

2020 RBC RACE FOR THE KIDS TEAM CAPTAIN GUIDE



Supporting youth mental health at



Welcome Team Captain!

We're so grateful that you've decided to become an RBC Race for the Kids Team Captain! Did you know that team captains are a mighty force, helping raise significant support for youth in need? So thank you for being a leader and champion for youth mental health!

Funded entirely by donors, the Family Navigation Project at Sunnybrook depends on leaders like you to inspire others to support, fundraise and donate to this important cause. You and your team will truly be making a life-changing difference in our community.

This guide will provide tips on how to recruit an awesome team, spread the word about your race and keep your team members motivated from fundraising to finish line.

\$14 million+ raised for youth mental health!

As many as 1.2 million young Canadians struggle with mental health issues. Yet only 1 in 5 youth receive the mental health care they need. With your help the Family Navigation Project (FNP) is working to change this statistic.

We can't thank you enough for volunteering to lead your team. We hope you realize the impact you'll be making. Over the past 7 years teams like yours have fundraised for FNP helping thousands of youth and their families get the care they need.

Thank you!



Building your team is as easy as 1, 2, 3!

Step 1. Recruit members

Reach out to family, friends, coworkers and neighbours. Youth mental health is top of mind in every community and people are looking for ways to make a difference. RBC Race for the Kids will give them the opportunity to show support and have fun! Aim to recruit a team of at least 10 participants.

- Send emails to recruit team members. Your Personal Fundraising Hub has templates you can use for inspiration.
- Post on social media to ask your friends and family to join your RBC Race for the Kids team.
- Personally phone or ask people to join your team.
- Hold a sign-up day at work or through a club you're a part of to recruit more team members.

Step 2. Set team goals

- Our team fundraising goal is \$ _____
- Our team wants to recruit _____ members
- Each member will raise \$ _____

Set a goal that is realistic but significant. Remember to work as a team to meet this total – leave no one behind! With individual recommended fundraising minimums: \$100 for adult participants aged 18 and above and \$40 for youth aged 11-17 – we ask that the team reach the average per person. There is no fundraising minimum for children 10 and under, but we do encourage child participants to fundraise and suggest \$20 as a goal.

Working toward a strong goal will give your team a sense of pride and accomplishment. Don't forget to delegate tasks to your team members and determine the best way to stay in touch.

Step 3. Customize your team page

Your team is one-of-a-kind and your team page should reflect your team spirit.

- Post a team photo (maybe with your family pet as mascot).
- Share the story of why you and your team are supporting youth mental health.

5 steps for being a great team captain



1. Be creative:

Build team spirit with custom matching hats or running accessories.



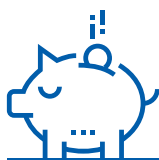
2. Be motivational:

Get your team together to talk about fundraising or start a Facebook group for your team to share ideas, tips and tricks to meet your fundraising goals.



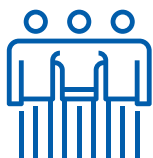
3. Be active:

Plan some training runs together and get your bodies moving so you're race-ready!



4. Be grateful:

Thank your team and donors for all their hard work fundraising and training. Make sure they know how important they are!



5. Be social:

Use your social media platforms to recruit team members. We have some sample posts below. Also use social media to ask for donations and share your team's fundraising milestones. Visit the website for our [social media tool kit](#).

Sample recruiting social posts:

Facebook

Be part of something amazing! Join team [team name] for RBC Race for the Kids and step forward for youth mental health! Funds raised support the Family Navigation Project @Sunnybrook

Instagram

Be part of something amazing! Join team [team name] for RBC Race for the Kids and step forward for youth mental health! Funds raised support the Family Navigation Project @Sunnybrook
#RBCRacefortheKidsTO #mentalhealth #youthmentalhealth #torontorunning #familynavigationproject #sunnybrook #Toronto #the6ix #charity

Twitter

Be part of something amazing! Join my team for RBC Race for the Kids and step forward for youth mental health! #RBCRacefortheKidsTO

How to motivate your team

Each team is expected to meet their team fundraising minimum. Asking for donations will come easily for some people, but others may find it challenging. Here are some ideas to help motivate your team.

Share your reason: Let your team know why this cause is important to you.

Be your first donor: Lead by example and others will follow.

Encourage them: Tell your team to think of themselves as volunteers collecting donations to help young people reach their full potential by getting the mental health care treatment they need.

Keep in touch: Stay connected with your team through email, social media and face-to-face interactions. Plan a training run/walk with your team for the chance to get together and get active!

Support them: Send a motivational email to your team to remind them they are doing a great job and ask if they need help or support.

Cheer them on: Celebrate your fundraising milestones.

Tip:

Remind your team members to follow up with friends who haven't responded. The email probably got lost in the shuffle. Give them another chance to say yes to making a difference.

After all, with 30 per cent of Ontario families caring for at least one youth with mental illness and/or addiction, we likely all know someone affected by youth mental health.



Team fundraising ideas



Bake sales:

Host a bake sale at your next get together or at work.



Yard sale:

Clean out your basement or garage and hold a yard sale.



BBQ:

Who doesn't love a summer barbecue. Guests can make a donation in exchange for a burger hot off the grill.



Movie Night:

Invite family and friends over to watch a movie or a sporting event. Ask them to donate the amount they would regularly spend for a night out at the movies.



Car wash:

Set up your hoses and sponges and hold a car wash.

If you charge \$10 per car, your team will meet your fundraising goal in no time!

Tip:

Many companies offer a matching gift or volunteer incentives in the form of donations. Ask your team members to approach their company or HR representative.

If a matching gift is not available, coordinate a dress down day at work where colleagues get to wear their favourite jeans into the office in exchange for a donation to your team.



Counting down to race day

The week leading up to race day is a busy one, so here's a checklist to help it run smoothly.

Race kit pick-up

Race kit pick-up starts on September 8, 2020. You can pick up your team's race kits or members can do so individually. Visit the [website](#) for more info.

- ❑ Bring all cash and cheques with you to drop off on-site. Remember to complete your [pledge form!](#)

If you are picking up for your team, you'll need the following:

- ❑ Written permission from each team member (you can show this on your smart phone).
- ❑ Your team member's bib number.

Race Day

- ❑ Set a location and time to meet your team prior to the Race. You'll want to allow plenty of time for your team to get to the start line.
- ❑ Snap a team selfie at the finish line and share on social with #RBCRacefortheKidsTO.
- ❑ Enjoy the post race food and festivities. You've earned a celebration!

Post Event

- ❑ Share photos on social media and celebrate your fundraising and race success.
- ❑ Continue to ask for donations and remind your team to do the same. Fundraising is open until October 1, 2020.
- ❑ Thank your team members and supporters.

