



Small steps make
MIGHTY STRIDES



2024 RBC RACE FOR THE KIDS

FUNDRAISING TIPS BOOKLET



Small steps make
MIGHTY STRIDES

TABLE OF CONTENTS

- Fundraising Tips!
- Social Media Kit
- Fundraising Rewards
- Fundraising Hub

Questions? Contact us at race@bccf.ca



FUNDRAISING TIPS

TOP 3 FUNDRAISING TIPS - GET STARTED TODAY!

Use these three tips to jump start your team fundraising goal and track your progress using our Team Captain Poster.

TIP #1: HOW TO RAISE \$700 IN 7 DAYS WITH YOUR TEAM

JUST ASK! HOW YOU CAN RAISE \$700 IN JUST 7 DAYS:

Day 1	Start with a donation to your page of \$50 and ask 5 team members to match your donation!	\$300
Day 2	Ask 3 friends or family to join your team and donate \$25 when they register	\$375
Day 3	Ask 5 friends to donate \$20	\$475
Day 4	Ask 5 co-workers to donate \$10	\$525
Day 5	Post on your social media with your "why" and ask 5 friends to donate \$20	\$625
Day 6	Ask your boss from a company contribution of \$50	\$675
Day 7	Ask a business you frequent for \$25 (hairstylist, coffee shop, dentist)	\$700

REMEMBER THE BASICS AS WELL!

- Customize your personal and team fundraising pages by adding a story and photo
- Set your fundraising goal - this can always be changed!
- Share on socials!
- Share your "why" statement - we are ten times more likely to remember a story than a statistic!

FUNDRAISING TIPS



TIP #2: ENCOURAGE TEAM MEMBERS WITH OUR FUNDRAISING REWARDS OR MAKE YOUR OWN 'FUNCENTIVES'!

Make sure your team members are aware of the fundraising rewards to encourage them to reach their fundraising goals. Incentives don't always have to be about physical prizes, you can also create your own 'funcentives' and competition within your team by creating a contest for who can raise the most. A fun prize could be that the team will wash the winner's car or mow their lawn, or if participating virtually, the winner gets to start their community run first!

TIP #3: CREATE YOUR OWN FUNDRAISING EVENT!

Make sure to organize something that you know your family and friends will be excited to take part in, because your network will be your biggest supporters!

Some great examples are:

- **Cooking Class:** Charge a small fee for 'admission' and cook together in-person or over Zoom and enjoy a home cooked meal together.
- **Mother's Appreciation Tea:** Invite all the moms and kids in your life to a tea party and ask the kids to make a donation in honor of their mother figure.
- **Spring Cleaning Virtual Garage Sale:** Sell items you've been meaning to get rid of online, using Facebook marketplace and put any sales made towards your fundraising page.
- **Plan a training run before race day:** With race day quickly approaching, gather your team and plan a training run! Whether or not you choose to walk or run the 2k or 5k – getting active is always a good idea! Whoever runs your training distance the quickest gets a \$5 donation from every member of your team!



GET SOCIAL WITH US

Thank you for supporting BC Children's Hospital through the 2024 RBC Race for the Kids.

Sharing updates and posting your fundraising page link are great ways to boost your fundraising results and let your community know you're taking a step in support of conquering childhood illnesses.

Don't forget to tag @BCCHF @RBC on Facebook, Instagram, LinkedIn and Twitter and use the hashtag #RBCRacefortheKidsBC.

Download RBC Race for the Kids digital graphics to add to your posts [here](#).

DRAFT POSTS FOR YOUR SOCIAL MEDIA CHANNELS

Post 1: I'm joining @BCCHF to take help conquer childhood illnesses. Support our team [Team Name] and make a donation to our fundraising page [Team fundraising page link]. Together, we can race towards a healthier future for BC's kids.

@RBC #RBCRacefortheKidsBC

Post 2: When it comes to the race to improve the health of kids, there is no finish line. I'm taking a step in support of BC's kids in the 2024 RBC Race for the Kids. Support our team [Team Name] and make a donation to our fundraising page [Team fundraising page link].

@BCCHF @RBC #RBCRacefortheKidsBC

Post 3: We're signed up for the 2024 RBC Race for the Kids and joining supporters from across the province to advance care at BC Children's Hospital. Support our team [Team Name] and make a donation to our fundraising page [Team fundraising page link]. @RBC #RBCRacefortheKidsBC

SHOW YOUR SUPPORT

Virtual stickers on Instagram: The perfect add-on to your #RBCRacefortheKidsBC selfie. Find the race virtual stickers by typing in 'RBCRacefortheKidsBC' in the GIFs area on Instagram Stories.

WE WANT TO HEAR FROM YOU

We want to celebrate your efforts as you hit your goals and participate in activities. Tag us on social @BCCHF or email photos to race@bcCHF.ca.



Fundraising REWARDS



RAISE \$150



ENTRY TO WIN A SPORTS FAN PACKAGE

RAISE \$250



RACE KIT BAG

RAISE \$500



FUNDRAISING CAPE

RAISE \$1,000



DONATIONS MATCHED* & ALL OTHER FUNDRAISING REWARDS

COMMUNITY RUNNERS

Reward levels met by May 21 will be mailed out in race packages. Rewards met after May 21 will arrive after June 9.

***DONATIONS WILL BE MATCHED UNTIL JUNE 9**

ONSITE RUNNERS

Capes will be available for pick-up on race day for our Vancouver and Victoria runners.



FUNDRAISING HUB

DON'T FORGET THE TOOLS IN YOUR FUNDRAISING HUB!

ACCESSING YOUR FUNDRAISING HUB!

Your fundraising hub is located on your dashboard when you login to your fundraising page. Here you can:

- Track badges earned
- See your donations and track your fundraising goal through the progress bar
- See the status of your fundraising rewards
- Complete your event checklist
- Access resources like the social media toolkit and fundraising poster
- Access your runners signed up through the dashboard
- Access fundraising FAQ's

OUR MIGHTIEST LEAP AWAITS

Never doubt what small can do. You can make a real difference for BC's kids by fundraising in your community—and we're here to help you along the way.

QUESTIONS?

Please reach out to: race@bcchf.ca





BC Children's Hospital Foundation
938 West 28th Avenue, Vancouver, BC V5Z 4H4
t 604.875.2444 | tf 1.888.663.3033
bcchf.ca