

# CANADA ARMY RUN

*Fundraising Toolkit*

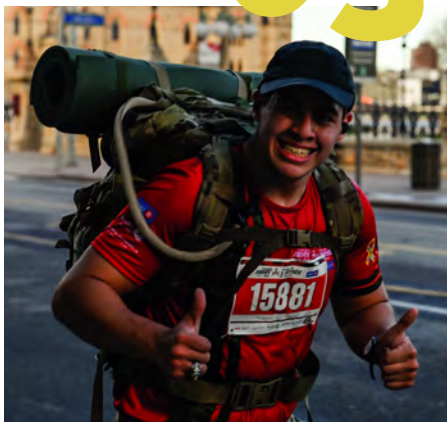
Canada **ARMY** Run  Course de **L'ARMÉE** du Canada



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# ***What is Canada Army Run?***

WELCOME TO CANADA ARMY RUN!!

We're thankful for your participation in this year's Canada Army Run! Supporters, like you, who choose to become fundraisers truly make a difference in the lives of Canadian Armed Forces (CAF) members, Veterans, and their families. We greatly appreciate you introducing us to your family and friends through your fundraising journey.

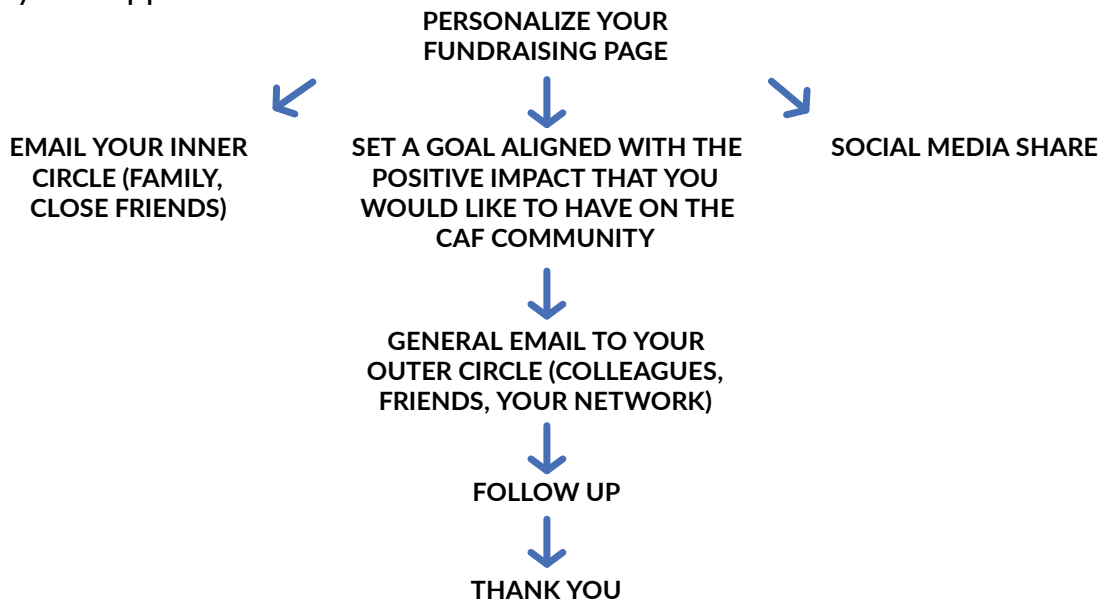
To ensure you're equipped with all the right tools, tips and tricks, we've created this Fundraising Toolkit for you to use as a roadmap.

***Thank you for joining us as a runner and fundraiser.  
Let's make the most of this opportunity!***



# ***The Basics***

When fundraising, the first step is to personalize your fundraising page and to explain your “why.” Your why will help your network understand why supporting the CAF Community is so important to you. Then you can choose how you want to reach out to your network based on your comfort level. Remember to always follow up and thank your supporters!



## ***Personalizing Your Fundraising Page***

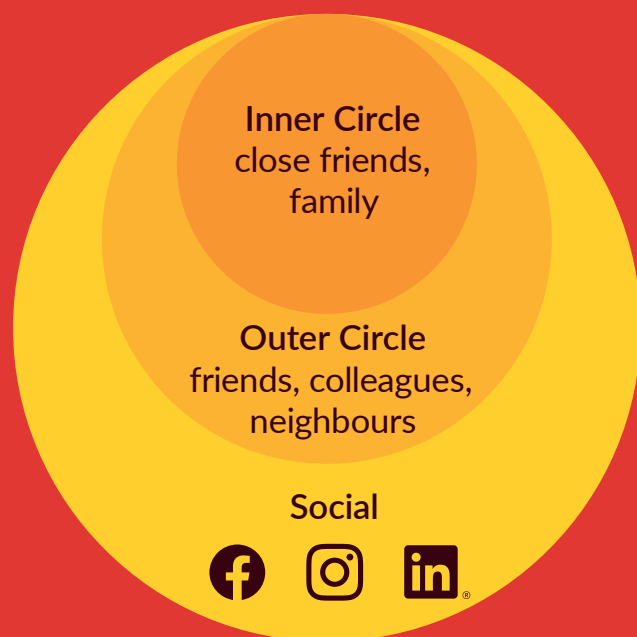
1. Follow this [link](#) and click “Sign In” in the top right corner.
2. Once you’ve signed in, click “Menu” in the top right corner.
3. Scroll down the menu and click “Share Fundraising Page.” You will be directed to your fundraising page.
4. To the right, under your name and social media icons, click “Edit fundraising page.” Set your fundraising goal, customize the text, and upload an image.
5. Click “Save updated fundraising information” once updates have been completed.

# ***What's Next?***

Become a champion fundraiser!

Fundraising, like running, takes practice and dedication.

Here's your fundraising training plan:

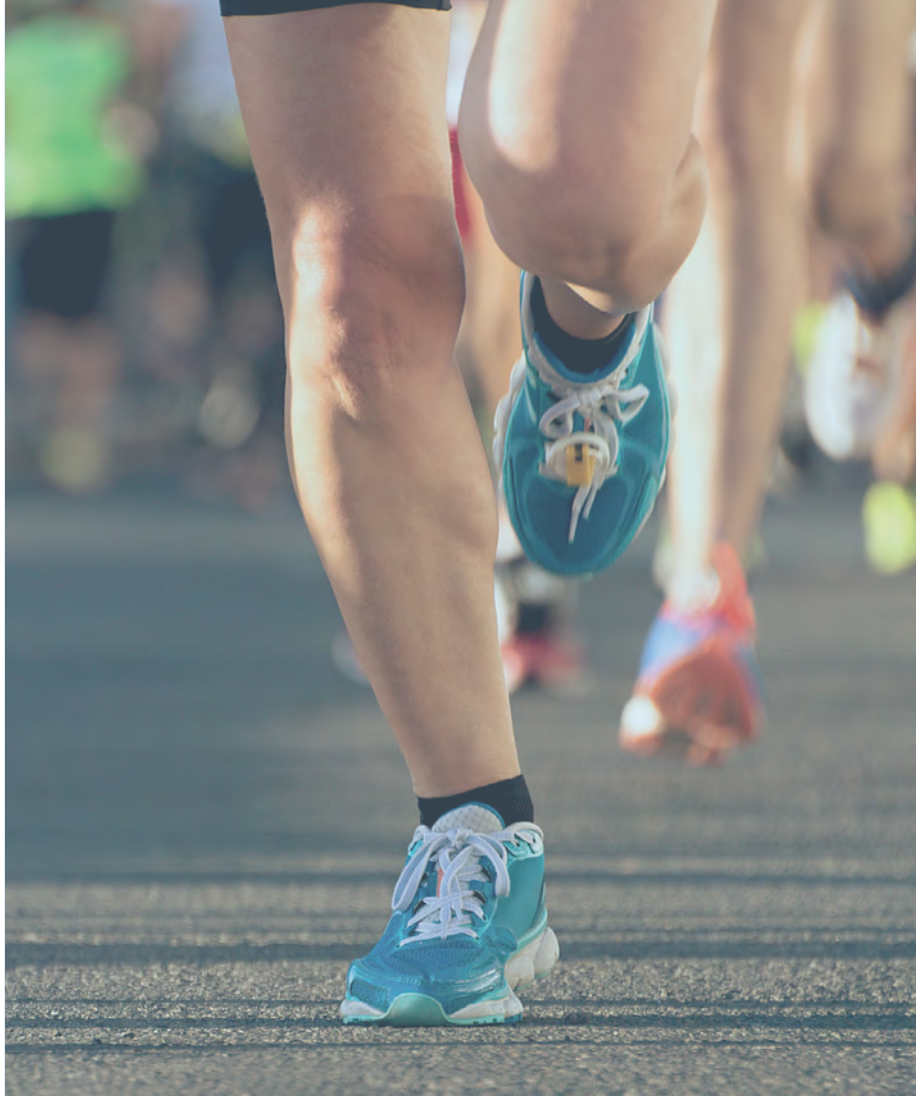


The most important thing to remember when reaching out to your contacts is to be **yourself**. If it feels contrived or forced, start over. **Be you and tell them why participating in Canada Army Run and fundraising for the CAF Community is important to you.**



## STEP 1

# *Setting Yourself Up For Success*



**Be sure to check out the tools section for sample messaging. Personalize your fundraising page.**

What is your “why?” On your fundraising page you can add text and pictures about why you participate in Canada Army Run and fundraise for CAF members, Veterans and their families. All it takes is a few sentences for a supporter to understand why this cause is important to you and motivate them to donate.

### **Lead the charge.**

Donate to your own campaign. Your friends and family are more likely to donate to you

if they see a donation has already been made. Donating to your own campaign also demonstrates that you are a serious champion of the Canadian Armed Forces community.

### **Contact your Inner Circle.**

Email your closest friends and family. Ask them to support you by donating to your page. Your Inner Circle could be 5-10 very close contacts. They will help your fundraising build some momentum. Because you know this group well, keep these emails personal. Remember to ask them for their financial support and include the link to your fundraising page.

# ***I've Contacted My Inner Circle. Now What?***

Now it's time to expand your fundraising by reaching out to your other contacts.

## **Second group. Close contacts.**

Send an email to your close contacts, such as the rest of your close friends. Try to aim for 10-15 close contacts.

## **Third group. Your extended network.**

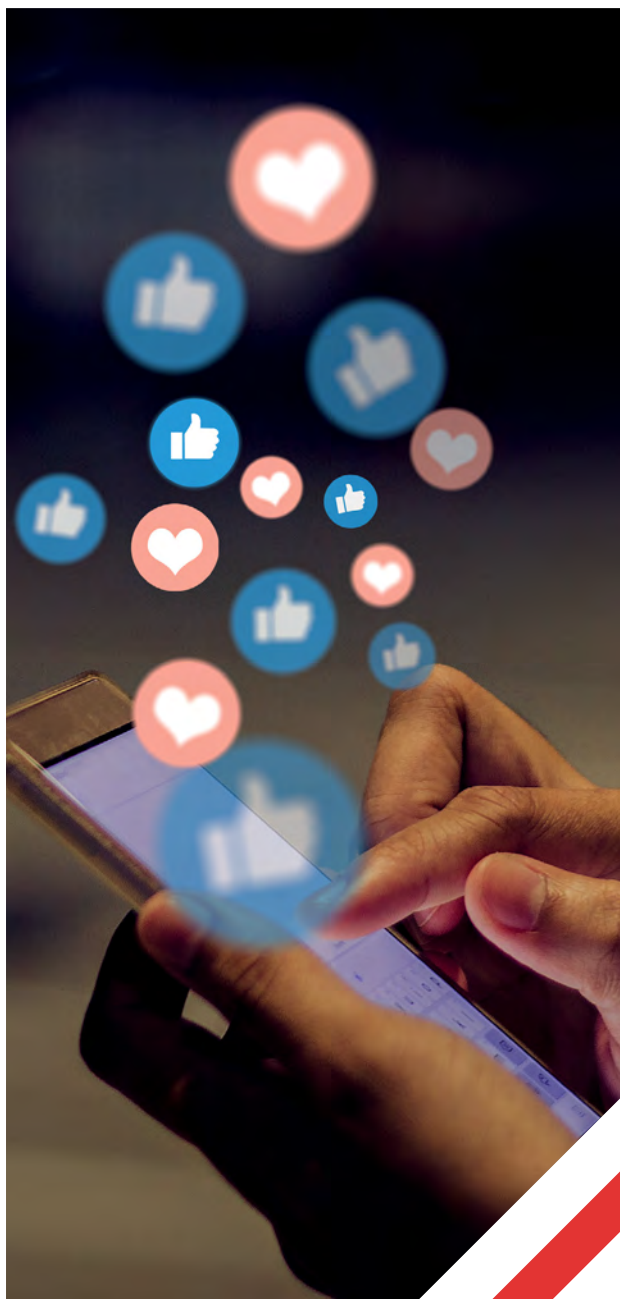
Send an email to your neighbours, co-workers, friends of friends, distant relatives, etc.

When reaching out to both of these groups, consider the following:

- Explain your connection to the Canadian Armed Forces, why it's important to you, and how it has touched your life. This is the most important part of the message.
- Write a sentence or two about the cause. Donations go to the official charitable causes of the Canadian Armed Forces – Support Our Troops and Soldier On. You can find more information about these organizations and their work under Tools. It is important to let supporters know where their money will go.
- Make sure you are clear that you are looking for a financial ask. You can also suggest a minimum donation amount, such as \$20. For instance, you can invite your supporters to champion a training run with a donation.
- Include a link to your fundraising page.
- Thank them for their time and support.

## STEP 3

# *Let's Talk Social Media*



After you have emailed your close contacts, it's time to get social.

We save your network and social media for later steps in your fundraising journey because studies show the closer to your goal you are, the more likely people are to donate. People like to support causes that already have momentum!

Twitter, Facebook, and Instagram are great platforms to help you grow your fundraising campaign.

### **Crafting the perfect post.**

When creating a post in support of your fundraising campaign, keep in mind the key components of an eye-catching post: good quality image or video, compelling but short narrative (this is your “why”), and a link to your fundraising page.

### **HOW TO SHARE YOUR PLEDGE PAGE ON SOCIAL MEDIA**

1. Go to the [Canada Army Run](#) event page.
2. On the left, click “**Donate to Participant**”
3. Search for your pledge page by entering your first name OR last name OR email address in the search bar provided and hit the search icon
4. Once you’ve found your name, click the “**Donate**” button to the right
5. You will be directed to your fundraising page. On the right you will see three social media icons. Clicking one will allow you to share your fundraising page on that platform.

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## GENERATING BUZZ ON SOCIAL MEDIA

**Share “please support me” posts.** Share why you are participating in Canada Army Run and why fundraising for CAF members, Veterans, and their families is important to you. You can also include a one-liner about how the funds are spent (see Tools for information about how donations are spent).

**Set fundraising goals.** Set a few key goals to help encourage your supporters to donate to your fundraising campaign. You can use the Impact Milestones in Tools to help you with this.

**Thank your supporters.** Saying thank you is important! Thank your supporters for donating. When you tag them on social media, your message will be shared on your page and their page, further spreading the word about your fundraising initiative.

**Share your milestones.** As you continue along your fundraising journey, you will receive emails about the impact that you and your supporters have made. Share this. It is important for your supporters to know that they have sent a kid to camp, made a youth’s academic dreams come true, empowered an ill/injured member start their road to recovery and rehabilitation. You and your supporters are making a difference!



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**Get creative.** Your fundraising campaign is a journey. Share posts that tell your story. For example:

- Talk about your history with Canada Army Run. Do you have photos from previous years you can share?
- Share updates about your training.  
Do you have tips and tricks you'd like to share?
- Share impact stories from Support Our Troops, and Soldier On (see Tools). Your supporters want to know where their donation goes.
- Update your followers on your fundraising progress. Are you close to reaching your goal?
- Invite your friends and family to register for Canada Army Run! Tag us! We love to see our fundraisers getting active online. Be sure to tag the below accounts and use the hashtags. You can also share/retweet content from these accounts to your personal accounts.

### Tag us!

We love to see our fundraisers getting active online. Be sure to tag the below accounts and use the hashtags. You can also share/retweet content from these accounts to your personal accounts.

#### Canada Army Run

📘 @CanadaArmyRun

📷 @CanadaArmyRun

🐦 @CanadaArmyRun

#noordinarycause

#noordinaryrace

#### Support Our Troops

📘 @CDNForceSupport

🐦 @CDNForceSupport

#### Soldier On

📘 @SoldierOnSanslimites

📷 @Soldieroncanada

🐦 @Soldieroncan



## STEP 4

# *Follow Up*

The average person receives about 120 emails per day and sometimes messages get forgotten in our inbox. **Don't be shy, follow up!** You can use goals and impact milestones to follow up via social media and email.

**If you haven't heard from some of your contacts, reach out again when you are approaching a fundraising milestone** to ask for their help. Explain the impact that their donation could have (see Tools section for more information). You can also include an update on the difference you and your network have already made.

Fundraising is about telling a story. Check out our Tools section for some incredible stories about the difference that fundraisers and supporters like you and your network have made.



## STEP 5

# *Say Thank You*

While you rally the support of your friends and family, don't forget to say thank you. Once you've reached important milestones or your total fundraising goal, express your gratitude. After the Canada Army Run wraps up, check in with your supporters and let them know how much you appreciate them. This will go a long way in terms of gaining long-term donors who will want to support you year after year.



# Tools

## KEY MESSAGES

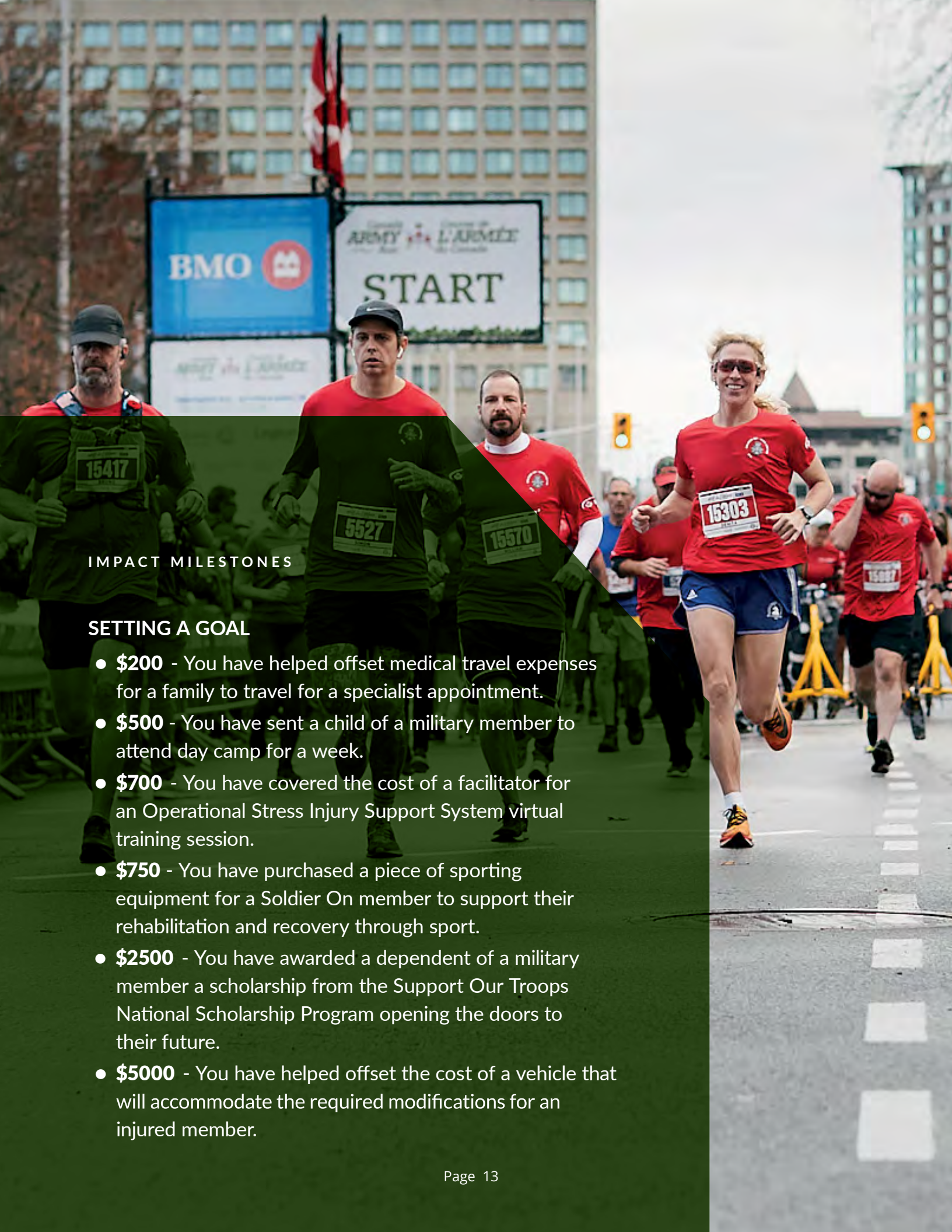
### SUPPORT OUR TROOPS

- Support Our Troops is an official charitable cause of the Canadian Armed Forces. It works to mitigate some of the realities of military life by providing financial assistance to promote family resiliency and support Veterans and serving members who may have an illness or injury through a variety of grants and programs.
- Support Our Troops 101:  
<https://vimeo.com/241944058>
- Impact Stories:  
<https://www.supportourtroops.ca/about-us/storiesthat-inspire>
- To stay up to date with new stories, please subscribe to our newsletter here:  
[E-newsletter - Support Our Troops](#)
- Want to know the positive effect that your fundraising had on the CAF Community last year?
  - [Check out the Support Our Troops Year in Review](#)
  - [Check out the Soldier On Year in Review](#)

### SOLDIER ON

- Soldier On, an official charitable cause of the Canadian Armed Forces, is the most direct way for Canadians to contribute to support the recovery, rehabilitation, and reintegration of Veterans, and serving members with a physical and/or mental illness or injury.
- Using the transformative power of sport, recreation, and creative activities, Soldier On has supported more than 10,000 members since its inception in 2007 and remains committed to supporting veterans and serving Canadian Armed Forces as they adapt to their new normal and overcome their challenges.
- Impact Stories:  
<https://www.soldieron.ca/About-Us/Support-Stories>  
<https://vimeo.com/channels/soldieron/63593779>  
<https://vimeo.com/channels/soldieron/139291593>
- Soldier On 101:  
<https://vimeo.com/761996301>
- To stay up to date with new stories from the Soldier On community, please subscribe to our newsletter here: [E-newsletter - Soldier On](#)





## IMPACT MILESTONES

### SETTING A GOAL

- **\$200** - You have helped offset medical travel expenses for a family to travel for a specialist appointment.
- **\$500** - You have sent a child of a military member to attend day camp for a week.
- **\$700** - You have covered the cost of a facilitator for an Operational Stress Injury Support System virtual training session.
- **\$750** - You have purchased a piece of sporting equipment for a Soldier On member to support their rehabilitation and recovery through sport.
- **\$2500** - You have awarded a dependent of a military member a scholarship from the Support Our Troops National Scholarship Program opening the doors to their future.
- **\$5000** - You have helped offset the cost of a vehicle that will accommodate the required modifications for an injured member.

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# Sample Messaging Templates

## Email Template A

Subject Line: "Please help support the Canadian Armed Forces Community"

Dear [Name],

I'm emailing to let you know that I have signed up to run Canada Army Run 2023 and it would mean so much to me if you could support my fundraising campaign with a donation.

Please click here [Link to your fundraising page] to give.

Any donation is greatly appreciated.

To learn about the beneficiaries of Canada Army Run, Support Our Troops and Soldier On, please click here.

Thank you so much for your consideration!  
[Name]

## Email Template B

Subject Line: "Please help me reach my fundraising goal"

Dear [Name],

I wanted to reach out and ask for your help to reach my fundraising goal.

I am participating in Canada Army Run 2023 and fundraising for Support Our Troops and Soldier On and I would like to raise [\$ amount] to [insert impact].

May you please help me reach my goal

– [Link to your fundraising page]

Thank you for your consideration!

[Name]



## Social Media Templates:

1. Launch your campaign with this message  
*I have registered for @CanadaArmyRun to fundraise for @CDNForceSupport and @SoldierOnSanslimites. Please join me in supporting the Canadian Armed Forces Community by donating here [Link to Fundraising page].*
2. Update your supporters with this message  
*I'm close to reaching my goal of raising [\$ amount] to [insert impact]! Will you consider a gift to support my efforts and help me reach my goal? [link to fundraising page]*
3. Thank a donor with this message  
*Thank you [name of donor] for supporting my @CanadaArmyRun fundraising and the Canadian Armed Forces community!*
4. Celebrate your successful campaign with this message  
*We did it!*  
*With your support, we raised [\$ total] to support @CDNForceSupport and @SoldierOnSanslimites. Thank you for your support!*



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