

Weekend CircleforHope Checklist

First Things First

- **Customize Your Personal Page** ●●
Did you know that participants who personalize their Personal Page and send emails through their Participant Centre raise an average of 22% more than those who don't? Share your story and upload an inspirational photo! Compel donors to contribute by explaining how women's cancers have touched your life and the commitment of time and energy that you're putting into preparing for your Weekend journey.
- **Use Your Participant Centre and Send Your First Email** ●●
Take advantage of the amazing tools your Participant Centre offers! Import your email contacts, send customized sample letters, track your responses and thank your donors! Returning Walkers—remember to thank your 2010 donors and ask them to support you again!
- **Fundraise Your First \$500 in 30 Days** ●●
Jumpstart your fundraising by taking on our \$500 in 30 Days Challenge! Follow our simple steps to reach mini-milestones, and watch the donation dollars come pouring in. Once the momentum gets going, there will be no stopping you!
- **Start Earning Hope Fundraising Credits** ●●●
Recruit new Walkers and reach key fundraising thresholds to earn \$100 Hope Credits towards your fundraising goal!

Activate Your Social Network

- **Add the Weekend Email Badge to Your Signature Line** ●●
Upload the email badge from your Participant Centre to the signature line of your personal and professional accounts. Not only will your contacts be able to track your fundraising progress, but they'll be able to donate to you online. Invite friends and family to attach your badge to their signatures as well with a simple prompt to "Support my daughter's/sister's/friend's journey!"
- **Facebooking Forward** ●●●
If you're not a member of Facebook yet, join! Meet other Walkers in your area and receive notifications on upcoming Weekend events by liking The Weekend Page on Facebook. Download our special Facebook Application and utilize Status Updates to let others know about your Weekend goal and drive a whole new audience of potential donors to contribute.
- **Download the iPhone Application** ●●●
Use our new Weekend iPhone App to email donors, update your Personal Page, and track your fundraising. Download it for free from the App Store by searching "The Weekend."

Expand Your Circle

- **Team Up!** ●●●
Forming a team is a great way to multiply your impact! Send a quick email alerting friends, family, and co-workers that you've registered for The Weekend and invite them to join in your journey! Together, you'll push each other further in your fundraising and training goals, and have a great time doing it. And don't forget, you'll earn \$100 for each Walker you refer!*
- **Host a Weekend Circle for Hope Party** ●●
A Circle for Hope Party is a great way to bring The Weekend to life for potential donors and teammates while at the same time showing how dedicated you are to the cause. Visit endcancer.ca to download our Circle for Hope Party Guide filled with great planning tips and a sample party agenda!
- **Bring The Weekend to Work** ●●●
Get your workplace involved in your Weekend journey! Hang a graph charting your training and fundraising progress as well as donation and registration forms to encourage co-workers to contribute or join your team. Ask your company for a large corporate contribution or to match everything you raise. Use email (get permission) to recruit new Walkers and donors.
- **Become a Weekend Pacesetter** ●●
Weekend Pacesetters are extraordinary teams who go above and beyond to support the efforts of The Weekend in recruitment and fundraising. The Weekend highlights the amazing efforts of these teams, both online and on-event! Visit endcancer.ca to learn more.
- **Reach Out to Your Coaches** ●●●
If you want to connect with other Walkers in your area or just need a few fundraising tips to get through a lull, the Weekend Coaches are only a quick call away! They're happy to walk you through any of our new tech tools with simple instructions even the most novice of computer users will understand. These new tools have already proven to be extremely effective in recruiting and fundraising, so don't be afraid!

*Anyone not registered for the 2010 Ottawa Weekend to End Women's Cancers.