

CANCER CARE FOUNDATION  
NEWFOUNDLAND & LABRADOR



# Polka Dot 5K Trot

# Walker's Handbook

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2024



# What is Polka Dot Trot?

The Polka Dot Trot is the Cancer Care Foundation's largest signature event, designed to support and uniquely connect those affected by all forms of cancer.

It is a 5km walk to raise funds in support of cancer care here in Newfoundland and Labrador. You can fundraise as a team or individually, and choose to walk in the color of the cancer that matters most to you.

This year's Polka Dot Trot will take place at **Paradise Park** on **October 20, 2024**, and we will walk around Octagon Pond. If you are not in the St. John's metro region, a walk in your hometown is always an option!

This event is for everyone! We encourage you to invite your family, friends, and children of all ages –you can even bring your pets to participate!

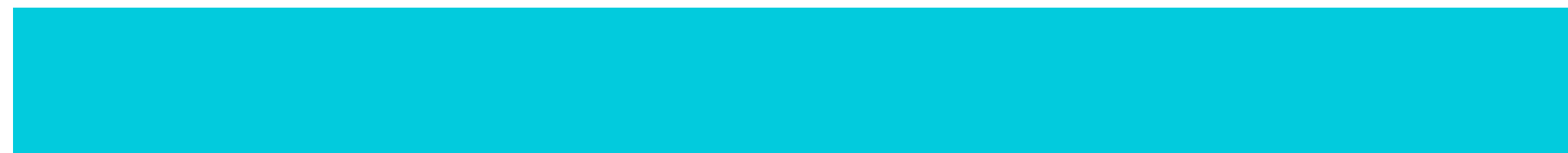


# How Do I Polka Dot Trot?

Are you a team player?

Grab as many of your friends, family members or co-workers as you would like! Create an awesome team name and fundraise together for all cancers.

Registering a team is an excellent team building activity for corporate groups, families and friends looking to strengthen their bond!





# What Does It Mean To Be Team Captain?

Team Captains are crucial to the success of the Walk. As Captain, you will recruit members to your team, coach and motivate them to achieve their own fundraising goals.

Familiarize yourself with your Participant Centre and all the fundraising tools on our website that will help get your team excited about fundraising and recognize their successes.

Captains will also receive a weekly email from the Cancer Care Foundation with tips and tricks for fundraising, information about kit pick-up day and event day.

# Captain's Checklist

- ✔ **Donate.** Be the first to donate to your team's fundraising goal! Leading by example is a great way to encourage them to do the same.
- ✔ **Update Your Team Page.** Post a photo, share the story of why your team is walking in the Polka Dot Trot.
- ✔ **Invite Your People.** Send out emails to your family, friends and colleagues through your Fundraising Centre. It's a great place to start!

- ✔ **Host a Fundraising Event.** Bring your team together and raise money. Be creative and have fun!
- ✔ **Get Your Team Excited.** Celebrate your team's progress. Get together and create a team theme or t-shirt.
- ✔ **Send In Donations.** Once your event is over, send us all donations and donor contact information so we can issue tax receipts.
- ✔ **Say Thank You.** Make sure to recognize the hard work of your team members by saying thank you after the event.





# Tips For Team Recruitment

**Start Early.** Register your team early and encourage your potential team members to join early!

**Make It Personal.** Once you've registered as a team captain, you will not only have a personal fundraising page, but also a team page. Make sure to personalize your team page with images.

**Just Ask.** Send an email to family, friends and colleagues asking them to join you!

**Read All About It!** Go ahead and post on your social media, workplace bulletin board or in your local community centre.

**Make It Fun.** Excitement is contagious! Build up a hype and a buzz around your team.

**Gather Your Group.** Are you part of a club, team, or community group? Motivate your fellow members to join.

**Make It Corporate.** Approach your colleagues at work and put together a company team. It's a great team building experience.

**Kids Can Do It.** Why not be the captain of a team of both parents and kids? Invite your kids' school to join – no one fundraises more effectively than an excited 7 year-old.

**Tell Your Story.** No one can tell your story like you! Let people know why you're walking, and they'll be inspired to do the same. Spread the word on social media. Use hashtags #PolkaDotTrot and #CancerCareFoundation and tag us @cancercarefoundation on Facebook and @cancercarefdn on Instagram.



# Register Online!

Visit [www.polkadottrot.ca](http://www.polkadottrot.ca) and register as an individual, create your own team or join a pre-existing team.

[WATCH THIS VIDEO](#) for detailed instructions on how to navigate the website, and follow the prompts to register. The registration fee is \$20 for each participants.



# What is My Next Step?

Once you have registered, you can invite friends to join you and get started on your fundraising!

You have the option to add your personal story and a photo to your fundraising page to tell others why you are walking. It is a unique way to tell your story and connect with other participants while raising money for cancer care right here at home.

When you share your story and photo, the Cancer Care Foundation is also able to learn about Polka Dot Trot participants and may even highlight your story on their social media channels!





# How Do I Fundraise?

Visit [www.polkadottrot.ca](http://www.polkadottrot.ca) and login to access your fundraising page. Anyone who wishes to support you and donate to this wonderful cause can do so online through your personal fundraising page.

You can also share your personal fundraising page on social media apps like Facebook and Instagram.

There are many ways to fundraise, you could hold a bake sale, a darts, horseshoe or corn hole tournament, collect recyclables, hold community dances, and many other things!



# Things To Note

We ask that you talk to us first about holding raffles, 50/50 draws or bingo games, these activities require a lottery license.

Any donation over \$20 may be eligible for a tax receipt. The donor's name, full address and email address must be collected so that we can issue their receipt.

If you are making a donation on behalf of someone else, make sure to enter the donor's contact information, under Donor Information, and enter the credit card holder's information under Billing Information.



# 10 Days to Raise \$1,000!

1

**Show Your Commitment.** Your supporters are more likely to give if they see that you have too. Lead by example and kick start your fundraising by making a \$50 to your own campaign. Watch as others follow your lead.

2

**Reach Out to Family.** Reach out to five close family members and ask them to donate \$50 each, getting you \$250 closer to your goal.

3

**Get Social.** Customize your personal fundraising page with your story and a photo. Customize your URL to better help direct donors to your fundraising site. Post a link on Facebook, Twitter, and LinkedIn, and ask your network to please support your fundraising efforts for Polka Dot Trot. If ten people donate \$20, you've just raised \$200!

4

**Turn to Your Friends.** Ask four friends to donate \$25 each. Send them an email from your Participant Centre to ask for support and give your friends a safe, secure, and easy way to make a credit card donation to your fundraising efforts. \$100 closer to goal already!

5

**Ask Your Neighbours.** Safely visit five neighbors and ask each to donate \$10 each, adding another \$50 to your goal.

6

**Involve Your Co-Workers.** Ask five co-workers to give \$10 each. That gives you another \$50 towards your goal.



## KEEP GOING! YOU'RE OVER HALF-WAY THERE!



**Ask Your Boss to Make a Donation.** Ask your company for a contribution of \$100. Don't forget to check if your company has a matching gift program too - matching programs are a great way to double your donations!



**Reach Out to Your Community.** Connect with five people you know from your child's school, teammates, or your place of worship, and ask each to donate \$20 each.



**Donate Your Big Day to Cancer Care.** If you have a birthday or anniversary approaching, ask your friends and family to support you with a donation in lieu of gifts and see your total climb at least \$50.



**Host a Fundraiser.** Set up an account at your local bottle depot and ask your friends to drop off their empties and support your Polka Dot Trot campaign. You could also consider hosting a garage sale, putting on a virtual concert or art show or even a team spirit day at work where your coworkers pay \$5 each to wear their favorite team's jersey! Don't be afraid to get a little creative to get the last \$50 (or more!) in donations to meet your \$1000 goal!



**SWIFTY FUNDRAISER!**

# **TAYLOR SWIFT THE ERAS TOUR**

Reach your fundraising goal by selling tickets for our Taylor Swift Eras Tour Concert Prize in Toronto on Friday, November 15, 2024. WestJet flights for two and hotel accommodations for two nights also included. For details on how to sell tickets, call (709) 777-2133. All ticket sales count towards your fundraising total!

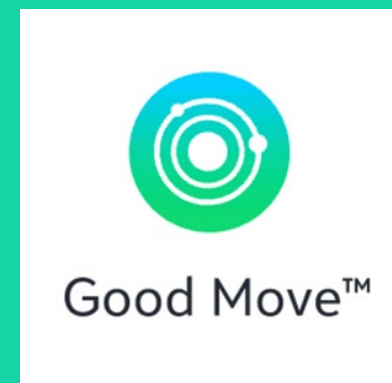
# Boost Your Fundraising Potential!

We are so excited to launch our brand new smartphone app for 2024!

Scan the QR code shown on your Participant Center and download the **Good Move** app on android/IOS from the app store.

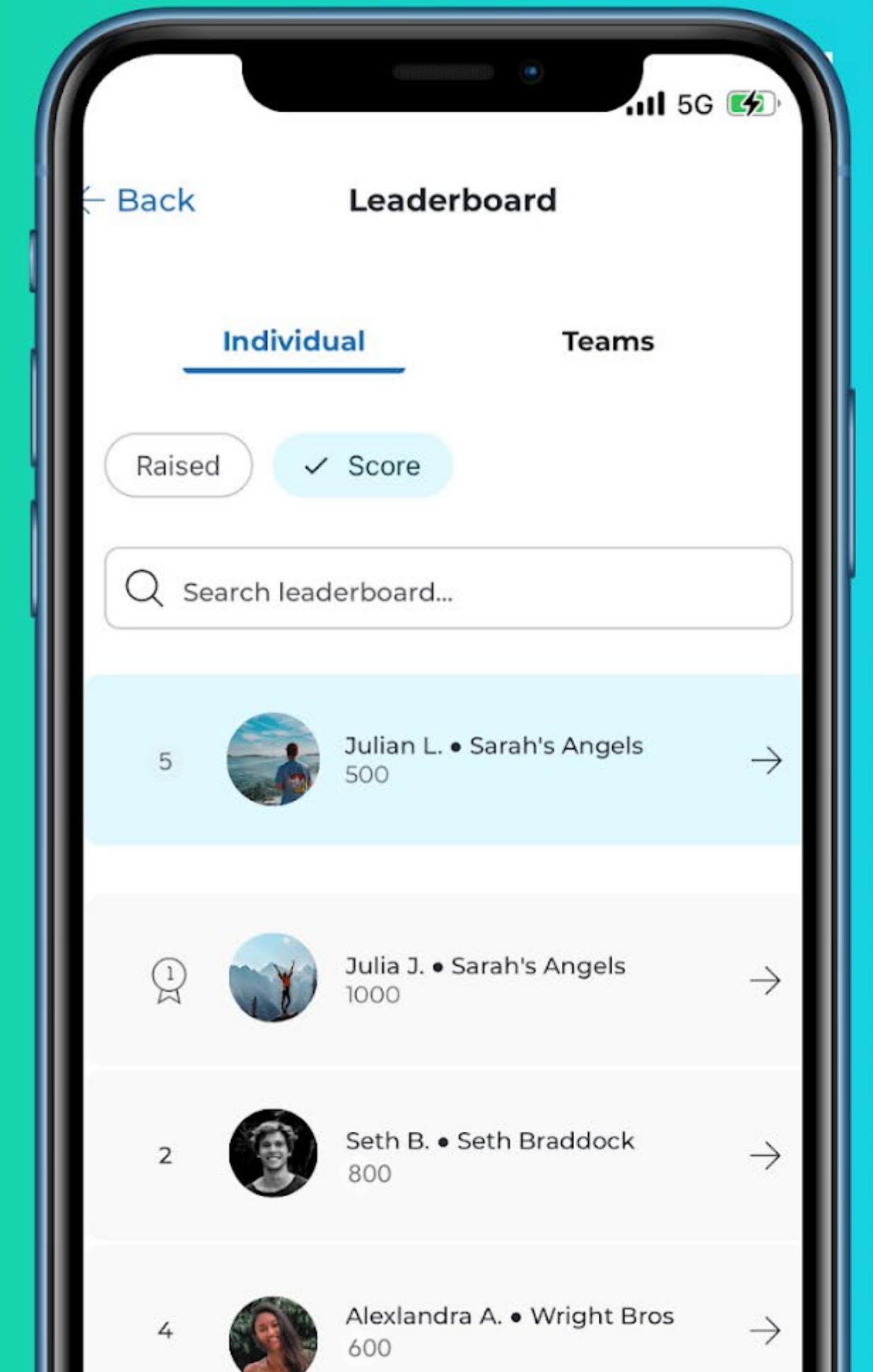
As a fundraiser, you can use Good Move™ for free and boost your results.

Turn your everyday fundraising and activity-tracking goals into more opportunities to engage with and support Polka Dot Trot.



DOWNLOAD FOR FREE FOR ANDROID OR IOS IN THE APP STORES.

Follow your progress on activity and fundraising leaderboards



# How Do I Send In My Donations?

Here's how to send the Cancer Care Foundation the money you have worked so hard to raise:

Please bring your cash and cheques to kit pick-up day on the Friday before Polka Dot Trot. Ensure that you have the donors' full name, mailing address, email address, etc.

If you are not attending kit pick-up day we request that you send in any offline donations as soon as you can to be processed.



Donations can be mailed to our office at:

Cancer Care Foundation  
300 Prince Philip Drive  
St. John's, NL A1B 3V6

Donations can also be sent via EMT to our Financial Administrator, Deborah McNiven, by emailing to [deborah.mcniven@easternhealth.ca](mailto:deborah.mcniven@easternhealth.ca). Make sure to include your name and team name in the notes and how funds were raised (ie. donations, Taylor Swift Draw tickets, etc.)



# What Is Corporate Matching?

Many companies offer a program to match donations made by employees to a charity. This is a great opportunity to boost your team fundraising efforts.

To ensure we are able to add the donation amount to your fundraising total, email [info@cancercarefoundation.nl.ca](mailto:info@cancercarefoundation.nl.ca) with the following info: **1) Your Name, 2) Company Name** and **3) Amount of the donation** anticipated from your companies matching gift program.

What if someone is late donating? Don't worry! The Polka Dot Trot website will be accepting online donations up to and including October 31, 2024.



# 5 Top Reasons To Get Involved!



- 1** Give back to cancer care right here! Every dollar raised will stay in Newfoundland and Labrador.
- 2** Every participant receives an exclusive Polka Dot Trot medal and t-shirt.
- 3** It's very convenient! If you can't get to Paradise Park, you can do your own walk anywhere you wish.
- 4** When you share your story with us we will highlight you and your team on our social media pages.
- 5** Most rewarding of all is to know you have directly helped cancer patients and their families right here in Newfoundland and Labrador!

# Polka Dot Trot Preparations

## Polka Dot Trot Checklist

- Register online
- Personalize your online fundraising page
- Set a goal
- Generate support through social media
- Submit all donations
- Thank your donors



**Pre-Event-Day:** Attend kit pick up day to pick up your participant bag, t-shirt and pass in any donations that are not online.

**On Event-Day:** We will have a great day together!

# Follow Us & Share On Social Media

Take photos and tag us on social media:

**@cancercarefoundation** on Facebook

**@cancercarefdn** on Instagram

Use the hashtag **#PolkaDotTrot** to share your story, connect with other Polka Dot Trotters, and showcase your fundraising activities and photos from the Polka Dot Trot!





# Thank You!

Together we can enhance cancer care...right here!

We can't wait for the 8th Annual Polka Dot Trot on Sunday, October 20, 2024!

## Questions?

If you have any questions at all, big or small please contact us via email at [info@cancercarefoundation.nl.ca](mailto:info@cancercarefoundation.nl.ca) or by phone at 777-2133.

[www.polkadottrot.ca](http://www.polkadottrot.ca)

