

COLLECT  MOVE  
FOR THE CAUSE

# CAPTAIN'S GUIDE

## GET YOUR CO-WORKERS INVOLVED!

**The Pink Tour** is a corporate **fundraiser** involving physical activity that takes place from May to October. The goal is to provide free support services to people affected by breast cancer and their loved ones. The event is **open to everyone**, whether you haven't worn running shoes in 10 years or you're a seasoned athlete.

## THE CAPTAIN'S ROLE

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As a captain, your responsibility is to create your corporate team's page and relay relevant information to your co-workers. You'll also be their contact person and the link to the Foundation's team.

You want to do more and have the soul of a mobilizer? We have a number of ideas and tools to help you rally your troops.

## WANT TO MOTIVATE YOUR CO-WORKERS?

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- 1 Create a **Pink Tour** committee or get an existing committee involved in your effort.
- 2 Identify a **messaging platform** (e.g., Slack, Messenger, Teams, Facebook group, etc.) commonly used by your group.
- 3 **Involve your co-workers** in your team's decisions, such as creating fundraising goals, your team's name, etc.
- 4 Find ideas for collecting donations by consulting the fundraising **ideas guide**.
- 5 Lead the conversation during the challenge by **encouraging your team** to share their achievements through the chosen communications channel.
- 6 Motivate your team by **making them aware** of the impact of their donations. Dedicated content will be sent to you by the Foundation.
- 7 Identify **common activities** to get motivated and accumulate minutes as a group.
- 8 Regularly remind your team of the **prizes** to be won.

## BUSY TIME OF YEAR?

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No problem! You and your team will choose the best time to complete the challenge between May 16th and October 31st, 2022 (we suggest completing the challenge over a period of at least 30 days).

## TOOLS



Manager's  
Brochure



Activities  
Calendar



Fundraising  
Ideas Guide



Promotional  
Material

## DETAILS

**Registration cost:** \$25 per participant (eligible for a tax receipt)

**Minimum amount of funds to raise:** There is no minimum.

**When:** Between May 16th and October 31st, 2022

**Where:** 100% online at [pinktour.ca](https://pinktour.ca)

\* **Participation prizes:**

- 1 Individual prizes:** All participants who have raised a minimum of \$300 will automatically be entered in the draw to win a pair of tickets for the **2023 National Bank Open** or a **Spiaggia Rosa inflatable paddleboard** from Sun Vibes SUP.
- 2 Group prizes:** All corporate teams that have raised a per-participant average of at least \$300 will automatically be entered in the draw to win a **culinary team activity** with chef **Hugo Saint-Jacques**. A **kitchen kit** from ZWILLING will be drawn between the team's participants in the activity.

## SEVERAL POSSIBLE FUNDRAISING SCENARIOS

When it comes to raising funds, there are many possible strategies.

A team of **25 participants could set an individual goal of \$300/participant** for a total of \$7,500.

This same amount could also be raised with an ambitious team goal of **10 participants raising \$750 each**.

There are many different ways of going about it and you're only limited by your imagination and your ambition.

**HAVE AN IMPACT ON THE QUALITY OF LIFE OF PEOPLE WITH  
CANCER BY RALLYING YOUR COLLEAGUES.**

\* Certain conditions apply. Visit [rubanrose.org/en](https://rubanrose.org/en) for more information

**HAVE QUESTIONS  
OR NEED PERSONALIZED SUPPORT?  
CONTACT OUR TEAM**

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Quebec  
Breast Cancer  
Foundation