



## Corporate Toolkit

Participating in the CIBC Run for the Cure as a corporate team is a meaningful, fun-filled team-building activity. Use this toolkit help your team train for the Run, fundraise and get excited!

We encourage teams to do a different challenge each week! Throughout each activity use [#CIBCRunfortheCure](#) to promote your efforts on social media.

Please contact Meghan Tennant at [Meghan.Tennant@cancer.ca](mailto:Meghan.Tennant@cancer.ca) for support.

## Corporate Fundraising Ideas

### Kick Off Your Fundraising

Introduce your organization to the Canadian Cancer Society CIBC Run for the Cure! Set up a kick-off meeting or send an email to encourage your colleagues to register for the Run and share your fundraising goals.

### Train for the Run

You can help your team start training for the Run in different ways, including:

- Starting a lunch time walking club
- Challenging your team to a step count competition (Try using [countit.com](http://countit.com))
- Checking out your local [Running Room](#) to find information about training programs

### Karaoke for the Cure

Host a Karaoke event! Donate to challenge a guest to sing a song of your choice. The nominated guest must sing or match the donation.

### The Executive Challenge

Invite an executive team member, manager, or Run team captain to complete a challenge to raise funds. Examples of challenges could include:

- Shaving their head
- Dress up for the day
- Coffee run for the office

### Bra for the Cause

Invite all team members to wear a bra over their T-shirt for a day. This will raise awareness of your corporate team and encourage others to join! Allow participants to make a donation to opt out of the challenge.

### Team T-Shirts

Set a team goal to qualify for the CIBC Run for the Cure team t-shirts!

To be eligible, your team must have at least 10 participants who have made a minimum donation or have fundraised \$150 by midnight on September 19<sup>th</sup>.

### Sugar-Free for the Cure

Encourage your participants to give up sugar for a week. You can raise money for the Run by:

- Having participants make a donation to opt out of the challenge
- Hosting a bake sale to mark the end of the challenge

### Remember to Pump up for the Run!

One week before the Run, get your team excited about the upcoming event and share important details with them.



## More Fundraising Ideas

### Packed Lunch Day

Invite staff to forgo buying a lunch and instead bring a lunch from home and donate their lunch money

### Host a Bake Sale

Find volunteer bakers, advertise with posters and host a bake sale in your company lunch room.

### Auction Staff Skills

Enlist staff who have a special skill such as playing the piano, knitting or speaking another language. Auction lessons with that staff member.

### Lunch Time Movies

Set up a room and projector to play a movie over the lunch hour and invite staff to attend for a donation of \$5.

### Spare Change Bucket

Keep a bucket at reception or in the breakroom where staff can donate their spare change. Before the Run, be sure to deposit this donation at a CIBC branch.

### Give up Coffee

Encourage participants to make their coffee at home or at the office and instead donate the money usually used to buy coffee

### Dress Down Day

Allow staff to swap their suits and skirts for comfy sweaters, jeans and sneakers on Dress Down Day for a donation to the company team

### Email Signatures

In the [Participant Centre](#), participants will find an email banner that they can include in their email signature. The email banner shows that they're fundraising towards a goal and invites anyone viewing their email to make a donation.

## Fundraising Resources

Please contact Megan Tennant at [Meghan.Tennant@cancer.ca](mailto:Meghan.Tennant@cancer.ca) for access to fundraising resources.

Resources available to support your corporate fundraiser include email templates, event posters templates, sign up sheets and more.

## Thank you!

Thank you for participating in the CIBC Run for the Cure Corporate Challenge! We are incredibly grateful for your support of this event, as funds raised will be used to fund breast cancer research and support services across Canada, work which is already improving and saving lives.

Should you have any questions, please do not hesitate to contact Meghan Tennant at [Meghan.Tennant@cancer.ca](mailto:Meghan.Tennant@cancer.ca) for support.