

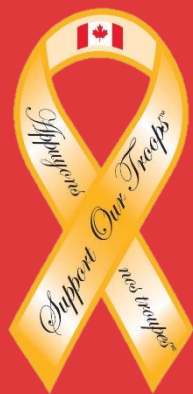


Presented by
Présentée par

BMO 

FUNDRAISING TOOLKIT

EVERYTHING YOU NEED TO FUNDRAISE WITH
CONFIDENCE AND EASE



RUN WITH PURPOSE.

FUNDRAISE FOR IMPACT.

Every kilometer you run helps Canadian Armed Forces members, veterans, and their families access essential supports, recovery, and rehabilitations. When you fundraise, you're not just participating in a run – you're changing lives.



HOW TO FUNDRAISE (IT'S SIMPLE)

1. Personalize Your Fundraising Page

To the right of your fundraising page, under your name and social media icons, click “Edit Fundraising Page”. Add a photo and share why you are participating. A personal story inspires people to give.

2. Set a Goal

Choose a meaningful target using the impact milestones that follow.

3. Ask Your Network

Start with your close friends and family, then share your page on social media. Small asks add up quickly.



HOW TO ASK FOR DONATIONS

Reaching out is easier than you think.

Email Script

I'm participating in the Canada Army Run to support Canadian Armed Forces members, veterans, and their families. If you're able, I'd be grateful for a donation of any size. Here's my fundraising link — thank you for supporting a cause that means a lot to me.

Social Post

I'm participating in Canada Army Run! Every kilometer supports programs for military members, veterans, and their families. Help me reach my goal: [link]

#noordinaryrace

#noordinarycause

Pro Tips

- Make the first donation yourself – it sets the tone
- Share updates as you get closer to your goal
- Celebrate every milestone, big, or small

TIPS AND TRICKS

Share your Page

Click the social icons on your fundraising page to share instantly on Facebook, X, or LinkedIn. A few clicks can reach hundreds of potential supporters.

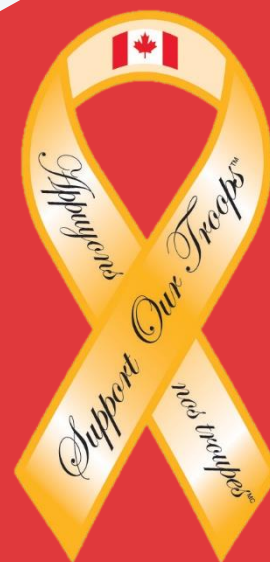
Create a Team

Running with others? Create a team, set a shared goal and invite others to join you. It's a fun way to stay motivated and make an even bigger impact.

Impact of your fundraising

Your support benefits the official charitable causes of the Canadian Armed Forces dedicated to the well-being of Canada's military community:
Support Our Troops
Soldier On

If you would like to participate in corporate team fundraising, please reach out to macdonald.madison@cfmws.com to get set up.



SUPPORT OUR TROOPS:

Established in 2007, Support Our Troops meets the unique needs and special challenges faced by members of the Canadian Armed Forces community as a result of military service. It operates within Canadian Forces Morale and Welfare Services. This includes providing financial assistance to promote family resiliency and supporting Veterans and serving members who may have an illness or injury through a variety of grants and programs.



SOLDIER ON:

Soldier On is a program of the Canadian Armed Forces Transition Group which contributes to the recovery of ill and injured Canadian Armed Forces members and veterans by providing opportunities and resources through sport, recreational, and creative activities.

Since 2007, Soldier On has supported over 16,000 ill and injured members using sport and physical recreational activities to enable social support, build confidence in their abilities and realize their full potential.

Soldier On provides members with a safe environment to challenge themselves and become inspired in ways that they may not have thought possible. This re-introduction to an active lifestyle provides opportunities to develop new skills, build confidence and meet peers with similar challenges.



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Thank you for Making a Difference!

Your run– and your fundraising – help ensure those who serve receive the support they deserve.

We're grateful to have you on the journey.

