



FUNDRAISING GUIDE

Everything you need to know to reach your fundraising goals.



WELCOME TO THE JOURNEY

Thank you for being a part of the Journey community and challenging yourself to walk or run 1 km, 3 km, or 5 km 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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EXPERIENCE THE JOURNEY 2025 VIDEO

[Click to watch the video](#)



GETTING STARTED

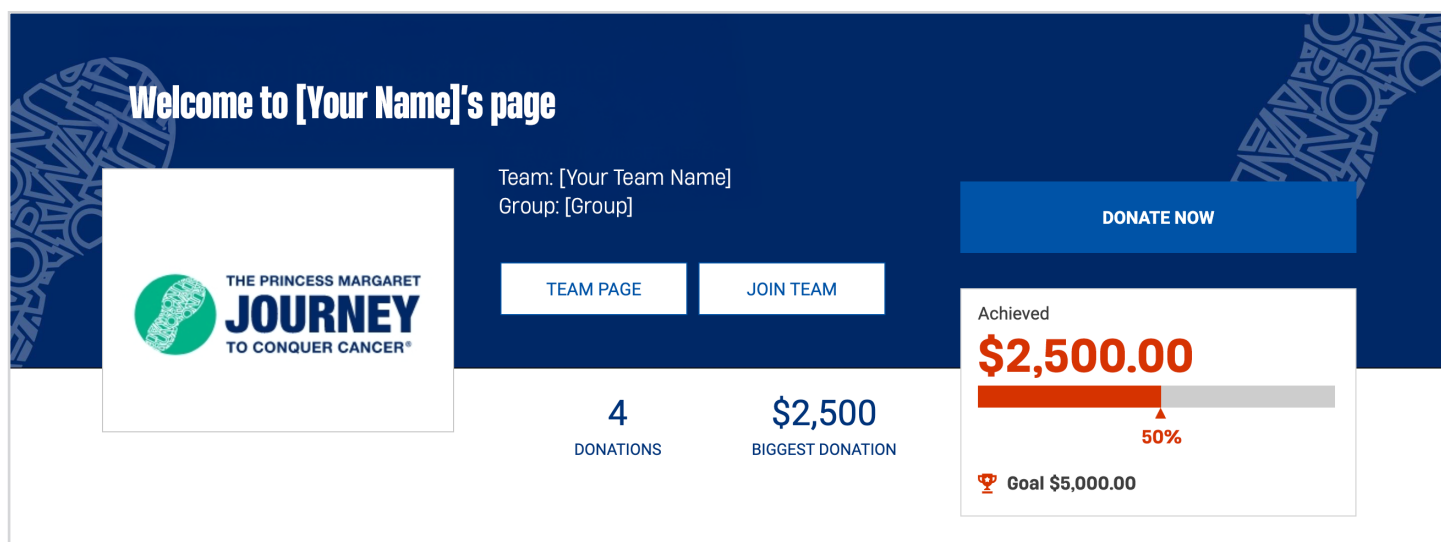
Fundraising can often feel awkward, uncomfortable, and even a little intimidating – but we wanted to remind you that the Journey Team is here to help.

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 fundraising for the Journey, 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 participating 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 Journey, tell them why you're committed to raising funds for life-saving cancer research.

3. Set an Ambitious Goal

We'll add in the Journey's fundraising 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.

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.

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
- If applicable, your children's teachers, daycare providers, coaches, and more
- 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 Princess Margaret Journey to Conquer Cancer to honour my dad.

I am walking 5 km this June in the Journey. I have committed to raising at least \$125. 100% of what I raise will support 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 Journey fundraising.



Share why you are walking or running 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 Journey 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.
- Upon reaching training milestones.
- On significant dates for you or the person you're participating for.
- During event week, follow up with anyone who hasn't donated to remind them of your upcoming Journey.

Guide Donors on Cheques:

- Cheques should be made out to The Princess Margaret Journey 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 2M9

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 Journey, as they cannot be accepted or processed at the event.



MEET THE ROUTE TO REWARDS PROGRAM

We have four Route to Rewards levels to celebrate participants who help Carry The Fire for a world free from the fear of cancer. All participants will receive a bib to wear on event day.

Fundraise \$125:

Earn your exclusive Journey t-shirt and meet the minimum so you can participate.*

Fundraise \$500:

Become a Journey Ambassador and get an exclusive Nike Ambassador Tech shirt.

Fundraise \$1,000:

Become a Journey Ambassador, get an exclusive Nike Ambassador Tech shirt and be recognized on the Name in Lights Mural**.

Fundraise \$3,000:

Become a Journey Ambassador, get an exclusive Nike Ambassador Tech shirt, be recognized on the Name in Lights Mural**, and have your name on the Walk of Fame** in front of Princess Margaret Cancer Centre.

* All participants 12 years of age and younger will receive the kids' T-shirt and are not required to fundraise to participate.

**Must reach status by outlined date on website (once available) in order to qualify.



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 Journey 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.

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