

Grab your capes and crowns!

SASC

VIRTUAL HALLOWEEN FUN RUN!

SATURDAY, OCTOBER 23, 2021



Run,
Walk
or Roll
5k to
Support
Survivors.



sasc

SEXUAL ASSAULT
SUPPORT CENTRE
OF WATERLOO REGION

Participant Toolkit



Participant Toolkit



THANK YOU!

Thank you for signing up for SASC's Virtual Halloween Fun Run! In this toolkit, we hope to share some fundraising tips and tricks that will make your role as a participant fun and simple. Read below for some ideas on how to best engage your networks!

FUNDRAISING TIPS

1**Set a SMART fundraising goal, if you haven't yet.**

Make it specific, measurable, attainable, realistic and timely. Establishing a goal will allow people to track your progress, and allow donors to see how much their donation helped you toward reaching your goal. If you reach your goal far before our fundraising campaign is over, you can always increase it! We encourage each participant to raise at least \$100.

2**A strong page name goes a long way.**

Grab attention from the second someone lands on your fundraising page. Have fun with our Halloween theme and try something like "Will Wonder Woman Raise \$1000 for SASC?", or "Chasing The Boos Away For SASC".

3**Use photos and videos.**

Photos and videos are great for connecting with people. Sharing photos and videos related to your fundraiser gives people a way of visually connecting with the cause and will help increase the amount of donations you receive. You can post a picture in your costume, or share a childhood Halloween pic to grab the attention of your networks!



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FUNDRAISING TIPS CONTINUED...

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Share your "why".

Sharing your personal connection to the fundraiser helps others connect with the cause, and provides motivation for them to donate. To craft a hard-hitting page description, ask yourself why you're participating, why this cause is important to you, and what the impact of the cause is on survivors and our broader community.

5

Make the first donation.

Start your fundraiser by donating yourself! Even donating the first \$5.00 or \$10.00 can set the tone and create momentum for future donations.

These tips are adapted from Canada Helps' "Fundraising Tips For Participants" Guide

ON YOUR MARKS, GET SET, FUNDRAISE!



Time to make the ask!

Send the link to your Canada Helps fundraising page via email, text, or post it on social media to let folks know you are fundraising for SASC. Mention your participation at Zoom gatherings and socially distanced visits! Don't be afraid to follow up via email or personal message if people don't respond right away.



Spread the word online.

Share on social media. Once you've made the initial ask, don't forget to keep posting as a way to keep your audience engaged. Ideas include: sharing photos, fundraising milestones, or even reposting announcements from SASC's Facebook, Twitter or Instagram pages (@sascwr). Don't forget to use our hashtag #SASCFunRun.

Continued...



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ON YOUR MARKS, GET SET, FUNDRAISE!



Hold mini challenges

Offer fun challenges that you will complete at certain milestones. Maybe you will wear a silly costume to the virtual run at \$500 raised, or dye your hair "SASC purple" at \$1500 raised. The choice is yours!



Don't forget to say thank you!

The most important thing you can do while you are fundraising is letting your donors know how much you appreciate them. While SASC will thank donors, taking time to personally thank your family and friends - and to share updates on your personal fundraising results - can be a great way to show extra gratitude.

Don't forget to use our hashtag #SASCFunRun

PLAN YOUR ROUTE!

The best part of participating in a virtual run? You get to choose your own route for Run Day! Here are a few links containing information about beautiful local trails that might interest you!

- [City of Waterloo](#)
- [City of Kitchener](#)
- [City of Cambridge](#)
- [Woolwich](#)
- [Wilmot](#)
- [Wellesley](#)
- [North Dumfries](#)

The logo for SASC (Sexual Assault Support Centre of Waterloo Region) features the letters 'sasc' in a white, lowercase, sans-serif font inside a purple circle.

SEXUAL ASSAULT
SUPPORT CENTRE
OF WATERLOO REGION

A cartoon illustration of a superhero woman with brown hair, wearing a blue top, purple cape, and purple skirt with a yellow lightning bolt. She is flying in the air.

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PRIZES AND PERKS!

One of the big advantages of signing up to participate in the #SASCFunRun is the opportunity to win amazing prizes. Thanks to our sponsors, those who raise \$100 by October 1st, 2021 will automatically be entered into a draw for a Fitbit Charge 4! We'll announce the winner during our Facebook Live Launch on Run Day! That's not all - we'll have challenges along the way for chances to win more fun prizes.

Another great perk - anyone raising \$100 or more by October 1, 2021 will receive a run kit filled with goodies (a running bib, tote bag, candy and more). We will send details on picking up your run kits in October.

FACEBOOK GROUP



New this year: a private Facebook group! Participants will be able to join and share what they are doing to prepare for Run Day, connect with other participants, and ask questions. Join us here: <https://bit.ly/sascfunrungroup>

CONTACT US

We are here to make your fundraising experience a pleasant one! Please contact Laura Hill, Development and Communications Coordinator, should you require any support setting up and sharing your fundraising page, or with other aspects of this event.

Email: donations@sascwr.org
Phone: 519-571-0121 ext. 112



VIRTUAL HALLOWEEN FUN RUN! SATURDAY, OCTOBER 23, 2021

Offline Pledge Form

Participant Name: _____

Tax receipts are available for donations of at least \$20

Please email donations@sascwr.org to arrange for drop off of cheques/cash

Donor Name	Donor Address	Donation Amount (\$)
1. _____	_____	_____
2. _____	_____	_____
3. _____	_____	_____
4. _____	_____	_____
5. _____	_____	_____
6. _____	_____	_____
7. _____	_____	_____
8. _____	_____	_____
9. _____	_____	_____
10. _____	_____	_____



CONTACT:

Laura Hill, Development and Communications Coordinator
donations@sascwr.org / 519-571-0121 ext. 112