



Supporting youth mental health at



Team Captain Guide

RBC Race for the Kids 2018

Welcome!

Thank you so much for being an RBC Race for the Kids Team Captain! Did you know that team captains represent the smallest population of participants but raise a much greater percentage of online revenue? So pat yourself on the back for being a leader and champion for youth mental health!

This guide will help you to recruit an awesome team, spread the word about your race and keep your team members motivated from fundraising to finish line. Keep reading for fundraising tips and resources for you and your team.

Impact

Over the past 5 years, you've helped:

- ▶ Raise over \$9.6 million dollars in support of the Family Navigation Project at Sunnybrook
- ▶ Rally over 37,000 registered participants cross the finish line
- ▶ Navigate over 2,100 families through the Family Navigation Project
- ▶ Support young people dealing with addiction, anxiety, bipolar disorder, depression, eating disorders and OCD find the help they need, when they need it

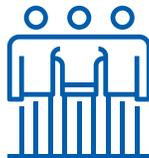
Learn more here: support.rbcraceforthekids.ca/impact

5 Ways to be a Great Team Captain



Be creative:

Build team spirit with custom matching t-shirts, hats or running accessories.



Be social:

Use your social media platforms to recruit team members, ask for donations and share your team's fundraising milestones. Use pictures for inspiration!



Be motivational:

Have a plan to meet your team's fundraising goals and celebrate milestones. Get your team together to talk about your fundraising or start a Facebook group for your team to share ideas, tips and tricks to meet your fundraising goals.



Be physical:

Plan some training runs together and your bodies moving so you're race-ready!



Be grateful:

Thank your team for all their hard work fundraising and training. Make sure they know how important they are!

Recruitment: How to Build Your Team

Aim to recruit a team of at least 10 participants made up of family, friends, coworkers or neighbours. A lot of families and young people are affected by youth mental health issues and will want to join your race!

Set team goals:

- ▶ Our team fundraising goal is \$ _____
- ▶ Our team wants to recruit _____ members
- ▶ Each member will raise \$ _____

Break it down:

- ▶ If you recruit nine people and each person (including you) raises the \$100 fundraising minimum, **your team can raise \$1,000.**
- ▶ If you recruit nine people and each person (including you) raises \$200, **your team will raise \$2,000.**

Key Tip:

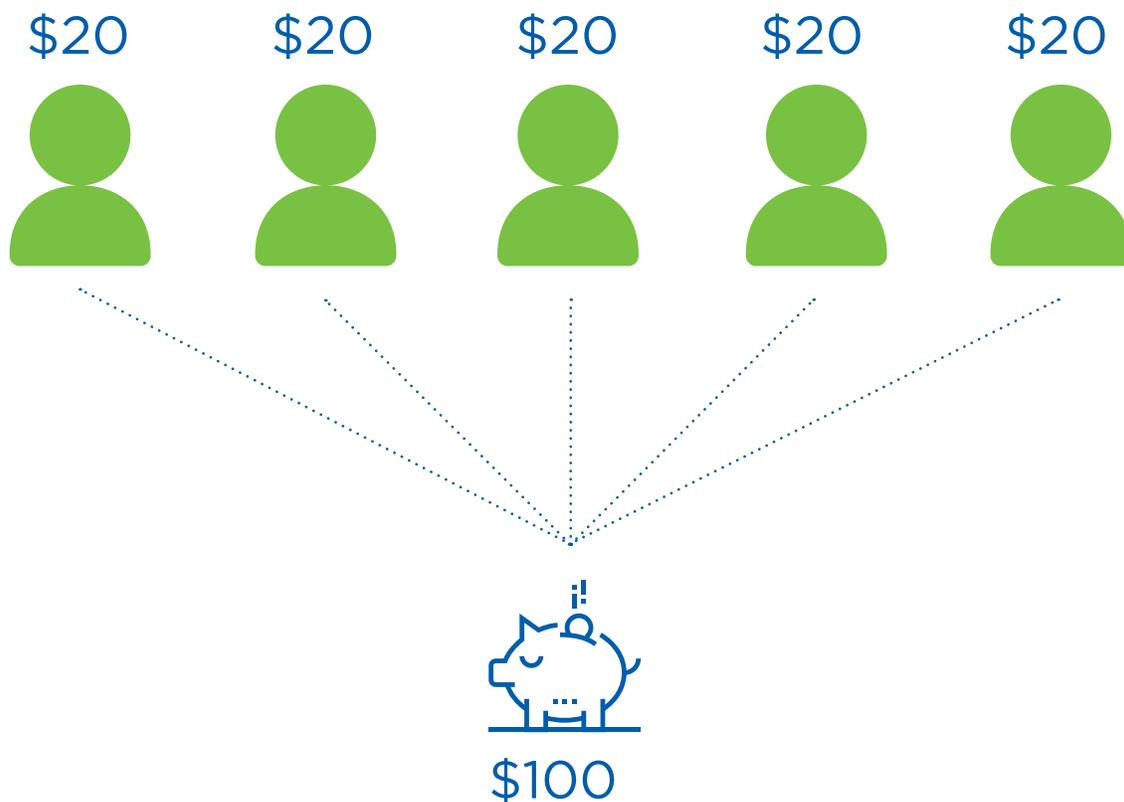
Be sure to share the importance of RBC Race for the Kids to raise funds to support youth living with mental health issues and their families.

Learn more here: support.rbcraceforthekids.ca/impact

Fundraising: How to Motivate Your Team

Each participant is expected to meet the \$100 fundraising minimum. Asking for donations will come easily for some people, but others may find it challenging. Here are some things to remind your team as they get started raising money for youth mental health:

Break it down: To raise \$100 you can ask 5 people for \$20 each



Key Tip:

If you don't ask you don't get. It's okay to hear 'No'. Remind your team members that it's okay to have a few people decline when they are asked to fundraise. It could turn out that four people say no to making a \$20 donation, but the next person asked will make a \$100 gift!

Team Captain Checklist

Recruitment

- ❑ Register your team online at rbcraceforthekids.ca
- ❑ Visit your Personal Fundraising Hub to customize your team page with photos and your story of why you are walking or running.
- ❑ Post on social media to ask your contacts to join your RBC Race for the Kids team.
- ❑ Send emails to recruit team members. Your Personal Fundraising Hub has templates you can use for inspiration.
- ❑ Phone or ask people to join your team in person!
- ❑ Hold a sign-up day at work or through a club you're part of to recruit more team members.

Fundraising

- ❑ Make sure your team is aware of the fundraising tools available on the website and in their Personal Fundraising Hub.
- ❑ Get together with your team to plan a fundraising event like a BBQ, car wash or bake sale.
- ❑ Take a team photo to use on your Team Page or social media.
- ❑ Remind your team why they are fundraising: As many as 1.2 million Canadian youth struggle with mental illness, yet only 1 in 5 receive the care they need. This is important work!

Motivation

- ❑ Remind your team about [fundraising incentives](#) and [promotions](#).
- ❑ Send a motivational email to your team to remind them they are doing a great job and ask if they need help or support.
- ❑ Plan a training run/walk with your team for the chance to get together and get active!
- ❑ Celebrate your fundraising milestones.

Race Day

- ❑ Race Kit Pickup starts on September 10, 2018. You can pick up your teams Race Kits or members can do so individually. Visit the [website](#) for more info.
- ❑ Set a plan on where your team will meet on Race day to get hyped for the walk/run.
- ❑ Bring all cash and cheques with you to drop off on-site. Remember to complete your [pledge form!](#)
- ❑ Snap a team selfie at the finish line and share on social with #WhyIRunTO and #RBCRacefortheKids

Post Event

- ❑ Post photos on social media and share your fundraising and race success.
- ❑ Continue to ask for donations and remind your team to do the same. Fundraising is open until October 2, 2018.
- ❑ Send thank you cards or emails to your team members and donors.

Team Captain Tool Kit

Spread the Word:

[Download and print](#) posters then spread the word in your community. Be sure to get permission first!

- ▶ Education: colleges, universities, high schools and middle schools
- ▶ Activities: sports associations, gyms, athletic clubs, yoga studios
- ▶ Health: clinics, dental offices, spas, nutritionists, therapists
- ▶ Community: libraries, community centres, churches, synagogues, mosques or other places of worship
- ▶ Youth: school PTAs, recreation centres, YMCA/YWCA, Boys & Girls Clubs

Sample Social Posts:

Here are some sample social media posts to help recruit your team. Be sure to include a great photo!

Facebook

Be part of something amazing! Join team [team name] for RBC Race for the Kids and step forward for youth mental health! Funds raised support the Family Navigation Project @Sunnybrook

Instagram

Be part of something amazing! Join team [team name] for RBC Race for the Kids and step forward for youth mental health! Funds raised support the Family Navigation Project @Sunnybrook
#WhyIRunTO #RBCRacefortheKids #race #run #runTO #fun #personalbest #mentalhealth #youthmentalhealth #familynavigationproject #sunnybrook #toronto #the6ix

Twitter

Be part of something amazing! Join my team for RBC Race for the Kids and step forward for youth mental health! #WhyIRunTO #RBCRacefortheKids (140 Characters)

Downloadable Forms:

Child and Youth Waiver: support.rbcraceforthekids.ca/waiver

Offline Pledge Form: support.rbcraceforthekids.ca/pledgeform

RBC Race for the Kids Poster: support.rbcraceforthekids.ca/poster