

Participant Guide

Sunshine Float for *Dreams*

Saturday, June 23, 2018
Brant Conservation Park
119 Jennings Rd, Brantford



Participant Guide

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Thank you for your interest in participating in Sunshine Float for Dreams! This package includes everything you will need to successfully achieve your fundraising goals. We look forward to seeing you on the water as you and your team have boat loads of fun while supporting The Sunshine Foundation of Canada.

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Step 1: Welcome to Float for Dreams

Thank you for taking the plunge and registering for the 3rd Annual Float for Dreams. It is going to be a great day and we want you to be as prepared as possible to ensure that you have boat loads of fun!

Invite your friends, family, neighbours, colleagues or anyone else to register for Sunshine Float for Dreams. This Participant Guide includes some fundraising tools for you so you can become a Fundraising Superstar!

The following steps will ensure that you have an incredible day at the hottest team-building adventure of the summer:

Step 1: Recruit

Once you have registered, recruit your friends, family, neighbours or co-workers to join your team or start their own. The more people you know at the event the more fun you will have. You never know who will be interested in joining or even starting a team of their own. Just remember, people cannot say YES until you ask them.

Step 2: Fundraise

Set a fundraising goal and share it on social media to receive more support.

Step 3: Enjoy the Float!

Enjoy a day on the Grand River and spark some friendly competition with other teams while you vie for the Team Challenge and Team Spirit Awards.



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Step 2: Fundraise

Customize your Participant Center: The Participant Center is a great fundraising tool. You can personalize your individual page with photos and your story. Tell your potential donors why this event is important to you and why you are participating. Use the handy email templates that you can edit to solicit, follow up with and thank donors. You can edit these to add your own touch.

Set a Goal: To help make even more dreams come true, Float for Dreams depends on its participants to raise money from within their networks. We recommend a personal fundraising goal of \$200. Raising \$200 as an individual is as easy as asking ten of your friends for \$20. If you really want a challenge, set your goal even higher. There are lots of great fundraising incentives to keep you motivated.

How to raise \$200: The most important thing to remember is to ASK! Asking for donations can seem daunting but the reason most people don't give is simply because they weren't asked.

In 7 steps you can reach your target!

Step 1	Sponsor yourself	\$25
Step 2	Ask your spouse or partner to match	\$25
Step 3	Ask two relatives for \$20	\$40
Step 4	Ask five friends for \$10	\$50
Step 5	Ask four co-workers for \$10	\$40
Step 6	Ask four neighbours for \$5	\$20
Step 7	CELEBRATE!	\$200

Raise even more:

Company matching	\$200
Host an event	\$200


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Become a Fundraiser

- 1. Use your social media platforms:** Once you have registered, share the news on social media. Post that you are looking for team members, donations, or simply spread the word! Celebrate your fundraising progress with everyone you know. The more your followers see your posts, the more support you'll receive!
- 2. Customize a fundraising letter:** Use the email template in your Participant Center and customize it to tell your story as to why Sunshine is important to you and why you support Float for Dreams.
- 3. Be creative:** Think of interesting ways to get people motivated to donate. Ask your company to sponsor a casual day or promise your donors something if you hit your goal (eg. a video of you taking the plunge in the Grand River).
- 4. Create a buddy system:** Ask those who are not able to participate to help you collect donations instead.
- 5. Get support from those you support:** Throughout the year you support many businesses; hair salons, pet stores, local cafes, that appreciate your business and would be happy to return the support. Ask them to support you by donating to your fundraising efforts.
- 6. Spread the word:** There are many spots to talk about your participation in the event: in line at the grocery store, at the dentist office, picking your kids up from school or sporting events. Tell everyone you know, you never know who may want to support you!
- 7. Keep motivated:** Get together with your team and create hats, t-shirts, costumes or props for the day of the event.
- 8. Follow-up:** Don't be afraid to follow-up with people who have already received your email to support you. People are busy and your email may have been lost in the shuffle. Send out an update about how much you have already raised and that you still need their help. Ask them to help you reach your goal.
- 9. Thank you goes a long way:** This is an easy step that shows how much your donors mean to you. Show your donors some appreciation and they will become your biggest advocates. Stay in touch to show how they made an impact in your fundraising efforts.
- 10. Enquire about matching programs:** Some companies have employee matching programs for charitable giving. Ask your supervisor to see if your company has something like this to help support you.
- 11. Hold a fundraising event:** Events are a fun and exciting way to rally people together, and you can really be creative!



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Participant Planner

January

- Join an existing team or create your own
- Recruit your teammates
- Spread the word about the event and encourage more people to register

February

- Have a Float for Dreams Fundraising Launch Party to kickstart your fundraising
- Email or phone potential donors to help support your fundraising efforts

March

- Ask team members to get their friends to join the team or to register their own team
- Host a fundraiser: eg. ask your work about sponsoring a jean or casual dress day on behalf of your team
- Post about your progress on your social media platforms and encourage more donations

April

- Follow-up with potential donors that you haven't heard back from yet
- Think of some creative ways to show your team spirit on event day - costumes, cheers, etc.

May

- Send 'thank you' notes to your donors
- Post online about the incredible support you have received

June

- Make sure you know when your check-in time is for registration, where you are going and have everything you need (hats, sunscreen, towel, etc.)
- Collect and submit any outstanding donations before the fundraising deadline for the chance to win some amazing prizes

Day of the Event

- Meet your team at the Participant Lounge at Brant Park
- Make sure you get your team photo taken at the photo booth at the launch site
- Take in the sun and scenery as you have boat loads of fun at the hottest team building adventure of the summer
Share your experience on social media and encourage others to join Sunshine Float for Dreams 2019



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Step 3: Float

Float Day Schedule (Subject to Change)

Registration Check-In: 8:30 - 11am

On-water Float and Challenges: 9am - 2pm (*it takes 2-3 hours to complete the float)

Post-Event Social: 12pm-4pm

Awards

On the day of the event two awards will be given out: Team Challenge Award, presented by BDO Canada LLP, and the Spirit Award.

To win the Team Challenge Award you will need to participate in the on-water challenges throughout your float. The team with the most points wins an awesome trophy and bragging rights for 2019.

The Team Spirit Award is given to the team that displays the most team spirit by decorating their floats, wearing team outfits, fun hats and so much more! We want to hear your team spirit too. Come prepared with cheers and you will be sure to blow the rest of the teams out of the water!

Float Facts

- Sunshine Float for Dreams is The Sunshine Foundation of Canada's key signature fundraising event. The inaugural Sunshine Float for Dreams was held in 2016; over the last two years the event has seen over 600 participants raising more than \$172,000.
- Pledges raised from Float for Dreams go directly to supporting Sunshine's dream Programs: DreamLift and Individual Dreams.
- Float for Dreams is open to participants over the age of 7 years old and features exciting on-water activities and challenges that will encourage your team to work together like a well oiled machine.
- After their epic float, teams consisting of corporate sponsors, companies, friends/family and Sunshine Family Alum all come together at the Float Social to enjoy entertainment, food and drinks.
- On-water challenges are designed with our dream recipients in mind and ensure that a variety of skill level and ages can participate.

