



Steps To Create A Successful Corporate Team!

Canada's top companies are stepping up to fight cancer by walking with us at The Weekend to Conquer Cancer™ benefiting Princess Margaret Cancer Centre. Take on The Weekend experience with your team and make the biggest impact possible for The Princess Margaret! Sign up for The Weekend to Conquer Cancer™ where you'll see Toronto in a new light with City Nights, a 15 kilometre walk on Friday, September 11, and then explore Boyd Conservation Park at Day Trip and Family Rally on Saturday, September 12. If your entire team can't do both, it's not a problem! They can individually choose The Weekend experience that's best for them.

1. Plan a Meeting

Call our Corporate Teams Specialist to set a date/time to host an Activation Session. This session can be before or after business hours, during a bagel breakfast or over lunch. We'll come to you! And you may want multiple sessions if you have work shifts or multiple locations.

2. Register Team & Team Captain/Co-Captain

Identify a candidate to be the Team Captain/Co-Captain and come up with a team name.

Helpful Hints: It is a good idea to think of assigning co-captains to assist from each of your workplace locations/floors or office sites, or to oversee each of two key tasks involved:

1. Recruiting and Registering the Team

2. Fundraising Events and Training

Discuss any corporate incentives to help with team recruitment (i.e. paying staff registration fees, contributing funds towards individual goals, etc.).

3. Promote Internally

Send an invitation and information about the upcoming Activation Session to all employees. Make sure to post flyers throughout the office and collect RSVPs. The Activation Session will give everyone the opportunity to learn everything about the event and have all their questions answered.

4. Activate Team

The objective of this session is to get your team formed in one easy step: Get everyone registered for the event at the Activation Session! We offer a discounted registration fee to encourage your team to sign up on the spot.

5. Fundraise & Train

Book a Fundraising Masterclass. We will host a fundraising session to discuss individual fundraising tools and to come up with some great team fundraising ideas. Get everyone to start their own individual fundraising. Determine what team fundraising efforts are needed and set the dates for your corporate fundraisers. Assign a team member to lead any specific fundraising initiatives (perhaps the Co-Captain). We've got a ton of great ideas that will work for you!

6. Event Weekend

Avoid line-ups at our check-in counter. Encourage EVERYONE on the team to complete ONLINE CHECK-IN by the due date posted on weekendtoconquercancer.ca. That way your team credentials can be delivered right to your door in plenty of time. Get everyone prepared for the event and coordinate a meeting place, team T-shirts, etc.

7. Celebrate Success

Host an event wrap-up meeting to share photos and personal experiences.