



Capes for Kids Team Captain Guide

Thank you for joining forces with the heroes of Holland Bloorview! Together, we can be a powerful team of heroes for childhood disability.

Where can you wear your cape?

Wherever you want! To the mall, the movies, dinner with your family, lunch with colleagues, a meeting with your boss! The more places you commit to wearing your cape, the more your friends and family will support your fundraising effort.

Here are some helpful tips on how you can grow your team and reach your goal, all while having a fun time with friends!

Step 1: Recruit your Team

- **Email your personal contacts** to let them know you are fundraising and invite them to join your team! Tell your friends and family why you're supporting Holland Bloorview, and why Capes for Kids is important to you. And tell them that when they fundraise they will get to wear a cape!
- **Invite colleagues at work to join.** Can you send out a company-wide email to invite everyone to join your Capes for Kids team? Let them know they will have the opportunity to join you in wearing a cape to work from March 5-11! You might also be able to make an announcement at your next staff meeting.
- **Recruit a co-captain:** This allows you to split the workload, broaden your network and strengthen your team.
- **Promote through an open ask on social media.** Share widely that you are recruiting for a Capes for Kids team – you may be surprised by who joins you!

Step 2: Communicate With Your Team

- **Send a weekly email** to your team with fundraising updates (pro tip: emailing on the same weekday every week allows you to track goals week-to-week). Here are some other topics you can write about:
 - Congratulate your top fundraiser OR the person with the most donors for the week, then challenge your teammates and encourage someone to get the top spot next week! Come up with a fun and inexpensive way to say thanks (e.g., a free coffee or a small trophy they get to keep for the week.)
 - Share an update on reaching your team fundraising goal. How close are you to reaching your team goal? How much money do you need to raise to get 10% closer? Set a goal for the coming week and challenge your team members to reach it.
 - Encourage every team member to ask at least five new friends/family for support each week, or to follow up with people who haven't yet responded.
- **Send a welcome email** to your whole team every time a new member joins. It's nice to hear when someone new has joined. It's also a great opportunity to remind your team to keep asking others for support, and to share any helpful updates.
- **Pull content** from the website to inspire and motivate - <http://capesforkids.ca/> or direct from HollandBloorviewFoundation.ca
- **Use social media to congratulate** team mates on meeting fundraising benchmarks (and spread the message)!
- **Reach out to team mates** who are behind in their goals – ask how you can help.

Step 3: Plan for Fun

- **Have a kick-off party!** This is a great way to get your team excited and engaged. Motivate your team by reminding them about what the money they are fundraising for will do for kids, teens and parents at Holland Bloorview. You can also share fundraising tips that have worked for you and answer questions about how to fundraise or how to personalize their fundraising page
- **Get competitive!** Challenge your team mates to see who can raise the most and offer a fun prize for the winner.
- **Host a cape making party!** Plan a day in late February / early March when your team can get together to make their capes. You can provide snacks, art supplies for cape decorating, and take pictures for your team page.
- If you have more time and energy, here are a few additional ideas for having some fun and raising more money with your team:
 - Help each of your team members with their fundraising. Offer to help them identify friends and family who they can ask for support, import their address book and send emails asking for donations, and follow-up by email or in person.
 - After Capes for Kids ends, it's a great idea to get your team together one last time. Celebrate what you accomplished as a team, share your favourite moments with each other, thank everyone for their contribution, and take note of successful fundraisers.

Questions? We're here for you.

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