

Team Captain Guidebook

Welcome to Canada Walks for Bladder Cancer!



As a team captain, you provide direction and motivation to your team. We are grateful to all of our teams who not only working hard to raise funds for bladder cancer, but also spread awareness about the seriousness of the disease while extending the message of hope into their own communities.

The purpose of this guide is to provide you with the information and tools you need for recruitment, fundraising, and engagement. We hope we answer all of your questions, but never hesitate to contact us. We are here to help you every step of the way! We couldn't do this without you, and for that we are truly grateful (and sending a big virtual hug!)

Your Role as Team Captain

Team Captains play an important role in Canada Walks for Bladder Cancer. As a Team Captain, your role is to:

1. Choose a team name and recruit your friends, family and colleagues to join your team.
2. Register your team (and yourself) at www.bccwalk.ca. Once there click 'Register.' If you are returning, you can use the same login and password as in previous years.
3. Personalize your team and personal fundraising page with a story and pictures.
4. Using your personalized team page URL, encourage team members to register online to make it easy for their family, friends, and colleagues to donate as well! Be sure they use the team page link so they are recognized as a member of your team.
5. Set a team fundraising goal. Work with your team to develop FUNdraising ideas that you can do together to reach that goal. Utilize your personal and team participant centre to send out fundraising requests!
6. Thank, reward and celebrate with your teammates as your goals are met.
7. Follow Bladder Cancer Canada on Facebook, Twitter and Instagram for up-to-date tips, stories, fundraising ideas and incentive prizes.

HOW WE MAKE A DIFFERENCE

- Bladder cancer is the 5th most common cancer in Canada, with 37 Canadians being diagnosed every day, 13,400 are expected to be diagnosed this year.
- All funds raised through Canada Walks for Bladder Cancer support Bladder Cancer Canada's mission to support patients, raise awareness and fund research.
- Since the inception of Bladder Cancer Canada in 2009, and thanks to the support of our donors and participants, over \$3.1 million has been raised to support research with the goal to improve outcomes for every bladder cancer patient.
- Canada Walks for Bladder Cancer helps to fund our patient education & support programs, including webinars, guidebooks, support groups, & One2One Peer Support.

PRE-EVENT TIPS

STAY IN REGULAR COMMUNICATION

- Leading up to the big day, email your teammates inspirational quotes, stories and videos.
- Exchange contact information in the event someone is running late or lost.

SHOW YOUR TEAM SPIRIT

- In addition to any Walk Gear your team members earn, consider creating a team t-shirt or wear fun costumes, hats or buttons to show team pride.
- Bring noise makers to help raise awareness!

DESIGNATE A RALLY POINT

- Pick a location to meet your team at near the starting line before opening ceremonies.
- Establish a contact person, in case someone gets separated from your group at the event.



EVENT DAY TIPS

CHECK THE WEATHER

- Remind your team to dress for the weather! Sunscreen, comfortable shoes and/or layered clothing.
- We walk rain or shine, the event will go on!

ARRIVE EARLY

- Be sure to give yourself enough time to park and walk to the starting line in order to be on time. Be aware of your registration times.
- Arrive early to enjoy snacks, activities and entertainment for the whole family.

VISIT REGISTRATION

- Every participant will need to visit the registration desk upon arrival.
- Remind your team members to bring any pledge sheets with offline donations as well as a print out of their online totals.

TAKE PICTURES

- Capture your team's spirit in pictures that you can share with your teammates and Bladder Cancer Canada post-event.
- Share these pictures on social media after the event and be sure to tag @BladderCancerCanada and @bccwalk!

STAY SAFE

- Although most of our events are in local parks, we do not close any roads for the walks so routes may take participants along the sidewalks. If your route does follow a roadway, please obey all normal rules of the road.
- We ask that you please leave your inline skates, bikes, and scooters at home.



POST EVENT TIPS

THANK YOU NOTES

- Send notes to your donors and team members thanking them for their participation and fundraising efforts. You can use your Participant Centre to help with these.
- Let them know how much was raised and why their donation is important.

LESSONS LEARNED

- Meet with your team to discuss what was great about the event and what can be improved for next year – both within your team and Canada Walks for Bladder Cancer.
- Tell us about your experience! Complete the post event survey and/or email walk@bladdercancer canada.org

FUNDRAISING TIPS

TAKE ADVANTAGE OF THE ONLINE FUNDRAISING TOOLS

- Once registered online as a participant, a personal fundraising page is automatically generated for you. We encourage everyone to visit their Participant Centre as soon as registration is complete and personalize your personal and team pages. You can set a fundraising goal for yourself and the team, upload pictures and tell your story through these pages. Then once your pages are complete, you can send out emails to all of your contacts inviting them to join your team, donate to you or donate to the entire team. All team member's fundraising efforts will count towards the team goal.

MAKE THE FIRST DONATION

- Participants who make a self-donation typically raise double the amount compared to those who don't, so be the first to support your team. Your gift will show other donors and your teammates that you are dedicated to the cause and excited to raise funds.

ASK FOR DONATIONS FROM THOSE THAT YOU SUPPORT ALL YEAR LONG

- Dry cleaners, accountants, doctors, hair stylists and dog walkers appreciate your business and may be willing to support you.

FOLLOW UP IS KEY - ASK, REMIND, THANK, REPEAT

- We all have busy lives, and sometimes emails get lost in the shuffle. Sending out a reminder to friends and family to let them know you still need their support may motivate them to take action and donate! Ask one person per day to donate. No gift is too small!

10 FUNDRAISING IDEAS

1. Community/Team garage sales are a great way to help with spring cleaning AND fundraising.
2. Host a trivia night at a local bar and have participants pay to play.
3. 50/50 Raffle - half to the winner and half towards your team's fundraising efforts.
4. Organize a board game tournament - everyone has a favourite game!
5. Organize a pancake breakfast and ask local sugar shacks to donate maple syrup.
6. Mystery box or gift basket raffle - put one together and sell tickets!
7. Coordinate a bottle drive - set up large bins at your condo, apartment or townhouse complex to collect empties wine and beer bottles for the refundable deposit.
8. Find out if your company has a matching gift program and ask to use it.
9. Organize a bake sale or craft sale.
10. Organize a jeans day or jean Fridays at work, with a donation to participate.



FREQUENTLY ASKED QUESTIONS

IS THERE A WALK IN MY COMMUNITY?

Our “Walk Where You Are” format means that, no matter your location, you can help raise money for Bladder Cancer Canada. Check out the ‘Find a Walk’ page on bccwalk.ca to see all of our local in-person walking events.

IS THERE A REGISTRATION FEE?

There is no mandatory registration/entry fee, unless you would like to participate in our Incentive Program, in which case there is a fee of \$25 to be eligible.

There is no minimum donation, however we do ask that you register online and collect pledges from your family or friends using your online Personal Page. A great way to start your fundraising efforts is to make a self-donation for any amount!

WHY IS THE WALK OVER 2 DAYS?

Our event is flexible to offer participants an option of when to host their walk and to accommodate for weather.

For a full list of answers to our Frequently asked questions, click [HERE](#)

