



JOIN THE
**TODAY
WE PLAY**
CHALLENGE

An Easy, 30-Day Fitness
and Fundraising Challenge

Team Captain Toolkit



RIGHT TO PLAY

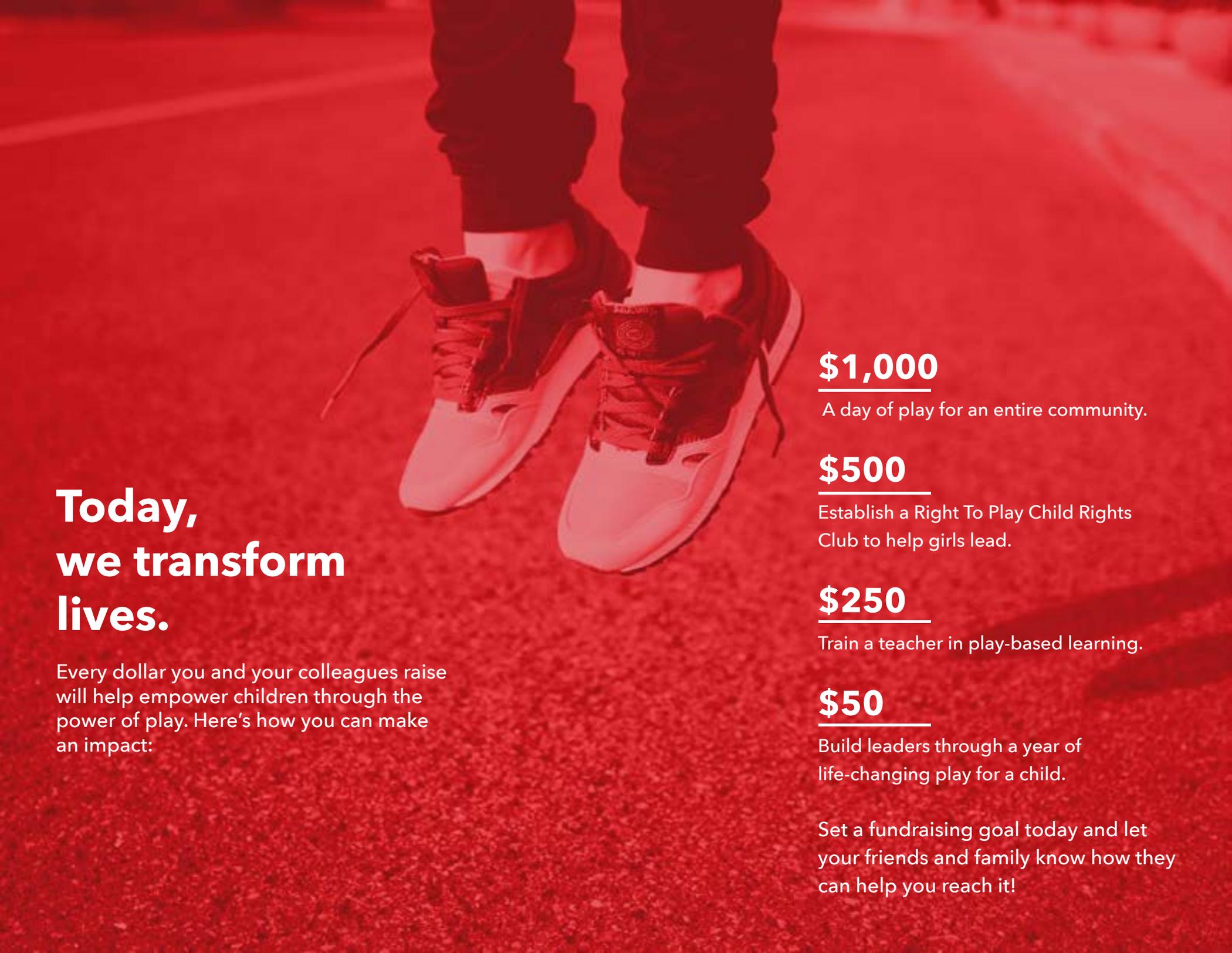
GIVE THE POWER OF PLAY.

It's time to get active, have fun and raise funds to educate and empower children across the globe! The Today We Play Challenge is a 30-day fitness and fundraising challenge in support of Right To Play.

Right To Play uses play in all of its forms - games, creative play, sport, free play - to improve the lives of children and youth affected by conflict, disease and poverty.

When you register for the Today We Play Challenge, you're joining a team of passionate Canadians who are working together to change children's lives around the world and at home in Canada. Not only will you have the chance to get active and have fun with your colleagues, but the funds you raise will bring Right To Play programming to more than one million children worldwide!





Today, we transform lives.

Every dollar you and your colleagues raise will help empower children through the power of play. Here's how you can make an impact:

\$1,000

A day of play for an entire community.

\$500

Establish a Right To Play Child Rights Club to help girls lead.

\$250

Train a teacher in play-based learning.

\$50

Build leaders through a year of life-changing play for a child.

Set a fundraising goal today and let your friends and family know how they can help you reach it!



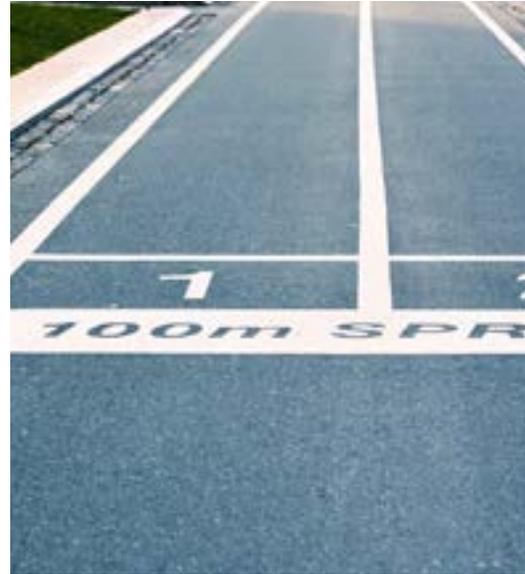
How To Lead a Successful Challenge

- 1. Start planning early:** We recommend two months ahead to give you time to promote the Challenge, recruit team members and ensure they set up their personal pages.
- 2. Decide on a team fundraising goal** and include it on your team page. Make your goal a bit of a challenge, but achievable enough to get your team excited.
- 3. Thank your participants!** As people join your team, send them a quick email to thank them for joining and helping the cause.
- 4. Create Incentives:** Work with other Team Captains and your company leadership to create additional motivation to encourage participation. For example, a day off work, lunch with the CEO, a trip to France - be creative!
- 5. Keep communicating:** Send periodic updates about the team's progress and encourage people to share ideas about what's working best.
- 6. Create friendly competitions** between employees, departments or floors.
- 7. Be your team's #1 fan!** Be supportive and send along words of encouragement to team members as you work together towards the goal.
- 8. Have fun!** The Today We Play Challenge is a great way to play at work! Enjoy it!

There Are Lots Of Ways To Play At Work!

Here are some Challenges your Team might take on:

- Daily Step Challenge
- Dance Break Challenge
- Staircase Challenge
- Squat Challenge
- Jump Rope Challenge
- Jumping Jacks Challenge
- Yoga Challenge
- Jogging Challenge



How To Get Started As A Today We Play Team Captain



Step 1: Visit www.righttoplay.ca/todayweplay and click Sign Up > Create New Account

Step 2: Select Your Company Location > Create a Team and complete the appropriate fields

Step 3: Fill in your contact information, create your username and password, and set your fundraising goal. Make sure to donate to yourself to get the ball rolling!

Step 4: Review your information and hit "Register me". Now it's time to customize your fundraising page by adding a title, video and/or image and personal message.

Step 5: Familiarize yourself with all the features on your page, then recruit employees to join your team and start fundraising!

Step 6: With the help of our great resources, let your fellow employees know about Today We Play - i.e. print out and post our Today We Play signs around your office, sign into your fundraising page and use our team recruitment email template, host a Lunch and Learn, post in company intranet.

Step 7: Direct interested participants to the team page and encourage them to read the Employee Toolkit.

Step 8: Ensure your teammates sign up under your team page, set their own fundraising goals and start fundraising early.

Step 9: Begin the Challenge.

Your Path To Fundraising Success.

Every fundraising campaign is different, but here are a few tips to get you started.

Get Off To A Good Start

- **Kickstart your goal with a donation of your own**

Other people are more likely to donate to your page when they see that someone has already contributed. Donating some of your own money also shows how committed you are to the cause.

- **Personalize your fundraising page**

Add your own text, pictures or video about your Challenge. Remember, your potential donors will be interested in the cause, but they're supporting you! Make sure you tell them why you are getting involved and what your connection to the cause is.

Spread The Word

Once you login to your Challenge page, you can send emails through the system directly to your contacts. We've prepared an email template for you, but we recommend customizing it for your contacts each time you send it out for best results!

Use social media to reach your networks with the click of a button. To send emails or post to Facebook, click the 'Fundraising' tab on the left sidebar of the page (make sure you're logged in to your accounts).

Sample Communication Plan:

Day 1: Email 5-10 very close contacts.

Day 2: Email 10-15 close contacts.

Day 3: Email anyone you're comfortable reaching out to.

Day 4: Promote via social media.

Know Your Audience

- Explain your connection to Right To Play, our work, and why it's important to you.
- Be sure to check out www.righttoplay.ca for inspirational stories you can share.
- Be clear to potential supporters about what you are looking for; make a direct ask for financial support. Don't forget a link to your fundraising page!
- Thank your contacts for their time and support.

Writing to Your Closest Contacts.

- You know your closest contacts better than anyone! If a short and sweet email with just one line works for them, go for it.





GET SOCIAL.

Success breeds success: When you post, tag those that have already donated and thank them - this lets your friends and theirs know that people are already donating to your page.

Set interim goals: \$200 by one week, \$400 by two weeks, etc. Use social media to update followers on your progress towards each goal, and ask for help to reach the next one.

Don't make every post an "ask": Share inspiring stories and stats about Right To Play, too! Sign up for our monthly newsletter and we'll email you great material to share.

Provide incentives: Offer your own small gifts to donors who helped you reach your goal. Or provide a raffle or prizes for certain giving levels.

Communication is key: Regularly share your fitness Challenge progress and connect with your teammates to see what's working for them

Follow Up & Say Thank You

- By setting interim goals, you create more urgency when you ask friends and family for support, and you give yourself a built-in reason to follow up.
- Reach back out to non-responders when you're approaching one of your interim goals. If you set a few goals, you can plan on sending a couple of follow up emails. Remember, people can easily miss or skip over your initial outreach!
- Make sure you send personalized emails to thank your sponsors for their support - not only will they know how appreciated they are, they'll be much more willing to support you again next year or spread the word to their contacts.



What You Receive:

- o Easy opportunity to integrate fitness into your work day
- o Plenty of handy resources, including:
 - o Email templates
 - o Right To Play one-pagers
 - o Sample social media posts
 - o Info sheets
 - o Online fundraising portal
 - o The chance to make an impact and have fun with your co-workers!

Check out all the resources at
www.righttoplay.ca/todayweplay

If you have any questions or need assistance, please don't hesitate to contact Todd Hogan at thogan@righttoplay.com or 416-203-0190 ext. 345

Thank You

We can't wait to support you and see you take on the Today We Play Challenge!

See your impact in action

