



JOURNEY

Coming together for mental health.

Recruitment & Fundraising Toolkit

LOVEYOU
by SHOPPERS DRUG MART
run for
women

Thank you for registering as a Team Captain for the Toronto Run for Women in support of Women's College Hospital. We are looking forward to lacing up with you on June 11!

GETTING STARTED: RECRUIT YOUR TEAM

Invite your friends, family members, colleagues and community to get moving with you for mental health! The Run for Women is open to everyone and includes accessible options: a 5K walk, a 10K walk/run and a 1K "little steppers" route for kids.

INVITE YOUR TEAMMATES BY:

1. Sending out recruitment emails from your Participation Centre on the Run for Women website that have been drafted specifically for you. This will make it easy for recipients to go directly to your team page to join.
2. Sharing a personalized invitation to everyone you know asking them to join your team (sample below). Be sure to tell them your team name so they can search for you on www.runforwomen.ca when they register or donate.
3. Sharing a post on social media inviting your community to register, raise awareness and fundraise!

If you have any technical questions for the Run for Women website, reach out directly to the Run for Women organizers at infotoronto@runforwomen.ca. If you aren't able to get what you need, please reach out to us at: foundation@wchospital.ca, and we'll get the answer for you!

WCH
WOMEN'S COLLEGE
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Sample Recruitment Email

Will you join me in breaking down barriers to women's mental healthcare?

I'm excited to share that I've registered as a Team Captain for the Run for Women this year! Presented by the SHOPPERS LOVE YOU Program, the Run for Women is an annual event raising important funds to break down barriers and help smash stigma that is preventing women from accessing the care they need.

Funds raised by the Toronto Run for Women directly support the Department of Psychiatry at Women's College Hospital – the largest clinical and research program of its kind in Canada.

Will you join my team for the Run for Women in support of women's mental health?

To register, visit www.runforwomen.ca/Cities/Toronto and:

- Select 'Join A Team'
- Search [TEAM NAME]
- You can choose between a 5k or 10k run or walk and as a team, we can do our run or walk on June 11 and encourage each other in- person or virtually!
- Register and select 'local charity' when asked to ensure we are counted as a Women's College Hospital team raising funds in support of women's mental health!

I hope you'll join me in helping to smash the stigma around women's mental health and raising funds for Women's College Hospital's Women's Department of Psychiatry.

Sincerely,

[YOUR NAME]

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Sample Recruitment Social Media Post

I'm lacing up for women's mental health! On June 11, my team [INSERT TEAM NAME] will be participating in the @RunForWomen in support of @WCHospital's Dept. of Psychiatry. Will you join me? [\[link to your page\]](#) #RunForWomen #WCHMentalHealth



[We've provided a social card to hold or use in your images!]



#RUNFORWOMEN
#WCHMENTALHEALTH

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Tips for fundraising success

There are great incentive prizes for fundraising which are offered by runforwomen.ca. [Click here to view all the options!](#)

Personalize your donation page

When you registered on the Run for Women website, you were given access to a Participant Centre where you will find your personal fundraising page. To find it, go to runforwomen.ca, and login. You will be given the option to select the Participant Centre for the 2021 Run for Women.

Once you are logged in, you will see a tab with your Personal Page. This is the page you will share with your friends, family or colleagues, and they can make a donation on this page to help you reach your fundraising goal.

Your personal (or team) page is prepopulated with text. You can personalize the content of this page. Some examples for content:

- Why is women's mental health important to you?
- Why are you participating in the Run for Women?
- Do you have a personal story to share?

If you are a team captain, you will also see a tab for your team page in your Participant Centre. This is where you can share information about your team. Any funds donated to the personal pages of your team members will show up on this page as well. It is also possible for your contacts to donate directly to your team page.

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Tips for fundraising success

Set a fundraising goal

You can set a modest personal or team fundraising goal. Success feels good, so start with a goal that you think is achievable and increase it if you can!

Make the first donation

Make a donation on your own fundraising page. Any amount is a great start and leading the charge of donations has an escalating effect on the funds you'll raise.

Ask for specific donation amounts

When approaching friends, family or colleagues, it can be helpful to ask for a specific amount. If you ask for \$30, you are likely to get \$30. The person you are asking may also appreciate knowing what you have in mind.

What to do if someone is unable to donate online:

Women's College Hospital Foundation will have a booth at the Run where you can hand in an envelope with the money you have collected. Please include your name and your team's name on the envelope. Your donors can also write a cheque payable to Women's College Hospital Foundation and mail it to:

Women's College Hospital Foundation
76 Grenville St
Toronto, ON, M5S 1B2

Please ask them to include a note with:

- Their full name and address for their tax receipt
- Your name and an indication that this donation is in support of your participation in the Run for Women

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