



Team Captains, take your marks

Steps to enhance your team fundraising

TAP THOSE FANCY FEET

1 STEP RIGHT UP

Behind every great Walk team, there is a great leader. This means you! On the path ahead, you'll wear many hats, taking on the roles of coach, cheerleader and mastermind.

In all of this, you hold the key to your team's success. Please know that we're here to help see you through every step of the way.

2 REGISTRATION IS EASY

Please sign up online as soon as possible. Doing so will give potential team members an immediate call to action. When you invite them to join you'll be able to send them directly to your team page.

Register now at ovariancancerwalkofhope.ca

3 BRAINSTORM

Create a list of people to invite to Walk with you. Consider everyone who is connected to this important cause, starting with your:

- Family members
- Friends
- Work colleagues
- Social media circles

Tip

Create an email signature that links to your team page. If people click through, they will be able to join the team or donate.

4 RALLY THE TROOPS

Got your list? Now it's time to build up your team. While it is tempting to send emails, a personal touch goes a long way. To inspire someone to

join your team, ask them in person. Face-to-face is best, but if this is not possible, pick up the phone and give them a ring. You'll be glad you did!

5 MAKE A STATEMENT

Decide on a meaningful theme and a team name to match. To up the fun factor, aim to dress the part. Whether this means showing up to the Walk in head-to-toe teal, wearing sunflower crowns or even parading around as superheroes, this is your chance to stand out.

Draw inspiration from your team members and the connection you share.

For all your efforts, you may even pick up the team spirit award!

Tip

If you made an impression at a previous Walk, honour your tried and tested idea by making it part of your Walk tradition. Your winning reputation will follow you.

6 AIM HIGH

With proceeds from the Walk being directed to Ovarian Cancer Canada, the only national charity dedicated to overcoming this disease, every dollar your team raises will be invested wisely. So when it comes to fundraising, the sky is the limit!

While team pages list \$1,000 as a suggested goal, effective targets should be both challenging and achievable. Please customize this figure for your team. Once the team goal is set, challenge your team to begin fundraising.

GET THE WORD OUT

7 DECK OUT YOUR PARTICIPANT CENTRE

Once registered, you can personalize your team page by sharing your reasons for walking. From your online Participant Centre, you will also be able to track fundraising, see who has donated and send thank you messages.

The Ovarian Cancer Canada Walk of Hope website is optimized for your smartphone and there is no telling who you will meet leading up to the Walk. Keep your smartphone handy for on the spot donations and ask your team members to do the same.

If you receive cash or cheques, these donation amounts can be entered online to keep an accurate tally.

Tip

Let your team page tell your story. Post team photos and messages about why you're walking. You can even upload a video of your team by linking directly to YouTube.

8

DO WHAT YOU LOVE

No matter how big or small, a fundraising event is a fun way to boost your team's tally. Consider the possibilities:

- Trivia or movie nights
- Yard or bake sales
- Barbecues
- Car washes
- Head shaves
- Yogathons
- Dinner parties
- Silent auction tables

Remember to add what you raise to your total online.

Tip

Create opportunities for people to give. Everyone loves to party for an important cause.

9

GO SOCIAL

Use social media to build a buzz. Share your team page on Facebook, upload pictures, promote fundraising efforts and update your status with team news.

Tip

Pick a day of the week to email your team with updates to help ensure everyone is engaged and motivated. Share interesting facts about new team members and stir up some friendly competition.

Tip

Give your local Walk Facebook page the thumbs up! Like the page and share posts to ensure that more and more people learn about the event. Also, consider going social on Pinterest, Instagram and YouTube.

Tip

Arrange for your team to meet prior to Walk day. This gives members the opportunity to get to know each other and share ideas that could contribute to the team's success.

Create a Twitter account for your team and use hashtags so that your tweets gain traction. To start, here are a few ideas #WalkforHER, #ovariancancer and #hope. Jump on trending topics whenever possible but always be sure to link to your team page so that others can contribute towards your goal.



SHINE ON WALK DAY

10 ASSEMBLE EN MASSE

Establish a Walk day meet-up time and location. Make a splash with a decorated team sign, the brighter the better, to stand out in the crowd.

Arrive prepared. Download the "Team Captain Checklist" from your Toolkit to ensure you have everything you need to make this Walk day the very best yet.

Tip

You'll want to take plenty of selfies and photos of everyone on Walk day. Remember to bring your camera or smartphone to capture every golden moment.

Tip

Share your photos on Facebook and be sure to tag as many people as possible!

11 CELEBRATE YOUR SUCCESS

After the Walk, head to a favourite spot. Keep those t-shirts or special outfits on to get people talking. Awareness happens year round! Toast to the team and enjoy some well-deserved relaxation.

Your efforts in making the Walk a success have a direct impact on the lives of women and families across the country.

Your Walk helps power:

- Support for Canadian women who have been diagnosed with ovarian cancer
- Innovative programs to inform and educate women and families
- Awareness for people who have yet to know about this disease
- Funding for research into prevention, improved treatments and ultimately, a cure

PLEASE COME AGAIN

The Walk is a longstanding tradition for everyone touched by ovarian cancer. Please keep this important cause in mind for next year. It is never too early to start planning and building your team.

Contact Us

Every effort is made to ensure that the Walk is a positive and meaningful experience. Ovarian Cancer Canada welcomes your feedback. Please send your thoughts to info@ovariancancerwalkofhope.ca.



Find more fundraising tips in your Toolkit at ovariancancerwalkofhope.ca/fundraise