$100
DAY 4	Ask 5 co-workers to sponsor you for \$10	\$50
DAY 5	Ask 5 neighbours to sponsor you for \$20	\$100
DAY 6	Ask your boss for a company contribution of \$50, and ask if your company has a corporate matching gift program	\$50
DAY 7	Ask 3 businesses you frequently visit for \$25 (coffee shop, doctor, dentist, hair stylist, dry cleaner, mechanic, etc.)	\$75

FUNDRAISING TOTAL = \$500



TOP 5 TEAM FUNDRAISING IDEAS

COMBINE TEAM FUNDRAISING WITH YOUR INDIVIDUAL ASKS AND YOU WILL HIT YOUR FUNDRAISING GOALS IN NO TIME.

- 1 MEGA YARD SALE:** Combine your team's gently used items, sell them and apply the funds to your team total.
- 2 BBQ GET TOGETHER:** One team member can host and invite each team member to bring a guest (or two). Ask everyone to bring a donation for their meal.
- 3 TEAM CHALLENGE:** Team members compete to collect the most donations. Team Captain gives a prize to the winner.
- 4 TREAT YOUR TEAMMATES:** Whether at your game, practice, or training session, designate someone to bring healthy snacks (i.e. energy balls) to each workout and ask for a donation per treat.
- 5 MOVIE NIGHT:** On your rest day, pick a classic flick, invite your friends over and provide the snacks. Ask everyone to donate the equivalent of the cost for a night at the movies.



SOCIAL MEDIA GUIDE



FACEBOOK

- Be sure to tag [@SickKids Foundation](#) in your posts where possible (our name should pop up as you write, which you should then highlight to have us tagged) as we can comment and like the post.
- Upload photos, videos, and progress posts to keep your network involved as you reach new fitness and fundraising goals.

SUGGESTED FACEBOOK POSTS:

- I am sprinting towards the finish line in support of [@SickKidsFoundation](#). Contribute to my fundraising campaign to join me in the fight for children's health. [#SickKidsWarriors](#)
- I've been training hard to take on the greatest challenges in child health. Support [@SickKidsFoundation](#) and help me reach my goal.



TWITTER

- Be sure to tag our handle [@SickKidsFoundation](#) and use the hashtag [#SickKidsEvent](#) to help define yourself as a member of the SickKids community. We will keep an eye out for you and retweet when we can to help spread your event message even further.
- For Twitter best practices and a full guide to Twitter lingo, please visit the [Twitter for Business Guide](#).

SUGGESTED TWITTER POST:

- It takes a team to fight the greatest challenges in child health. Join my fundraising campaign in support of [@SickKidsFoundation](#) and make a big difference for little kids. [#SickKidsWarriors](#).



YOUTUBE

- As the largest video-sharing site in the world, YouTube allows you to view, share and interact with originally-produced content. Be sure to visit the SickKids Foundation YouTube channel.
- Be sure to tag your videos with relevant keywords such as "SickKids, SickKids Foundation, SickKids Hospital Event".



INSTAGRAM

- You can share all your fitness journey photos on this photo sharing and organizing website.
- Be sure to include your fundraising page link in your Instagram bio and tag your photos with [@SickKidsVS](#).

SUGGESTED INSTAGRAM POSTS:

- Our [#SickKidsWarriors](#) team is [#SquadGoals](#) when it comes to winning the greatest challenges in child health. Support [@SickKidsVS](#) and change the future for sick kids.
- I'm never giving up when it comes to the fight against the greatest challenges in child health. Join our winning [#SickKidsWarriors](#) team by supporting [@SickKidsVS](#).



THANK YOU

For more information, please contact:

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