



# Corporate Team

## Manual

Thank you for creating a Corporate Team for the 2016 Walk & Run for *rare* and helping **Turn the Map Green!**

**Event date:** Sunday, September 25, 2016

**Event location:** Riverbluffs Park, Cambridge

**Event price:** FREE

**Check-in time:** 9:00 a.m.

**Route length:** 5km

# Register Today!

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The **2016 Walk & Run for rare** is our **seventh annual family-friendly event**, this year in support of **rare's Turn the Map Green** campaign. Kicking things off at Riverbluffs Park in Cambridge, participants will follow the trails along the Grand River to our **rare** ECO Centre where we will celebrate our achievements with a BBQ and entertainment.

## Nature trails with unique interpretive stops!

You can walk or run! Whatever you feel more comfortable with. The fun-run component will follow the Grand Trunk trail for 5km, and walkers will have the option to off-shoot onto smaller side trails where interpretive stops will be set up.



## Fun-Run in beautiful setting - trails for all abilities!

Walk or run along the beautiful natural setting of the Grand River and help us raise funds to support **rare** as it preserves a 900-acre+ Nature Reserve and creates a *Chain of Learning* that extends learning from scientists to the youngest of students with its goal to get *Every Child Outdoors!*





**THANK YOU !**

**100% of your fundraising efforts will Turn the  
Map Green!**

We consider ourselves lucky to be a part of a like-minded community – one that understands the importance of preserving this 900+ acre urban land trust and environmental institute, and of educating our community on the importance access to nature plays in our lives. While the goal of *rare* is to preserve its sites and ecosystems intact and in perpetuity, for the community to enjoy in a natural state, it also promotes the lands as a living laboratory for research. This research, in turn, informs restoration practices and education programs through a *Chain of Learning* that reaches even the youngest citizen in a program called *Every Child Outdoors* (ECO), a model of hands-on learning, in the out-of-doors.

**Turn the Map Green** is a grassroots effort to ensure the protection — in perpetuity — of more than 900 acres of environmentally sensitive lands, important for their role in a healthy watershed, providing drinking water for 40 million people. Because the goal of *rare* is to preserve its sites and ecosystems intact and in perpetuity, its first responsibility is to finish paying for the lands and ensure financial stability for their stewardship. Your support makes a difference and gets to the core of *rare's* vision. Of every dollar, 90% pays for the lands and 10% allows us to control invasives, maintain trails and train the next generation of conservationists. We can't do it without you!





Founded in 2001, the **rare Charitable Research Reserve** is a 900+ acre urban land trust and environmental institute situated at the confluence of the Grand and Speed Rivers in the heart of the Waterloo Region. It is also a beautiful and culturally-significant landscape rich in biodiversity. We strive to preserve the land for future generations by focusing on conservation, research and education.

We are working to develop strategic relationships with partners, sponsors and supporters in the local, national and international environmental communities. Together with the support of our partners, we will maximize our impact, expand our audience, and explore new opportunities for getting *Every Child Outdoors*, while training the next generation of environmental conservationists.



# Thank you for becoming a Team Captain for the 2016 Walk & Run for *rare*!

- Team captains motivate, inspire and encourage
- Fundraising energy is contagious, creating a team puts the FUN in fundraising and the dollars add up quickly
- Teams provide visibility for your company and the cause
- Cost effective way to promote fun, teamwork and community involvement at your workplace



## Corporate teams benefit everyone

- Raise money for a great cause while engaging in a corporate team building activity
- Banding together around a good cause increases workplace morale
- Increase your company's' visibility and image in the community for little cost
- Excite employees by sparking friendly competition between coworkers
- Recognize individual and team accomplishments
- Great opportunity to promote health and fitness amongst employees



## Register online

- Register yourself under one of the 2016 **Walk & Run for rare** pre-determined teams
- Email your colleagues the team registration info and link so they can easily join
- Set an internal goal for your colleagues and yourself
- Post motivating messages and photos on your personal fundraising pages



## Be Committed!

- Be the first to make a pledge! Supporters are more likely to donate if you have given
- Track and share your progress! The closer you get to your fundraising goal the more likely people will give you a little bit more to get that much closer to your goal
- Keep everyone, team members and donors, informed as you get closer and closer to your goal



## Recruitment

- Make it personal - ask someone you know loves the environment and children in nature
- The more the merrier – ask each of your colleagues to recruit two more people to join
- Create a written request for asking people to join your team– tell them why you decided to join, why they should join and what their participation will support



# Fundraise, Fundraise, Fundraise

- Registering online makes fundraising easy. Share your stories, pictures, and message with friends and family via email, and our online donation process makes it easy for your sponsors to support you
- Get social! Post a link to your personal fundraising page on Facebook, Twitter and Instagram asking your friends and family for pledges
- ASK! Start with your close friends and family then branch out - think about clients, suppliers, doctors, the delivery person, mechanics, or the waiter at the local watering hole

## Plan your ask

- Be prepared to tell your friends and family about the Turn the Map Green campaign, explain what **rare** is to you and what their pledge will be supporting
- Share your story of why you're participating
- Consider timing: why not ask on pay day?





## Put the FUN in Fundraising



- Host an event to get everyone excited about the cause- team energy is contagious
- Get together with friends, neighbours, or family and host a garage or bake sale, a BBQ, a golf tournament, raffle or 50/50 draw - have a great time while supporting a great cause!
- Create team hats or shirts with your company's information, make it fun and creative as well as promoting your corporate team



## Appreciation:

- Say THANK YOU to those who have helped you reach your fundraising goal!
- Let people know how much you appreciate their contributions as donations come in



**WALK  
& RUN**

*for*



# Steps for a Successful Corporate Team

1. Internally designate a team captain and name your team
2. Announce your companies participation and recruit team members
3. Organize a team meeting to determine fundraising goals and plan
4. Encourage everyone to recruit two more people
5. Motivate each other to strive to reach your fundraising goals
6. Share registration info and how others can support the team
7. Fundraise! Write a letter or send the link to donate online - ask anyone and everyone; at work, friends & family, use social media, or host an event
8. Keep it up! Maintain the fundraising momentum, communicate your teams goals loud and proud
9. Event day - hand out team identifier (hats, shirt), coordinate team photo, walk/run and have fun
10. Post event - THANK YOU to everyone who was involved in your team and who supported your team - wrap up party



**WALK  
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# Corporate Team Captain's Log

Name	Email Address	Phone Number	\$ Goal	\$Raised



**Set a Goal**  
**Track Progress Online**  
**Celebrate Accomplishments**

# Fundraise, Fundraise, Fundraise

## I'm going to ask...

### Family

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

### Friends

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

### Coworkers

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

### Club/Team/Church

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_



### Random

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_



**SHARE**  
Get Social- Share your  
personal and team  
fundraising page on  
your social media  
outlets



Charitable Research Reserve

\*\*\* Photo Copy this for each of your team members