



# Connecting Canada

## #VirtualBrainTumourWalk

### Fundraising Toolkit

#### STEP 1 - REGISTER!

We invite you to take steps to #EndBrainTumours, as we support, celebrate and remember.

We may be physically distant, but we will still come together in a new way through our #VirtualBrainTumourWalk.

Our community is strong and our spirits resilient. We can do this!

**The first step is to register online at [www.braintumourwalk.ca](http://www.braintumourwalk.ca)**

**This year, we will come together on one day, from coast to coast to coast!**

**We will all walk together on June 27, 2020**



**No matter where you are, who you are with, or how you choose to take steps (walking, dancing, cycling), we will do it together.**

**We look forward to seeing the creative ways you will take your steps to #EndBrainTumours**

#### STEP 2 – CHOOSE YOUR STEPS!

**Leading up to our national #VirtualBrainTumourWalk on June 27, 2020 decide on what steps you'll take to help #EndBrainTumours!**

**Make sure it's social distancing friendly - here are some great ideas to get you started:**

**Host a Virtual Class:** host your hobby as an online tutorial (painting, yoga, carpentry, cooking) to raise money:

- Host a live stream tutorial and ask people to donate to your personal fundraising page
- Commit to performing a service for the highest donor

**COVID-19 Swear Jar:** Put \$1, \$2 or \$5 into a jar whenever you use the word "COVID-19" or "coronavirus" and encourage your friends to do the same. Donate the funds to Brain Tumour Foundation of Canada.

**Give-it-Up Fundraiser:** Nearly everyone has a bad habit that they just can't kick e.g. a beverage or meal you consume daily.

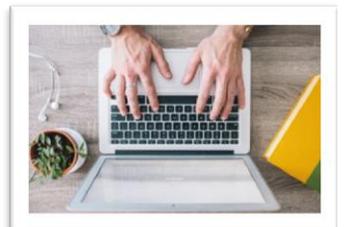
All you need to do is launch your personal fundraising page and commit to giving up a bad habit for a certain time. Throughout your campaign, update friends and family and ask for gifts to encourage you to stay on track with your goals

At the end of the campaign, you will have kicked your habit while raising money for Brain Tumour Foundation of Canada!

#### **A Birthday (or other celebration)**

**Fundraiser:** Ask your supporters to fundraise on your behalf! Your supporters ask their friends and families to donate in place of gifts for their birthday, wedding/anniversary, graduation or another milestone. Share your Brain Tumour Foundation of Canada personal fundraising page!

**Donate your Empties:** ask your friends and family to donate the proceeds from their wine/beer/liquor bottle empties! Check your provincial listings to see what stores are currently receiving them.



## The 27 Canadians Challenge to #EndBrainTumours

**27 Canadians**  
will be diagnosed with a brain tumour today.

In honour of the 27 Canadians who will hear the words “you have a brain tumour” today, ask 10 friends to donate \$27, or ask 27 friends to donate \$10 each. If you complete the challenge or raise an equivalent amount (\$270), we will send you a #EndBrainTumours buff!

Show how you are taking steps and post a picture wearing your buff on June 27 using the hashtag #VirtualBrainTumourWalk.

Your pictures and posts will create a colourful wave of hope, connection and energy to the #VirtualBrainTumourWalk.

Donate

27 for \$10  
10 for \$27



### Fundraising Challenge

Set up your personal fundraising page, start a challenge, and tag a friend to continue via email or social media. People must donate to pass on the challenge before tagging the next person.

1. **A Dance Challenge** - how long can you go? Or dance by type (donor chooses your type of dance). Bonus! You'll learn something new!
2. **A Read-a-thon or Book-a-thon** - ask your friends and family to support you by the book or by the minute.
3. **An All-Day Game Challenge** - collect pledges and play a video game or board game for 12 hours straight.
4. **A Physical Challenge** - for every \$10 raised, you commit to climbing flights of stairs, doing several push-ups, planks, laps around your backyard, run 5K every day for a week - or some other physical feat.
5. **A "Dare" Fundraiser** - for every specific amount raised, you commit to doing something that a friend dares you to do.
6. **A Bake-Off Challenge** - hold a cake-making competition and get your friends, family, and colleagues to bake too, share the results of your labours on social media, and make sure you tag @BrainTumourFdn. People can vote for their favourites by donating to your personal fundraising page.
7. **A Virtual Yard Sale Challenge** - spring is here and most people are in the midst of spring cleaning. Use this as an opportunity to raise funds for Brain Tumour Foundation of Canada. Post your items online and adhere to social distancing pickup/drop off protocol.

## STEP 3 - TELL YOUR FRIENDS & FAMILY!

Tell people why you're participating in our #VirtualBrainTumourWalk

1. Once you've signed up for our #VirtualBrainTumourWalk, update your personal fundraising page to tell your supporters about your chosen challenge and why you chose it. Don't forget to share your 'why' - **why** are you participating in the #VirtualBrainTumourWalk
2. Tell your social network that you've signed up to help #EndBrainTumours
3. Ask your friends and family to join you and register for their challenge today
4. Put together a list of friends, family, co-workers, work out buddies, etc. Think creatively here. Do you have neighbours, doctors, sports club members, etc. that might support you?
5. Make it personal – people will donate because YOU are asking them to. Simple as that. With the 27 Canadians Challenge you can appeal to everyone that no gift is too small and everyone counts in this challenge!
6. They like you and respect that you're supporting a great cause
7. You have the space on your fundraising page and in your participant emails to tell them why you are supporting this cause. Communicate your passion to your friends, family, co-workers and other potential donors. It's a critical part of your fundraising success



## STEP 4 - FUNDRAISE!

Your fundraising is important, as it helps us continue our critical work

1. Post your fundraising asks and updates about your challenge on social media and use #VirtualBrainTumourWalk and #EndBrainTumours (don't forget to post on public mode so we can share your post!)
2. Use this fundraising toolkit for fun ideas on how to fundraise while social-distancing
3. Keep up to date on our Brain Tumour Foundation challenges, updates and ideas!
4. Team Captains - share your ideas on our Brain Tumour Walk Team Captains Facebook page
5. Walk Coordinators - share your ideas on our Brain Tumour Walk Coordinators Facebook page



Make sure to ask donors for videos/pictures of them participating so you can make it a more interactive experience and generate momentum for your campaign as well.

Anyone who raises the equivalent of \$270 will receive one of our awesome #EndBrainTumours buffs in the mail!

Anyone who raises \$1000+ will become a member of the Grand Club and will receive a cool Grand Club backpack in the mail!

Teams who raise \$5000+ will receive their own Team Walk Banner – autograph it, post a photo and then showcase it at your 2021 Walk!

## STEP 5 – COMPLETE YOUR CHALLENGE!

Before our national #VirtualBrainTumourWalk on June 27, 2020 be sure to share videos, photos or an update with your supporters to show them you've completed your challenge. Be sure to use our hashtags #VirtualBrainTumourWalk and #EndBrainTumours and post on public mode.

*Some examples of how you could do this are:*

- Add video or photos to your personal Brain Tumour Walk fundraising page
- Livestream video of you doing your challenge and tell supporters where to watch it
- Share an Instagram story of you doing your challenge
- Share photos or video on your social media pages or by email to your supporters

*Provide inspiring messages, images and fundraising tips to keep folks motivated!*

## STEP 6 – ON JUNE 27, 2020 TAKE PART IN OUR #VIRTUALBRAINTUMOURWALK!

- Make sure you have registered for your city or our national virtual walk at [www.braintumourwalk.ca](http://www.braintumourwalk.ca)
- Log onto Facebook / Instagram to see what fellow participants are doing across the country!
- No matter where you are, who you are with, or how you choose to take steps (walking, dancing, cycling), we will do it together. Remember to adhere to physical-distancing rules!
- Share your photos with us using #VirtualBrainTumourWalk or send them to [btwalkhelp@braintumour.ca](mailto:btwalkhelp@braintumour.ca) and we will post them for you!



*Congratulations and Thank-You!*

You've completed the first ever #VirtualBrainTumourWalk and thanks to you and your supporters, you've helped us continue to our work to improve the lives of people living with brain tumours.

## STEP 7 – SEND IN YOUR DONATIONS!

Thank you for fundraising! Here's how to send Brain Tumour Foundation of Canada the money you have worked so hard to raise! We request that you send in any offline donations as soon as you can.

\*Please do not send cash donations. For cash donations, you can either send a cheque or money order for the total cash donation amount or make the donation online by credit card to your online fundraising page.

Method of Payment	What to Do
Cheque Donations	<p>Please make cheques payable to: Brain Tumour Foundation of Canada</p> <p><b>Send it to us at:</b> Brain Tumour Foundation of Canada 205 Horton St E, Suite 203 London, ON N6B 1K7</p> <p>*Please add a note with the cheque, explaining it's from your event, what city, and what participant to direct it to. If possible, send us an email to let us know it's on its way!</p>
Online donations collected through your personal fundraising page	You can breathe easy because the donations come directly to us and are receipted immediately!
Offline donations	You can give us a call to donate your event proceeds by credit card. You can also enter these in your participant center as "enter new gift" and send us a cheque/money order or pay via credit card for the total amount. Call us: 1-800-265-5106
Matching funds from your company/employer	Please contact us and let us know where to direct these donations (participant & city) Phone: 1-800-265-5106 Email: <a href="mailto:btwalkhelp@braintumour.ca">btwalkhelp@braintumour.ca</a>

### Tax Receipts



**Brain Tumour Foundation of Canada** (Charitable Registration Number: #BN118816339RR0001) is a registered charity and can issue charitable tax receipts for eligible donations in accordance with Canadian Revenue Agency guidelines.

Please keep the following in mind: You must provide us with a list of name and addresses (including postal codes) of the individuals who gave the donation to receive charitable tax receipts.

Please also include the donation amount. For offline donations of \$20 or more, tax receipts will be issued to eligible donors after the event. Donations of less than \$20 will not be receipted unless specifically requested. Donations made online through your fundraising page will be automatically receipted.



## We Walk with a United Goal

...to support those affected and to see an end to brain tumours

### We Come Together

...to celebrate survivors. Survivors who register will receive a survivor t-shirt. Share your stories of courage and your photos of you wearing your t-shirt using #VirtualBrainTumourWalk or email us at [btwalkhelp@braintumour.ca](mailto:btwalkhelp@braintumour.ca)

### We Love and Deeply Appreciate

...our caregivers. We invite you to share some caregiver kudos [@BrainTumourFdn](https://www.instagram.com/BrainTumourFdn) or if you are not on social media, email us at [btwalkhelp@braintumour.ca](mailto:btwalkhelp@braintumour.ca)

### We Will Never Forget

...those in our community who have experienced a loss. We invite you to share your picture and your remembrances of your loved one with us on social media [@BrainTumourFdn](https://www.instagram.com/BrainTumourFdn) or email us at [btwalkhelp@braintumour.ca](mailto:btwalkhelp@braintumour.ca)



## Brain Tumour Foundation of Canada

203 – 205 Horton St E. London, ON N6B 1K7

Charitable Registration Number:  
#BN118816339RR0001

## Questions?

If you have any questions or need additional information, please contact us at:

1-800-265-5106 / [btwalkhelp@braintumour.ca](mailto:btwalkhelp@braintumour.ca)