

# Peer-to-Peer FUNDRAISING TOOLKIT

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# ABOUT THE TOOLKIT

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## INTRODUCTION

Join the Concussion Legacy Foundation Canada in our fight to create a world without CTE. CLFC supports athletes, veterans and all affected by concussions and CTE by promoting smarter sports and safer athletes through education, prevention, and research.

Together, we are raising funds and creating awareness to prevent and treat CTE.

This toolkit will help you launch your personal fundraising campaign for the 2023 Race to End CTE. Here, you will find instructions, helpful tips, sample emails, social posts, and more that will set you up for success!

Thank you for your support!

Register for the Race to End CTE [HERE](#).

Questions? Email Kalley Armstrong at [armstrong@concussionfoundation.ca](mailto:armstrong@concussionfoundation.ca)



# REGISTRATION INSTRUCTIONS

1. Click this [link](#) and select "Register" located on the right side of the page.
2. Sign in or create a new account through Race Roster.
3. Select the distance you'd like to run for your Sub-Event and fill out the registration details.
4. In the 'Teams' section, choose 'Yes, add this registrant to a team created by someone else.'
5. Choose 'Concussion Legacy Foundation Canada' from the dropdown menu. Then, select the team you are running for (ex. Team CLFC, Project Enlist Canada, etc.) from the new dropdown menu.
6. Enter your fundraising goal and share the story about why you are running. You can edit details later. Then, select 'Concussion Legacy Foundation Canada' as your preferred fundraising organization.
7. Agree to registration terms and select your own personal donation amount to CLFC to kickstart your fundraising.
8. Enter your payment information, submit your order, and share your fundraising page with friends and family!



# PLANNING YOUR CAMPAIGN

## Tell your Race to End CTE story

Your supporters are most interested in YOU! Communicate your cause. What makes the Race to End CTE special to you? What is your personal connection to our mission? Make it short and impactful.

## Set your goal

Setting a goal helps your supporters rally around your Race to End CTE fundraising mission! What do you want to accomplish? By establishing a goal around an impact, you'll have a real purpose that keeps your audience engaged. Don't be afraid to be ambitious! You'll be surprised by how easy it is.

- **\$5,000** | Ensures the [CLF HelpLine](#) can provide one-on-one support for the next 50 patients and families fighting suspected CTE with personalized medical referrals, peer support mentorship, support groups, and education.
- **\$2,500** | Helps facilitate 15 [Project Enlist](#) military brain pledges for our research teams in Canada.
- **\$1,000** | Facilitates in-person education and advocacy programming for 200 Canadian youth and supports our recently launched campaign, [Stop Hitting Kids in the Head](#).

## Select the best time

Allow yourself enough time to connect with ALL of your donors. However, a sense of urgency is essential when fundraising. We recommend that your campaign run for at least two weeks, but no longer than two months.

## Set up your fundraising page

To create your personal fundraising page, click [HERE](#).

- Set your individual/team fundraising goal
- Upload your individual cover and default photos (optional). Include personal photos when memorializing a loved one.
- Set your default fundraiser headline: e.g. "Thanks for visiting my fundraising page!"
- Tell your story: e.g. "Please help me support the Concussion Legacy Foundation Canada's Race to End CTE by making a donation through my page. (If an IMO page: We are raising money in memory of \_\_\_\_ )
- Your personalized page will appear, and you can always edit your page at any time. Make sure you get the word out!
- You will receive a confirmation email from Race Roster. Remember to KEEP this email which provides a quick link to your personal page.



# PLANNING YOUR CAMPAIGN



## STEP 1 LAUNCH YOUR CAMPAIGN

### Register

Register as an individual fundraiser or team captain [on our landing page](#).

### Donate

Be the first to donate to your campaign. Show your commitment and inspire others. [Donate here](#) and make sure to select your personal fundraising page.

### Get Social

Announce your campaign with posts and tag CLFC's social media platforms: @concussion.can and ask friends and family to share your posts.

### Email

Send emails to your entire network! Take the time to script a personalized message and make donating convenient by providing an option to send a check or wire.

### Ask for Support

You will find people are often honored to be included in your fundraiser.

## STEP 2 BUILD MOMENTUM

### "Friend-raise!"

Create your own social media posts or use the samples in this toolkit. Don't forget to include inspirational photos & video!

### Follow Up

Continue to update your network on your progress and follow up with additional social media posts and emails.

### Double It

Surpass your goal with Double the Donation! In every post or email, remind your donors of the opportunity to double their impact with a matching gift from their employer.

## STEP 3 THE FINAL PUSH

### Remind

Post and email a reminder to your contacts who haven't donated yet and let them know that time is running out!

### Update

Update all your donors with milestones. Often these people will give again when you are close to your goal!

### Reached Your Goal?

Increase it! Goals were meant to be crushed!

### Give Thanks

Each time a donor gives from your social media page, reply with a "thank you" comment or post. Call or mail a personal "thank you" to each person who donated.



# WHAT IS YOUR WHY?

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Kelly Dubs' personalized fundraising page told her story and raised **\$22,000 to End CTE!**

"I am teaming up with the Concussion Legacy Foundation in their first ever Race to End CTE in memory of my stepdad, Robert Allardice, West Point Class of '69. Please join us in our mission to End CTE by making a donation.

Dice played football and wrestled at West Point. In October of 1968 while playing for the West Point football team as a defensive tackle, Dice sustained three concussions in one week, followed by a broken neck the very next week. In 1996, the effects of the injuries that had taken away his dreams to serve his country began to manifest themselves more seriously. By his retirement in 2006 he was noticeably struggling, increasingly confused, and losing his ability to communicate. His disease progressed quickly, systematically stripping him of his quality of life.

During his courageous battle and before he lost his ability to communicate, he made the decision to donate his brain to the UNITE Brain Bank for research. Dice became the first known West Point graduate to have died with the disease known as Chronic Traumatic Encephalopathy (CTE), confirmed by Dr. Ann McKee and the research team at Boston University.

Dice was a man who believed that everyone he met held the potential to be his friend. He was bound by his ties to West Point and the members of the Long Gray Line. He lived Duty, Honor, Country every day. Integrity was how he lived his life. He was fiercely loyal and an honorable man. The effects of his injuries diminished his athleticism but not his patriotism; he never wavered in his love for West Point and his country. We know that he would have been the first to sign up to support any of his fellow classmates.

Please join me in honoring Dice's memory and support Team West Point in this year's Race to End CTE. Donate to our team here."





INSTAGRAM OR FACEBOOK  

## SAMPLE SOCIAL POSTS

### Post 1: Launch your campaign

I am thrilled to partner with @Concussion.can for the Race to End CTE! This virtual walk, run, or ride benefits CLFC's work to prevent and treat Chronic Traumatic Encephalopathy. The goal of the event is to raise awareness by honouring athletes and veterans we have lost to CTE while raising funds for CLFC's programs designed to #EndCTE. Please donate at the [link in my bio](#) [or insert link to personal fundraising page here]!

### Post 2: Build momentum

Did you know CTE is the only neurodegenerative disease that is entirely preventable? Research shows that every individual diagnosed with CTE has a history of head impacts, not just a few concussions, but thousands of repetitive head impacts over the course of many years.

I am raising awareness [\[personal reason/your WHY\]](#).

Please support our efforts! I am only [\[insert \\$ amount\]](#) away from reaching my goal! Click the fundraising link below to help me #EndCTE. [\[Insert personal fundraising link\]](#)

### Post 3: Final push

WOW! I am blown away by the support of everyone who is running or donating to help me #EndCTE. I still need your support to reach my goal of [\[fundraising amount\]](#) to help the Concussion Legacy Foundation Canada fund programs to raise awareness for CTE and those that will help prevent the disease for future generations of athletes. Please consider donating at this link [\[insert link\]](#), any amount helps!



INSTAGRAM OR FACEBOOK  

# SAMPLE SOCIAL POSTS

## Post 1: HelpLine

I am fundraising in support of an organization very close to my heart, @concussion.can to help fund concussion & CTE prevention, education, research, and support for patients and families. I am connected to this cause because [\[insert personal connection\]](#).

With your support, CLFC can continue to expand its programs and resources to serve and reach more people. One of the resources I am most passionate about is The CLF HelpLine – which supports patients and families by providing personalized help to those struggling with the outcomes of brain injury. The CLF HelpLine has helped more than 4,300 patients and made 225 mentorship connections since 2019.

Please consider donating here [\[insert link\]](#) to help support The CLF HelpLine grow to serve more patients & families, expand its continuing education programs for healthcare providers, and strengthen its services to include support groups and a more interactive community so people can recover together. Thank you for your support!





INSTAGRAM OR FACEBOOK  

# SAMPLE SOCIAL POSTS

## Post 2: Stop Hitting Kids in the Head

Did you know? Any future high school, college or NFL player who starts tackle football at age five will have 10 times the odds of developing CTE than if he had started at 14. Research shows the risk of CTE increases by 30 percent each year of American football played, meaning it doubles every 2.6 years.

I am passionate about this cause because [\[insert personal connection\]](#).

With YOUR support @concussion.can can grow its educational programs in efforts to create a world without CTE. The mission to #EndCTE is urgent – in order to prevent the disease, we must Stop Hitting Kids in the Head. The goal of this campaign is to convince every sport, especially football, soccer, and rugby, to eliminate repetitive head impacts under age 14.

Please consider supporting me in efforts to help #EndCTE for our future generations. [Link here](#) to donate!

## Post 3: Project Enlist

I'm so excited to partner with @Concussion.can to raise awareness in the military community to help #EndCTE. I am passionate about this cause [\[insert personal reason\]](#).

CLFC's Project Enlist Canada aims to serve as a catalyst for critical research on Traumatic Brain Injury, CTE, and PTSD in military veterans. Brain bank research is essential in developing effective treatments for TBI, CTE, and PTSD so we can protect and support the heroes who courageously fight for our nation.

Please consider donating here, [\[insert fundraising link\]](#) to help the warriors who have put their life on the line for us and our freedom!





# SAMPLE EMAILS

## Email 1: Stop Hitting Kids in the Head

Dear \_\_\_\_\_,

[Stop Hitting Kids in the Head!](#) Join me in the fight for a world without CTE, by helping to end this preventable disease. The effects of CTE have personally affected [\[me/my team\]](#). [\[Your story here\]](#).

Our mission to End CTE is urgent. We need your support to reach our goal: to convince every sport, especially football, soccer, and rugby, to eliminate repetitive head impacts under age 14 by 2026 so we can eradicate new cases of CTE. With your support, we can save lives and champion concussion safety without compromise! Research tell us that for every year a child plays American football, their risk of developing CTE increase by 30%.

Let's finish the mission together - Ending CTE and promoting smarter sports and safer athletes through education and innovation.

Visit my personal fundraiser at [\[insert fundraising link\]](#) or please make check payable to 'Concussion Legacy Foundation Canada' and mail to:

Concussion Legacy Foundation Canada  
4 Parkman Place  
Westmount, QC H3Y 2L5

Please be sure to include my name in the note!



# SAMPLE EMAILS



## Email 2: CLF HelpLine

Hi \_\_\_\_\_,

My Concussion Legacy Foundation Canada (CLFC) fundraiser is building momentum! With [x] days left, I'm [insert \$ amount] from meeting my goal. CLFC is important to [me/my team] because [your story here].

The [CLF HelpLine](#) provides personalized support to those struggling with the outcomes of brain injury including concussions, post-concussion syndrome, and suspected CTE. Offering medical and educational resources, 1:1 mentorship, and peer support groups, this interactive community provides patients and caregivers an inclusive, safe setting to recover together.

With only 4,500 benefitting from the HelpLine thus far, there is an immediate demand to boost our reach. Increasing visibility and expanding programs for healthcare providers, mentorship, and peer support groups will support more patients and caregivers in 2023 and beyond.

With your help, we can strengthen services and grow this unique, vital resource that changes lives. With just a few days left, please strengthen our impact. Visit my personal fundraiser at [\[insert fundraising link\]](#) or please make a check payable to 'Concussion Legacy Foundation Canada' and mail to:

Concussion Legacy Foundation Canada  
4 Parkman Place  
Westmount, QC H3Y 2L5

Please be sure to include my name in the note!



# SAMPLE EMAILS



## Email 3: Project Enlist

Dear \_\_\_\_\_,

I'm fundraising for a nonprofit organization close to [my/my team's] heart, the Concussion Legacy Foundation Canada (CLFC). [Insert your story here]

Your gift to CLFC directly supports [Project Enlist Canada](#) and [Operation Brain Health](#). These programs provide strategies, tactics, and treatments that can help veterans lower their risk of depression and suicide. Project Enlist is fighting to prevent veteran suicides, creating a culture of brain donation within the military community by encouraging service members and veterans to pledge to donate their brains to the UNITE Brain Bank.

Brain bank research is an essential step in developing tests and treatments so we can protect and support the heroes who courageously fight for our nation.

We know CTE does not just affect the individual; it also impacts spouses, parents, and children. With your help, CLFC will provide support to military families so they stay together longer, live with dignity, protect their finances, and minimize the emotional impact on their children.

Please help me support CLFC. I've reached [%] of my goal! Donate here: [\[insert fundraising link\]](#).

Or please make check payable to 'Concussion Legacy Foundation Canada' and mail to:

Concussion Legacy Foundation Canada  
4 Parkman Place  
Westmount, QC H3Y 2L5

Please be sure to include my name in the note!





# THANK YOU!

## Questions?

We're happy to help! Email Kalley Armstrong at  
[armstrong@concussionfoundation.ca](mailto:armstrong@concussionfoundation.ca)

