

**Canadian Cancer Society CIBC Run for the Cure**

**Corporate Challenge Toolkit**

Participating in the CIBC Run for the Cure as a corporate team is a meaningful, fun-filled team-building activity. Use this toolkit to help plan and execute weekly challenges for your Corporate Challenge teammates. Pick and choose the challenges that will help your team train for the Run, fundraise and get excited!

**Corporate Challenge weekly overview**

<b>Corporate Challenge Week</b>	<b>Weekly Challenge</b>	<b>Challenge Details</b>
<a href="#">Week 1</a> (Starts August 19)	<b>Kick off</b>	Introduce your organization to the Canadian Cancer Society CIBC Run for the Cure! Set up a kick-off meeting or send an email to encourage your colleagues to register for the Run and share your fundraising goals.
<a href="#">Week 2</a> (Starts August 26)	<b>Start your training</b>	You can help your team start training for the Run in different ways, including: <ul style="list-style-type: none"> <li>• Starting a lunch time walking club</li> <li>• Challenging your team to a step count competition</li> <li>• Checking out your local <a href="#">Running Room</a> to find information about training programs and their <a href="#">Survivor Clinics</a>. Visit their website to find your closest <a href="#">Running Room location</a>.</li> </ul>
<a href="#">Week 3</a> (Starts September 2)	<b>T-Shirt Challenge</b>	Set a team goal to qualify for CIBC Run for the Cure team t-shirts!  To be eligible, your team must have at least 10 participants who have made a self-donation of \$40 (or \$45 after August 31 <sup>st</sup> ) or have fundraised \$150 by midnight on September 13 <sup>th</sup> .

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<p><u><a href="#">Week 4</a></u> <u>(Starts September 9)</u></p>	<p><b>Sugar-Free for the Cure</b></p>	<p>Challenge your participants to give up sugar for a week. You can raise money for the Run by:</p> <ul style="list-style-type: none"><li>• Having participants make a donation to opt out</li><li>• Having participants make a \$2 donation any time they consume sugar</li><li>• Hosting a bake sale to mark the end of the week</li></ul>
<p><u><a href="#">Week 5</a></u> <u>(Starts September 16)</u></p>	<p><b>Executive Challenge</b></p>	<p>Invite an executive team member, manager, or Run team captain to complete a challenge to raise funds.</p> <p>Challenges could include:</p> <ul style="list-style-type: none"><li>• Shaving their head</li><li>• Standing on the glass floor at the CN Tower</li></ul>
<p><u><a href="#">Week 6</a></u> <u>(Starts September 23)</u></p>	<p><b>Pump up for the Run!</b></p>	<p>You have one week before the Run! Get your team excited about the upcoming event and share important details with them, including:</p> <ul style="list-style-type: none"><li>• Date</li><li>• Time</li><li>• Location</li><li>• Where to meet</li><li>• Where to pick up t-shirts</li></ul>

## Week 1 (August 19 – 25)

### Theme: Kick Off

**Purpose:** Inspire your colleagues and introduce them to the Canadian Cancer Society CIBC Run for the Cure, encourage staff participation/registration, and share the team fundraising goal and any additional goals such as qualifying for team t-shirts or a team tent, or winning the Corporate Spirit Award.

### To-do list:

- ✓ Book a meeting room and send a meeting invite (draft invite message can be found in this toolkit).
- ✓ Arrange video conferencing so staff at different offices can join at the same time.
- ✓ Arrange for a speaker: This could be an executive who is sponsoring the Run, a manager in the office, the Team Captain of your corporate team, or a breast cancer survivor who can speak to the importance of funding research and support.
- ✓ Use the PowerPoint presentation shared in the materials to:
  - Introduce the Canadian Cancer Society and the CIBC Run for the Cure.
  - Introduce the weekly challenges your team is choosing to participate in.
  - Introduce fundraising initiatives. Ideas include:
    - Make a \$5 donation to dress down for a day.
    - Make a \$20 donation for sleep in mornings – show up an hour late to work (determine parameters with HR; e.g. limit to one late start per week).
- ✓ Send a follow up email outlining key actions: register, make a donation, fundraise.

### [Materials for Week 1:](#)

- CIBC Run for the Cure presentation – general information
- Registration manual
- Draft meeting invite (see attached materials toolkit)
- Draft bulletin message (see attached materials toolkit)



## Week 2 (August 26 – September 1)

### Theme: Start your training

**Purpose:** Get your team up and moving to help get them ready for the Run! Bring your team together for some team building activities and integrate fundraising to help get you closer to your goal.

### To do list:

There are several ways to support this week's challenge. Here are a few ideas for your team.

- ✓ Start a lunch time walking club:
  - Map a walking route around your office (Remember: 1 km takes about 10 minutes to walk).
  - Lead your office group on a walk at lunchtime.
  - Have participants donate \$20 to join 5 lunchtime walks in the lead up to the Run; or \$5 for each walk they join.
  - This can be once a week or every day depending on your availability.
- ✓ Set up a step count challenge:
  - Challenge everyone to a step count challenge to see who takes the most steps.
  - Option 1: Visit [www.countit.com](http://www.countit.com) to set up a free account. Create a company team and share the URL with your participants.
    - Download the free count.it app and follow the prompts to connect the app with your iOS activity tracker, Fitbit or other step tracker.
    - Participants will be listed on a scoreboard to see how they rank.
  - Option 2: If your teammates do not want to download an app, you can use the Step Count Spreadsheet provided in the materials instead. Share this on your company's Intranet and have your participants enter their step counts online.
  - Optional: Arrange a prize for the individual with the highest step count.
- ✓ Check out your local [Running Room](#) to find out about their [Survivor Clinics](#) and other training programs to help prepare for the CIBC Run for the Cure! Find your [location](#).
- ✓ Check out the CCS [website](#) to find more inspiration for creating a healthy workplace.



## Materials for Week 2:

- Draft meeting invite for the walking club (see attached materials toolkit)
- Attendance/donation form for walking club participants
- Draft email/bulletin message (see attached materials toolkit)
- Step Counter Spreadsheet to count steps

### Week 3 (September 2 – 8)

#### Theme: T-Shirt Challenge

**Purpose:** We're so grateful to all our teams that fundraise for the CIBC Run for the Cure, so to celebrate, we offer customized team t-shirts to teams that meet certain criteria. Team t-shirts are a great way to make your team stand out on Run Day.

To qualify for a team t-shirt your team must:

- Have a minimum of 10 participants on each local team at each Run site where you are participating.
- Have each participant on the team fundraise \$150 **or** make a self-donation of \$40 by August 31<sup>st</sup>, or \$45 by September 13<sup>th</sup>.

#### To do list:

- ✓ Mark your calendars! The **team t-shirt deadline is September 13<sup>th</sup>**. Be sure to have your team of 10 registered by this date.
  - Having trouble growing your team? Encourage your colleagues to extend a team invite to their families and friends!
- ✓ Share the draft email (in the attached materials) with your participants to encourage them to meet the fundraising criteria required to qualify for customized team t-shirts.
- ✓ If you're not able to get a team of 10 participants together, get creative and use this week to host an alternative fundraising activity. For example, why not try hosting a "yard sale" at work? Colleagues could bring in items they would like to sell, and proceeds could go towards the Run.

#### [Materials for Week 3:](#)

- Draft email/bulletin message (see attached materials toolkit)



## Week 4 (September 9 – 15)

### Theme: Sugar-Free for the Cure

**Purpose:** This is a fun challenge that participants can compete in while helping to fundraise! Challenge your teammates to give up sugar for a week and celebrate at the end of the week with a bake sale. Ask participants to commit to not eating sugar for a week and have them make a \$2 donation any time they do. Participants can donate \$5 for a cheat day or opt out of the challenge by agreeing to donate a baked good for the bake sale.

### To do list:

- ✓ Email participants on Friday to remind them about giving up sugar the following week. Let them know they can reward themselves at the end of the week with a bake sale.
- ✓ Create a fundraising page for your bake sale donations by contacting the Canadian Cancer Society.
- ✓ Prepare for the bake sale:
  - Find volunteer bakers and ask them to donate baked goods to your bake sale.
  - Set the date and time.
  - Advertise the bake sale with invitations and posters.
  - Set up the bake sale and ask patrons to make a donation of their choice in exchange for baked goods.

### [Materials for Week 4:](#)

- Draft email/bulletin message (see attached materials toolkit)
- Spreadsheet for volunteer bakers

**Week 5 (September 16 – 22)**

**Theme: Executive Challenge**

**Purpose:** This is an exciting opportunity to entice your team to meet their fundraising goal! In this challenge, an executive member of your company, a manager, or a Team Captain agrees to complete a challenge if the team meets a set fundraising goal.

**To do list:**

- ✓ Invite one of the three team members listed above to participate in a friendly challenge if your team meets their fundraising goal.
  - Collaborate with your chosen executive, manager or Team Captain to create a fundraising goal for the week that is achievable.
  - Determine what the challenge will be. Some ideas for challenges include: standing on the glass floor of the CN tower, touch a snake or shaving someone's head. Get creative!
  - Send the draft email (see materials) to your team to share the news about the Executive Challenge and how people can participate.
  - Compare donation reports before and after the challenge to see how much your team raised as a result.

[Materials for Week 5:](#)

- Email message/bulletin message (see attached materials toolkit)
- List of challenges (see draft below)

**Week 6 (September 23 – 29)**

**Theme: Get pumped for the Run!**

**Purpose:** This is the final week before the Run and the best time to get your team excited and ready to attend the CIBC Run for the Cure. This is the time to share all of the important details with your team such as: date, time, location, where to meet, how to get their T-shirts, etc.

**To do list:**

- ✓ Rally your team and get them excited for the Run. You could also share the Canadian Cancer Society's fundraising incentive for that week with your team.
- ✓ Share information about the date, time and location of the Run with your team.
- ✓ Make sure your team knows how to get their customized team T-shirts if your team qualified, or how to get their participant T-shirts on Run Day.

[Materials for Week 6:](#)

- Email/bullet message (see attached materials toolkit)
- List of potential fundraising ideas (see list below)

## Materials

### Week 1 (August 19 – 25)

#### Sample kick-off meeting invite/bulletin message

**To: Potential CIBC Run for the Cure Corporate Challenge participants / breast cancer cause supporters**

**From: Team Captain**

**Subject line: Join your colleagues in the fight against breast cancer**

On Sunday, September 30, [insert company name] is joining thousands of Canadians across the country for the 2018 Canadian Cancer Society CIBC Run for the Cure in support of the breast cancer cause.

There are only 6 weeks left until the CIBC Run for the Cure, so we'd like to invite you to join us on [insert date and time] to kick-off our fundraising efforts and mark the official countdown to the Run.

We'll also share more information about team fundraising efforts and upcoming events that will get the whole office involved!

#### **What can I bring?**

Just yourself, some colleagues and your spirit! We'll provide all the information you need to register.

#### **In the meantime...**

Let's get excited for the Run and "pinkify" the office! Grab some balloons, boas and streamers and help show your support!

See you on [insert meeting date].

#### Draft Social Media Message – Kick Off

- Hashtag: #CIBCRunfortheCure
- [Company name] is excited to partake in the #CIBCRunfortheCure Kick Off. Looking forward to the Run on September 30, 2018!

**Week 2 (August 26 – September 1)**

Sample walking club invite/bulletin

**To: CIBC Run for the Cure Corporate Challenge participants**  
**From: Team Captain**

**Subject line: Join our walking club and train for the CIBC Run for the Cure!**

With just 5 weeks left until the CIBC Run for the Cure on Sunday September 30th, it's time to start training! From now until the Run, we'll be hosting a lunchtime walking club every [insert frequency, date/time, location].

For a donation of \$20, you can join us for all of the Walking Club sessions. Or, you can join individual sessions for a donation of \$5 each.

Important! Don't forget to register for the [Team Name] team at [www.cibcrunfortheure.com](http://www.cibcrunfortheure.com)

Sample Step Challenge message/bulletin

**To: CIBC Run for the Cure Corporate Challenge participants**  
**From: Team Captain**

**Subject line: Get your steps in! Who can go the furthest?**

Dear colleagues,

The CIBC Run for the Cure is 5 weeks away! As we get closer and closer to the start line, we'd like to assist you with your training, while raising funds for this worthy cause.

The Run (or walk) is a route of 1km or 5km, so we hope you're getting your practice. We'd like to challenge you to see who in our office takes the most steps!

Step Count Challenge

Visit [insert URL received from Count.It] to join the Steps Challenge online. Download the free app: Count.It and follow the instructions to make sure you are connected to the

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[Company Name] team. This app will connect the team together on a scoreboard so you can see how our step count is doing and where you rank amongst your teammates!

Don't want to download the app? Use the spreadsheet [attached or posted to an Intranet] to track your steps.

The winner of our competition will be announced next week and will win [insert optional prize]!

Good luck getting your steps on!

**Week 3 (September 2 – 8)**

Sample team t-shirt deadline email/bulletin message

**To: CIBC Run for the Cure Corporate Challenge participants**

**From: Team Captain**

**Subject line: Help our team qualify for team t-shirts!**

Hello team!

[Company name] is proud to support the Canadian Cancer Society CIBC Run for the Cure and we want to show it at the Run by wearing team t-shirts!

This week, we challenge you to help our team qualify for customized team t-shirts.

[Only include the following if the team has less than 10 participants per Run site]  
We still need [insert number] more participants to help us qualify for team t-shirts!  
Invite your family and friends to join our team – the more the merrier!

Here's what you need to do by 11:59pm on September 13<sup>th</sup>:

- ✓ Complete your fundraising goal of \$150, or
- ✓ Having trouble reaching your fundraising goal? You can opt to make a self-donation of \$45 instead

Let's get those team t-shirts!

**Week 4 (September 9 – 15)**

Sample email/bulletin message

**To: CIBC Run for the Cure Corporate Challenge participants**

**From: Team Captain**

**Subject line: Go sugar-free in support of the CIBC Run for the Cure!**

Hello team!

This week, the Canadian Cancer Society CIBC Run for the Cure's Corporate Challenge is to give up sugar in support of the Run!

Here are the guidelines for the challenge:

- Avoid sugar and products with added sugar
- If you slip up, make a donation of \$2 each time you consume sugar
- Donations can be made online or by dropping by the donation box located at [insert location].
- Keep a friendly eye on your colleagues to make sure they stay sugar-free!
- Can't shake that sugar craving? Make a donation of \$5 for a cheat day or opt out of the challenge by committing to donate a baked good for our bake sale!

We rely on your integrity to make this challenge work!

**Bake Sale for the Cure!**

To celebrate the end of our sugar-free week, we'll be hosting a bake sale. All proceeds from the bake sale will go directly to support our team fundraising goal.

Date: [insert]

Time: [insert]

Location: [insert]

Cost: Make a donation and enjoy your favourite treats!

Want to share your baking skills with your colleagues for a good cause? You can volunteer to bake for the bake sale by signing up on our spreadsheet posted in the [insert location of spreadsheet]

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Thank you in advance to our volunteer bakers. We look forward to seeing you on [insert date].

**Week 5 (September 16 – 27)**

Sample email message/bulletin message

**To: CIBC Run for the Cure Corporate Challenge participants**

**From: Team Captain**

**Subject line: Challenge your executive to face their fear!**

Did you know that [insert name of executive/manager/Team Captain] is [afraid of/has never done] [insert challenge activity]? In the name of fundraising for the CIBC Run for the Cure, [insert name] has agreed to face their fear by [insert activity]! This week, our team goal is to raise \$[insert amount]. If completed, we will see [insert name] complete their challenge.

Here are some tips on how we can reach our fundraising goal so we can watch [insert name] do [insert activity]:

- ✓ Make a self-donation
- ✓ Send an email to some friends or family asking for a small donation
- ✓ Post on your Facebook, Twitter or Instagram page
- ✓ Recruit your friends and family to join our team to help us reach our goal

We'll keep you posted on our progress!

Ideas for Executive Challenge

Fear of heights:

- Go ziplining
- Visit the CN Tower glass floor in Toronto or walk across the Capilano Suspension Bridge in Vancouver

Animal-related challenges

- Visit a bat cave
- Eat an insect or insect-based food
- Milk a cow

Other Challenges

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- Shave someone's head or beard
- Sing karaoke
- Ride a mechanical bull
- Buy coffee and donuts for the office
- Run 5k (the Run for the Cure is a great day to implement this challenge!)

**Week 6 (September 23 – 29)**

Draft email/bulletin message

**To: CIBC Run for the Cure Corporate Challenge participants**

**From: Team Captain**

**Subject line: The Canadian Cancer Society CIBC Run for the Cure is this weekend!**

Congratulations team! To date, we've raised \$[insert amount]! What an incredible accomplishment in support of Canadians affected by breast cancer.

[Optional – include information about any final fundraisers or the CCS contest; the toolkit will be updated September 24<sup>th</sup> to include information on the CCS contest]

Here's what you need to know for Run Day:

- ✓ The Run will take place on Sunday, September 30<sup>th</sup> at [insert location].
- ✓ [if the team qualified for Run t-shirts]: Our team will be meeting at [insert specific location and time] where you can pick up your team t-shirt.
- ✓ [if team did not qualify for Run t-shirts]: Visit the registration area at the Run site to sign in for the Run and collect your participant t-shirt.

If you have any questions between now and Run Day, please contact [insert name] for more information.

See you on Sunday, September 30<sup>th</sup>!

### Other Challenges & Fundraising Ideas

- Packed lunch day – Invite staff to forgo buying a lunch and instead bring a lunch from home and donate their lunch money.
- Auction staff skills – Enlist staff who have a special skill such as playing the piano, knitting or speaking another language. Auction lessons with that staff member.
- Lunch time movies – Set up a room and projector to play a movie over the lunch hour and invite staff to attend for a donation of \$5.
- Spare change bucket – keep a bucket at reception or in the breakroom where staff can donate their spare change. Before the Run, be sure to deposit this donation at a CIBC branch.
- Email signatures – In the [Participant Centre](#), participants will find an email banner that they can include in their email signature. The email banner shows that they're fundraising towards a goal and invites anyone viewing their email to make a donation.
- Give up coffee – Encourage participants to make their coffee at home or at the office and instead donate the money usually used to buy coffee.