



**Fight cancer. Together.**

## **MAKE YOUR FIGHT MATTER IN 5 EASY STEPS**

Cancer is the leading cause of death in Canada, responsible for 30% of all deaths. The last year has presented a unique set of challenges affecting cancer patients in countless ways. Supporting world-class researchers at the Segal Cancer Centre—recognized internationally for its groundbreaking cancer treatment and research achievements—is essential. We can't get there alone—we need your strength and commitment now more than ever. Together, we have the power to win this fight.

Here's what **you** can do right now:

### **1. RIDE or WALK**

Ride (or walk) like the wind!

- Ride 54, 80 or 108 km, or walk 6 or 10 km on July 6.
- Meet up with other participants putting the pedal to the metal. Let's fight together! Whatever distance you ride or walk, your donors will admire your courage and initiative to challenge yourself and fight cancer!

### **2. EMAIL EVERYONE YOU KNOW**

Registration complete? Visit your personal page, where you'll find several helpful email templates to send your contacts. Every email contains a link to your personal page, so friends and family can donate directly to your fundraising. Here's how you can sweeten the deal:

- Make it personal. Add **your story** about why you've committed to helping the Jewish General Hospital Segal Cancer Centre and inspire your donors to support you.
- After reaching out, follow up with a phone call to each person you've emailed and ask for a donation.
- After they've donated, say thank you. Feel free to use the pre-written emails available on your personal page!

### **3. CREATE A LIST OF POTENTIAL DONORS**

Who can you invite to join the fight and help you reach your goal?

- Family, friends, colleagues, and any other people you interact with frequently are great to start with.
- Try listing out everyone, from every aspect of your life, to get an idea of how many people you can reach.

#### **4. EXPAND YOUR GIVING CIRCLE**

Why not challenge yourself to meet new supporters? Reach people you've never met:

- Ask everyone you email to forward your donation request to their friends and family.
- Use your social media platforms to share why you're riding and encourage people to support you by sharing your story on their pages.
- You can also ask family and friends to distribute donation forms for you and talk to people they know about supporting your Ride!

#### **DOWNLOAD THE OFFLINE DONATION FORM**

Available on your personal page to share widely with your circle!

#### **5. FACEBOOK FUNDRAISING**

Have you heard that Facebook now offers fundraising in Canada? Facebook Fundraisers are a great way to help you get your social network in gear for your Ride.

Download our guide to Facebook Fundraising, also available on your personal page.

#### **NOW GET GOING – TOGETHER, WE WILL WIN THIS FIGHT!**

Through your epic achievements, we can fuel more research for cancer treatment.