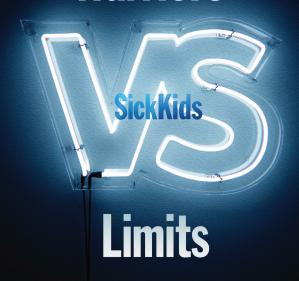
## SICKKIDS WARRIORS TOOLKIT

**Warriors** 



## FINDRAS INC. 101 GET STARTED TODAY

- 1 Set your fitness goals and your fundraising goals.
- 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 S500 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.

- MEGA YARD SALE: Combine your team's gently used items, sell them and apply the funds to your team total.
- 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.
- 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.
- 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

### f

### **FACEBOOK**

- Be sure to tag <u>@SickKids Foundation</u> 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 <u>@SickKidsFoundation</u>. Contribute to my fundraising campaign to join me in the fight for children's health. <u>#SickKidsWarriors</u>
- 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 <u>@SickKidsFoundation</u> and use the hashtag <u>#SickKidsEvent</u> 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 <u>Twitter for Business Guide</u>.

### SUGGESTED TWITTER POST:

 It takes a team to fight the greatest challenges in child health. Join my fundraising campaign in support of <u>@SickKidsFoundation</u> and make a big difference for little kids. <u>#SickKidsWarriors</u>.



### 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
   <u>@SickKidsVS</u> 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: Warriors@SickKidsFoundation.com 416-813-6166 x2063

### **Warriors**

