



**ONE WALK.
ONE GOAL.
ALL CANCERS.**

ONEWALK FUNDRAISING FUNDAMENTALS

- 1** *Set up your personal page online*
Share your story. Upload your picture. Tell people about your progress! You'll be driving people to this page to get online donations. You want it to represent who you are!
- 2** *Set your goal high!*
Challenge yourself to surpass the minimum! You can do this and you're not alone! Together, we're conquering cancer.
- 3** *Get your first donation today!*
Get the ball rolling! That first donation is a feeling you'll never forget and motivates you to make a difference. Start NOW. Ask someone you're sure won't say no.
- 4** *Send an email to everyone you know!*
Friends, family, co-workers, everyone! Reach out and tell them why you're taking on OneWalk. We'll make it even easier for you. There are pre-written emails waiting for you in your Walker Portal. Now you have no excuses.
- 5** *Use Technology to share, share, share.*
Login to your Walker Portal and download your online fundraising tools!
- 6** *Create a list of people who might donate.*
Take action on your to-do list! Write down the names of the people and businesses that are part of your life. Take the time to speak to them face-to-face about the importance of OneWalk.
- 7** *Repeat, remind and rewind.*
Your friends are busy! Remind them to donate! Most people need to be reminded a few times before they find the right moment to complete a donation.
- 8** *Say THANK YOU*
Those are two powerful little words. Thank your donors personally, and then through emails, and on social media. They will LOVE the recognition and feel that your journey is now theirs as well.

SHOPPERS DRUG MART **OneWalk**
TO CONQUER CANCER
PRINCESS MARGARET CANCER CENTRE

HINTS ON HOW

Face-to-Face Meeting

Asking a potential donor for a contribution in person is always more impactful.

Team Up!

Send a quick email alerting friends, family and co-workers that you've registered for OneWalk and invite them to join your team!

Bring OneWalk to Work

Encourage co-workers to contribute or join your team! Many companies also offer donation matching programs. You won't believe how eager your work-family will be to support you!

Reach Out to Your Coaches

For ANY reason! If you need inspiration, suggestions, tools, or someone to just brainstorm with—CALL, EMAIL, send a smoke-signal!

We want to hear from you!

**Get
Started
Now!**

ONEWALK.CA
416.815.9255

Believe It.
WE WILL CONQUER CANCER
IN OUR LIFETIME

The Princess Margaret
Cancer Foundation UHN

The Campbell Family
Cancer Research Institute
AT PRINCESS MARGARET CANCER CENTRE

Founding Partner



National Title Sponsor

