



**NAVY RUN
PEER TO PEER
FUNDRAISING
TOOLKIT**



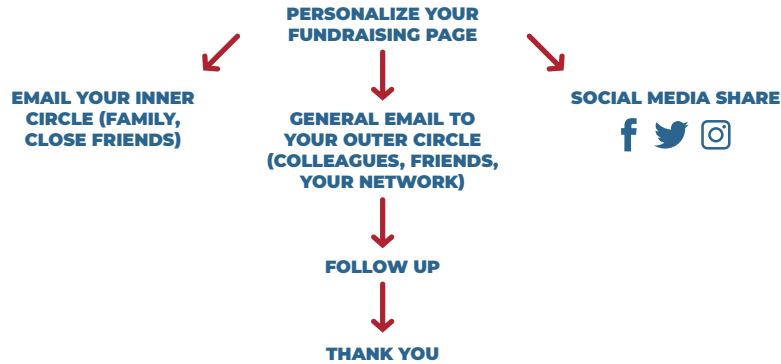
NAVY RUN PEER TO PEER FUNDRAISING

Welcome to the Navy Run! Canadians and Canadian Armed Forces members will virtually run together to assist military members to adapt and overcome physical and/or mental health illness or injury through activity and joining a supportive community.

Thank you for joining us as a runner and a fundraiser. Let's make the most of this opportunity!

THE BASICS

When fundraising, the first step is to personalize your fundraising page and to explain your "why." Then you can choose how you want to reach out to your network based on your comfort level. Remember to always follow up and thank your supporters!



STEP 1: PERSONALIZE YOUR PLEDGE PAGE

1. Open the [Navy Run Race Roster](#) page
2. Once you've signed in, click "Menu" at the top right corner
3. Scroll down the menu and click "Share Fundraising Page". You will be directed to your fundraising page.
4. To the right, under your name and social media icons, click "Edit fundraising page." Set your fundraising goal, customize the text, and upload an image.

STEP 2: LEAD THE CHARGE. DONATE TO YOUR OWN CAMPAIGN

Your friends and family are more likely to donate to you if they see a donation has already been made. Donating to your own campaign also demonstrates that you are a serious champion of the Canadian Armed Forces community.

STEP 3: CONTACT YOUR INNER CIRCLE

Email your closest friends and family. Ask them to support you by donating to your page. Your Inner Circle could be 5-10 very close contacts. They will help your fundraising build some momentum. Because you know this group well, keep these emails personal. Remember to ask them for their financial support and include the link to your fundraising page.

STEP 4: SECOND GROUP. CLOSE CONTACTS.

Send an email to your close contacts, such as the rest of your close friends. Try to aim for 10-15 close contacts.

STEP 5: THIRD GROUP. YOUR EXTENDED NETWORK.

Send an email to your neighbours, co-workers, friends of friends, distant relatives, etc.

When reaching out to both of these groups, consider the following:

1. Explain your connection to the Canadian Armed Forces, why it's important to you, and how it has touched your life. This is the most important part of the message.
2. Write a sentence or two about the cause. Donations go to Soldier On. You can find more information about Soldier On at www.soldieron.ca. It is important to let supporters know where their money will go.
3. Make sure you are clear that you are looking for a financial ask. You can trade your donors donations for named training runs or a certain number of kilometers run. This is a great way to engage your network and make them feel included along your journey.
4. Include a link to your fundraising page.
5. Thank them for their time and support.

STEP 6: LET'S TALK SOCIAL MEDIA

Crafting the perfect post. When creating a post in support of your fundraising campaign, keep in mind the key components of an eye-catching post: good quality image or video, compelling but short narrative (this is your "why"), and a link to your fundraising page.

How to share your pledge page on social media:

1. Go to the [Navy Run](#) event page.
2. On the left, click "Donate to Participant"
3. Search for your pledge page by entering your first name OR last name OR email address in the search bar provided and hit the search icon
4. Once you've found your name, click the "Donate" button to the right
5. You will be directed to your fundraising page. On the right you will see three social media icons. Clicking one will allow you to share your fundraising page on that platform.

STEP 7: FOLLOW UP

The average person receives about 120 emails per day and sometimes messages get lost in our inbox. Don't be shy, follow up! You can use goals and impact milestones to follow up via social media and email.

Fundraising is about telling a story. Check out our Tools section for some incredible stories about the difference that fundraisers and supporters like you and your network have made.

STEP 8. SAY THANK YOU

While you rally the support of your friends and family, don't forget to say thank you. Once you've reached important milestones or your total fundraising goal, express your gratitude. After the Navy Run wraps up, check in with your supporters and let them know how much you appreciate them. This will go a long way in terms of gaining long-term donors who will want to support you year after year.

Soldier On

- Your support will help retired and serving military members to adapt and overcome physical and/or mental health illness and/or injury.
- Soldier On is the most direct way for Canadians to contribute to supporting the recovery, rehabilitation and reintegration of ill and/or injured members.
- Soldier On re-introduces members to an active lifestyle using a community-based delivery model and provides inspiration and motivation for women and men to overcome adversity through camaraderie, sports and creative pursuits.
- Thousands of members have been assisted through Soldier On since 2007.

FROM ALL OF US AT NAVY RUN, THANK YOU FOR RUNNING WITH US!