



Supporting youth mental health at
 Sunnybrook



Team Captain Guide RBC Race for the Kids 2019

Welcome!

Thank you so much for being an RBC Race for the Kids Team Captain! Did you know that team captains represent the smallest population of participants but raise a much greater percentage of online revenue? So pat yourself on the back for being a leader and champion for youth mental health!

This guide will help you to recruit an awesome team, spread the word about your race and keep your team members motivated from fundraising to finish line. Keep reading for fundraising tips and resources for you and your team.

Impact

Over the past 6 years, you've helped:

- ▶ Raise over \$12 million dollars in support of the Family Navigation Project at Sunnybrook
- ▶ Rally over 46,000 registered participants cross the finish line
- ▶ Navigate over 2,700 youth through the Family Navigation Project
- ▶ Support young people dealing with addiction, anxiety, bipolar disorder, depression, eating disorders and OCD find the help they need, when they need it

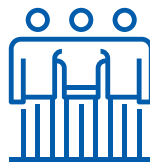
[Learn more.](#)

5 Ways to be a Great Team Captain



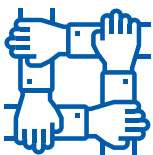
Be creative:

Build team spirit with custom matching t-shirts, hats or running accessories.



Be social:

Use your social media platforms to recruit team members, ask for donations and share your team's fundraising milestones. Use pictures for inspiration!



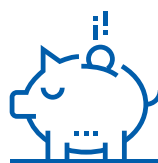
Be motivational:

Have a plan to meet your team's fundraising goals and celebrate milestones. Get your team together to talk about your fundraising or start a Facebook group for your team to share ideas, tips and tricks to meet your fundraising goals.



Be physical:

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



Be grateful:

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

Recruitment: How to Build Your Team

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.

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. 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.

Tip:

Be sure to share why the funds you raise are so important for youth living with mental health issues and their families.

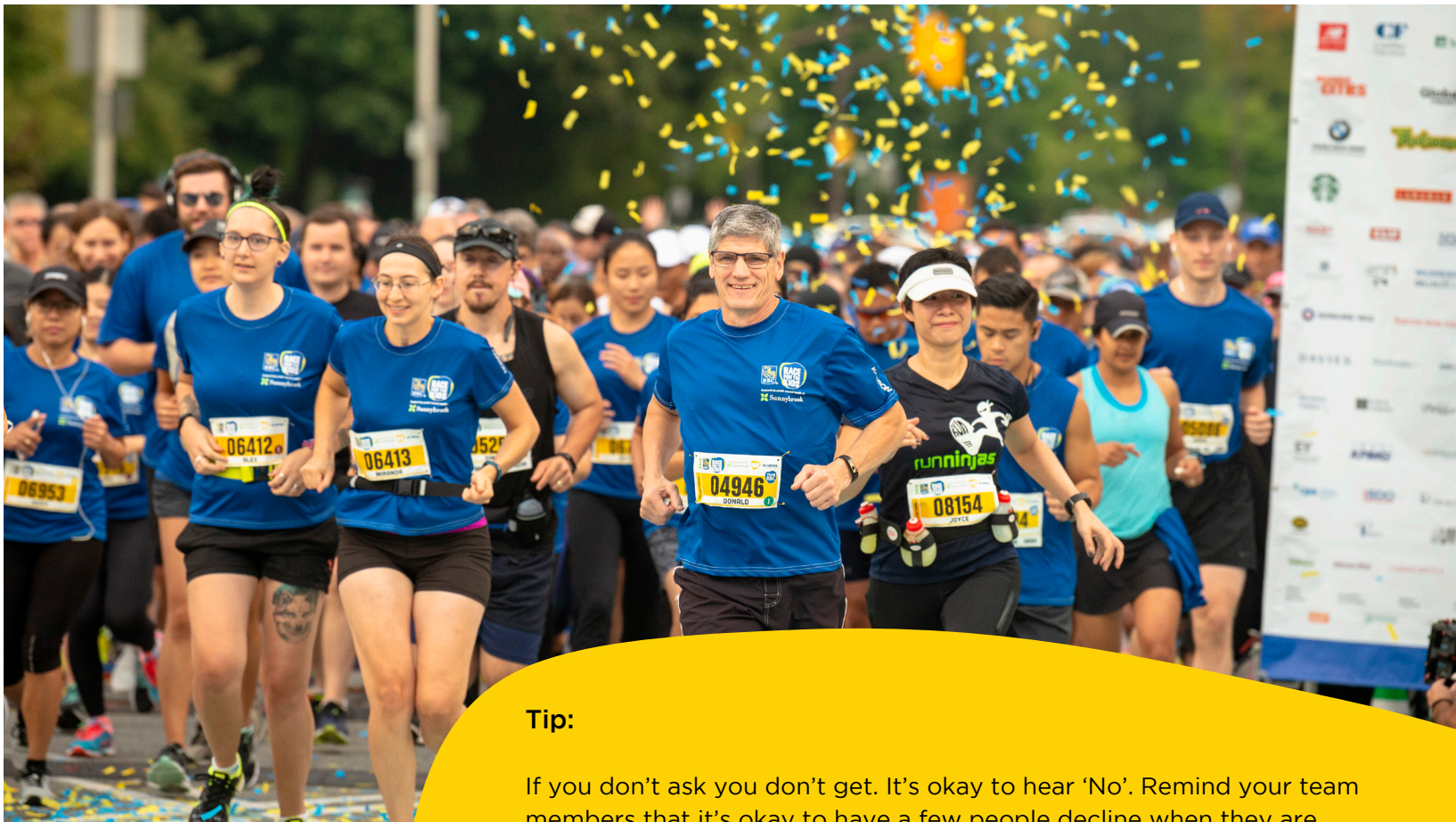
[Learn more.](#)



Fundraising: How to Motivate Your Team

Each participant is expected to meet their fundraising minimum. Asking for donations will come easily for some people, but others may find it challenging. Here are some things to remember as you get started raising money for youth mental health:

- ▶ **Share your story.** Let your team know why this cause is important to you.
- ▶ **Be your first donor.** Lead by example and others will follow.
- ▶ **Give thanks.** Thank your donors and team along the way. Keep them updated on your progress and successes.
- ▶ **Utilize all your channels.** Stay connected with your donors and team through email, social media and face-to-face interactions.



Tip:

If you don't ask you don't get. It's okay to hear 'No'. Remind your team members that it's okay to have a few people decline when they are asked to donate. It could turn out that four people say no to making a \$20 donation, but the next person asked will make a \$100 gift!

Team Captain Checklist

Recruitment

- Register your team online at rbcraceforthekids.com/Toronto
- Visit your Personal Fundraising Hub to customize your team page with photos and your story of why you are walking or running.
- Post on social media to ask your contacts to join your RBC Race for the Kids team.
- Send emails to recruit team members. Your Personal Fundraising Hub has templates you can use for inspiration.
- 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.

Fundraising

- Make sure your team is aware of the fundraising tools available on the website and in their Personal Fundraising Hub.
- Get together with your team to plan a fundraising event like a BBQ, car wash or bake sale. See our [fundraising tips](#) for more inspiration.
- Take a team photo to use on your Team Page or social media.
- Remind your team why they are fundraising: As many as 1.2 million Canadian youth struggle with mental illness, yet only 1 in 5 receive the care they need. This is important work!

Motivation

- Remind your team about [fundraising incentives](#) and [promotions](#).
- Send a motivational email to your team to remind them they are doing a great job and ask if they need help or support.
- Plan a training run/walk with your team for the chance to get together and get active!
- Celebrate your fundraising milestones.

Race Day

- Race Kit Pickup starts on September 9, 2019. You can pick up your teams Race Kits or members can do so individually. Visit the [website](#) for more info.
- Set a plan on where your team will meet on Race day to get hyped for the walk/run.
- Bring all cash and cheques with you to drop off on-site. Remember to complete your [pledge form!](#)
- Snap a team selfie at the finish line and share on social with #WhyIRunTO and #RBCRacefortheKids

Post Event

- Post photos on social media and share your fundraising and race success.
- Continue to ask for donations and remind your team to do the same. Fundraising is open until October 1, 2019.

Team Captain Tool Kit

Spread the Word:

[Download and print](#) posters then spread the word in your community. Be sure to get permission first!

- ▶ Education: colleges, universities, high schools and middle schools
- ▶ Activities: sports associations, gyms, athletic clubs, yoga studios
- ▶ Health: clinics, dental offices, spas, nutritionists, therapists
- ▶ Community: libraries, community centres, churches, synagogues, mosques or other places of worship
- ▶ Youth: school PTAs, recreation centres, YMCA/YWCA, Boys & Girls Clubs

Sample Social Posts:

Here are some sample social media posts to help recruit your team. Be sure to include a great photo!

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! #RBCRacefortheKids (140 Characters)

Downloadable Forms:

Child and Youth Waiver: support.rbcraceforthekids.ca/waiver

Offline Pledge Form: support.rbcraceforthekids.ca/pledgeform

RBC Race for the Kids Poster: support.rbcraceforthekids.ca/poster