



FUNDRAISING GUIDE

Everything you need to know to reach your fundraising goals.



WELCOME TO THE WALK

Thank you for being a part of the Walk community and challenging yourself to walk a half-marathon through Toronto's most iconic neighbourhoods in support of life-saving cancer research at Princess Margaret Cancer Centre.

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Like any other guidebook, just scan for topics and tips you need or are interested in.

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WHY WE WALK 2025 VIDEO

[Click to watch the video](#)



GETTING STARTED

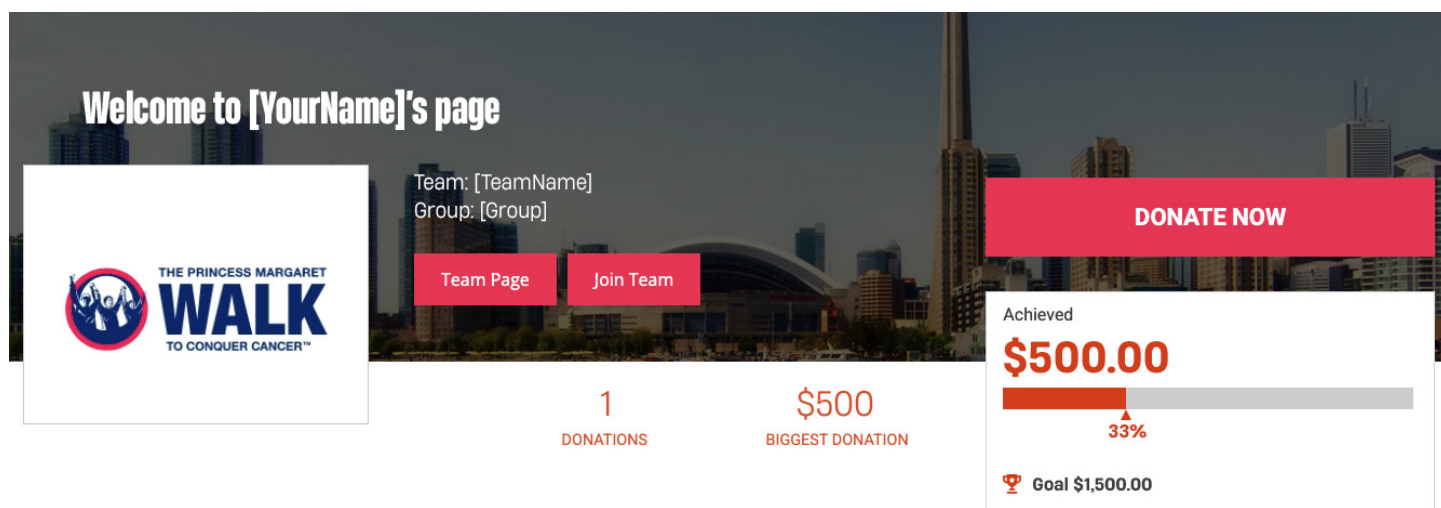
Fundraising can often feel awkward, uncomfortable, and even a little intimidating – but we wanted to remind you that the Walk Team is here to help.

How to Start Fundraising:

1. Login and customize your Participant Page. See more details below.
2. Identify who in your network might like to donate and upload your contact list. We'll show you how on page 6.
3. Personalize your fundraising request messages. Find some handy tips on page 6 and 7.
4. Thank your donors for their generosity and support.
5. Boost your fundraising with some other fun ideas. We've added a few suggestions on page 8.

ABOUT YOUR PARTICIPANT PAGE

Your Participant Page is the foundation of your campaign. It's where potential donors go for more information about your Walk, including why they should support you. It's also where they donate.



How to Customize Your Participant Page:

1. Edit Your Bio to Share Your Story

Are you walking in memory of a loved one? For someone special who is currently a cancer patient? Don't just tell people that you're participating in the Walk, tell them why you're committed to raising funds for life-saving cancer research.

2. Upload Photos

Add photos and memories to your page that complement your bio. The more you share, the more people will care and give. Make it personal.

3. Set an Ambitious Goal

We'll add in your minimum for you, but you can increase it manually. You can change your goal amount at any time. And if (when) you surpass it, you can set a new one.

IDENTIFY YOUR NETWORK

Figuring out who to ask for donations can be overwhelming, but remember, your network is bigger than you think!

We recommend writing a list of potential donors using the following categories. Try to list four names under each section, and before you know it, you'll see just how big your network is.

- Family/relatives
- Friends
- People you work with
- People you used to work with
- Neighbours
- Small local businesses (e.g., your favourite restaurant, barber, nail salon, etc.)
- Your personal caregivers (e.g., doctor, dentist, physiotherapist, etc.)
- Your company (bonus: a lot of companies have donation-matching programs!)



MAKE THE ASK SIMPLE

At first, asking for donations may feel intimidating. That's why we've broken it down for you in a step-by-step guide below. But remember, it's your ask. It shouldn't be formal or rehearsed – make it sound genuine, natural, and heartfelt. For it to work, it must be in your own voice, especially when you're asking loved ones and people closest to you.

Pro tip: Kick off your fundraising with a self-pledge to show prospective donors how committed you are to the cause.

Use the 4+1 Method to Create Your Ask

1. Outline the need you're trying to address.
2. Share why it's important to you.
3. Include the actions you're taking to create positive change.
4. Ask for a donation and be direct.
5. Thank them for listening.



Here's an Example:

Part 1

Hi Joe,

Did you know that cancer is the leading cause of death in Canada? 2 in 5 Canadians will be diagnosed in their lifetime – that's shocking.

Part 2

It really hits home, since my dad lost his battle with cancer several years ago. And I still miss him every day.

Part 3

That's why I've decided to join the Walk, to honour my dad.

I am walking 21 km this September through Toronto's most iconic neighbourhoods. I am getting ready by training, but I have also committed to raising at least \$1500. 100% of what I raise will support the life-saving cancer research underway at The Princess Margaret.

Part 4

Will you help by donating to my campaign?

+1

If you're asking in person, this is where you thank them, ask if they have any questions, then stop talking to start listening.

If you're asking in writing, just end your note with a sincere thanks and invite them to share any questions they may have.

TRACK AND THANK YOUR DONORS

Once the donations start rolling in, it's important to thank people for their support. Your Participant Page is a great resource for keeping track of who you've communicated with, who's opened your emails, and who's donated.

How to Thank Donors:

- Create a thank-you note from the 'Donations' tab of your Fundraising Dashboard
- Post your thanks publicly on social media, or send a DM
- Text or call them to thank them directly
- Send an email using the handy templates included on your Fundraising Dashboard within the Participant Centre
- Send a handwritten thank-you card, this is always a nice touch



BOOST YOUR FUNDRAISING

In addition to asking for donations, there are lots of other fun and imaginative ways to engage people and get even more support for your campaign. Here are some quick ideas:



Ask for donations in lieu of birthday or holiday gifts.



Organize fun events, like parties, sports tournaments, garage sales and more, and let people know all proceeds go to your Walk fundraising.



Share 'Why You Walk' on social media and encourage your followers to donate.



Reach out to businesses you frequent to see if they'll sponsor you.



Ask your employer if they have a corporate donation-matching program.



Set up a donation through a Donor Advised Fund.



We also accept gifts of stock, so if cash isn't an option, ask people to consider donating their stock options.



Reach out to your contacts south of the border – we accept USD, and they'll get a USD tax receipt.



FUNDRAISING DO'S

Use the Walk Tools to:

- Access your Profile and Donation Pages.
- Get instant updates to your fundraising total with direct donations.
- Donors receive tax receipts, and you can get their contact information to send them personal thank-you notes.

Start Fundraising ASAP:

- Begin as soon as you register.
- Early campaigns build momentum and lead to greater success.

Ask for Donations Multiple Times:

Not everyone will remember your initial request.

Key times to ask:

- When you register.
- When you start training.
- Upon reaching training milestones.
- On significant dates for you or the person you're walking for.
- During event week, follow up with anyone who hasn't donated to remind them of your upcoming Walk.

Guide Donors on Cheques:

- Cheques should be made out to The Princess Margaret Walk to Conquer Cancer.
- Include your name and participant ID number (found within your Participant Centre by signing in then clicking "My Account" on the top right corner of the screen) on all cheques.
- If a cheque is made out to you, cash it then make the donation to your page with your own credit card using the donors name and information so they get the tax receipt.
- Each donation must include a completed [Individual](#) or [Team](#) Offline Donation Form with your participant ID number.
- Mail both items to the following address:

The Princess Margaret Cancer Foundation
610 University Ave. Toronto,
ON M5G 2C4

FUNDRAISING DON'TS

- Don't wait until event day to ask for donations.
- Don't mail cash; instead, write a cheque for the donation amount and send it with a completed Offline Donation Form, or use your credit card to make the payment online, ensuring you enter the donor's information for tax receipting purposes.
- Avoid a "one and done" approach; voice your efforts frequently.
- Don't use third-party donation platforms like GoFundMe or Network for Good due to fees and delays that can prevent proper donor information and tax receipts.
- Don't bring cheques to the Walk, as they cannot be accepted or processed at the event.



MEET THE AMBASSADOR PROGRAM

We have four Ambassador levels to celebrate Walkers who go above and beyond in fundraising. All Ambassadors will receive Ambassador lanyards and more rewards depending on their level.

Bronze Ambassador

Bronze Ambassadors are those who raise \$2,000+. They will receive a Bronze lanyard, a personalized name tag and a Participant T-shirt.

Silver Ambassador

Silver Ambassadors are those who raise \$2,500+. They will receive a Silver lanyard, a personalized name tag and a Nike Ambassador Tech T-shirt.

Gold Ambassador

Gold Ambassadors are those who raise \$3,500+. They will receive a Gold lanyard, a personalized name tag, a Nike Ambassador Tech T-shirt and their name of our Walk of Fame.

Diamond Ambassador

Diamond Ambassadors are those who raise \$7,500+. They will receive a Diamond lanyard, a personalized name tag and a Nike Ambassador Tech T-shirt, their name on our Walk of Fame and VIP recognition at event.

Pacesetter Top 10 Rewards

Those who make the list of our Top 10 Fundraisers are pacesetters – they set the pace of fundraising for each Walk, helping us all make greater strides towards life-saving cancer breakthroughs.

Pacesetters will receive a Pacesetter jacket, Dedication Way Route Recognition, VIP and Walk of Fame recognition at the event, a Diamond lanyard, a personalized name tag and a Nike Ambassador Tech T-shirt.

*The fundraising deadline to receive your name on our Walk of Fame and Dedication Way Route Recognition is August 20, 2025.



FAST FACTS TO USE

When sending a message or preparing to chat with a potential donor, have these facts in your back pocket to show the impact their support could have.

1

2 in 5 Canadians will be diagnosed with cancer in their lifetime.

3

Cancer is the #1 cause of death in Canada.

2

By the time the day is through, another 231 Canadians will die of cancer.

4

Today, the average cancer survival rate is 64%, which jumped from 25% in 1940.

The Princess Margaret

- is one of the world's leading cancer research and treatment centres
- treats over 200 types of cancer, including many of Canada's most complex and rare cases
- is Canada's largest and most comprehensive cancer rehab program
- made numerous world-first discoveries, like our recent development of a blood test (liquid biopsy) for early detection of cancer and its location in the body
- has 23% of patients in clinical trials, a rate that is far above national averages in Canada, the U.S. and UK



MORE RESOURCES AT YOUR FINGERTIPS

Visit our **Fundraising Resources** page for more stats and tips that'll help you reach your goals.



Remember, the Walk Team is always here to help!

Visit our [FAQ page](#) to find answers or contact us directly and we'll respond as soon as we can.

Email: walk@thepmcf.ca | **Phone:** 1-888-331-3988

