

Carman's 

# FUN RUN

Proudly supporting

Breast Cancer Network Australia



LET'S RUN TOGETHER



# FUNDRAISING

# GUIDE

powered by  SOLE MOTIVE

21.1K | 10K | 5K

18 FEBRUARY 2024



# In every step we take, there lies the potential to make a difference. 🐝

We're so excited that you're joining us for **Carman's Fun Run 2024!** As you embark on your training journey we encourage you to take those strides with purpose to help us raise funds for our official fundraising partner; Breast Cancer Network Australia (BCNA).

Whether you're a seasoned athlete, a beginner lacing up your running shoes for the first time, or someone looking for a meaningful way to give back, this guide will provide you with the tools, inspiration, and support you need to help make a difference for those affected by breast cancer.

## INSIDE YOU'LL FIND:

- Information about our official charity partner: BCNA
- How to get started and maximise your fundraising profile
- 7 easy steps to raise \$1,000
- Social Media tips and other marketing assets
- Templates to send to your loved ones

We can't wait to follow your journey to **Carman's Fun Run 2024.**

*Team Sole Motive, BCNA & Carman's Kitchen*



[carmansfunrun.com.au](https://carmansfunrun.com.au)

#carmansfunrun #run4bcna

## BREAST CANCER NETWORK AUSTRALIA (BCNA): OFFICIAL CHARITY PARTNER OF CARMAN'S FUN RUN

Breast Cancer Network Australia (BCNA) is the official charity partner for the **2024 Carman's Fun Run**. For the past 25 years, BCNA has worked tirelessly to ensure that all Australians who are affected by breast cancer receive the very best care, treatment and support.

As Australia's leading breast cancer consumer organisation, with a network of more than 175,000, BCNA provides information and support to those diagnosed with breast cancer and to their supporters. This includes opportunities to connect with others going through a similar situation and working with government and health professionals to influence a stronger healthcare system.

Please visit [www.bcna.org.au](http://www.bcna.org.au) to find out more.

In the next 24 hours, 57 Australian's will hear the four words – 'You have breast cancer'. That's over 20,000 Australian women and men in the next 12 months alone. With your support, BCNA is there to help people diagnosed with breast cancer navigate this challenging time.

**Jump to Page 5 to find out more how your donation will help BCNA.**



### MESSAGE FROM BCNA'S CEO

**Carman's Fun Run** is about so much more than a run, it's a win for both those who participate and a win for all Australians affected by breast cancer. In light of this I'd love to encourage everyone to take up this challenge – whether running, walking, or fundraising. The step you take today can become a hugely rewarding experience for you and an even more meaningful contribution for the 20,675 Australians who are going to be diagnosed with breast cancer this year alone. This a fabulous community event that I know keeps participants coming back every year.

*Kirsten Pilatti,*

CEO, Breast Cancer

Network Australia (BCNA)

Breast  
Cancer  
Network  
Australia



## CARMAN'S KITCHEN

One of the most empowering things about the Carman's Fun Run is the ability for participants to support BCNA through fundraising and donations. With your extra help and support, BCNA can continue to provide groundbreaking awareness and support for such a significant cause.

Whether you're a walker, runner or just-have-funner, the Carman's Fun Run is about getting out there together for a good cause and making a positive impact for Aussies affected by breast cancer!

*Carolyn Creswell*

Carman's Founder & Managing Director

*Carman's* 

[carmansfunrun.com.au](http://carmansfunrun.com.au)

#carmansfunrun #run4bcna

*Carman's*  
**FUN  
RUN**  
LET'S RUN TOGETHER



## HOW TO GET STARTED:

**1.** Your fundraising page is automatically set up for you when you register. Shortly after registering you will receive an email asking you to create a password for your fundraising page. Follow the instructions in that email to activate your page.

**2.** Personalise your fundraising page with a photo of yourself and your story to help others connect with you.

**3.** Share your fundraising page to inspire donations and tell your family, friends and colleagues why they should support your cause. You will find lots of useful tips in this guide that we recommend you implement to make the most of your fundraising journey.

**4.** Giving is more than just money, it's the time, effort and the voice you give that makes the difference. So join us, set up your page and make your run/walk really count in 2024.



## CARMAN'S FUN RUN 2024 FUNDRAISING INCENTIVES

- Raise \$100 to receive a pair of BCNA ankle socks
- Raise \$250 to receive a Pink BCNA Carman's Visor
- Raise \$500 to go into the draw to win a fitness pack valued at over \$1000
- Raise over \$1000 to receive a VIP Goodie bag



## MAXIMISE YOUR FUNDRAISING PROFILE:



### PERSONALISE YOUR FUNDRAISING PAGE

People who personalise their pages raise more money. So make a great first impression on your friends and family, and greet them with a personal message and a picture of yourself, or even a video! Also, try to keep your page fresh and engaging by updating it with new pictures throughout your journey towards **Carman's Fun Run 2024**.



### MAKE IT PERSONAL

Why not share your motivations, and why this event is so important to you, with your supporters. Do you have a personal milestone? Are you raising funds for a particular, personal reason? The people who visit your page are doing so to help you, so let them know exactly why you've chosen to enter **Carman's Fun Run 2024**.



### SET A TARGET FOR YOURSELF

Setting a fundraising target for yourself is a great way to stay on track with your efforts, and also helps your supporters understand what their contribution means in terms of your overall fundraising journey.



### SHOW DONORS HOW THEIR MONEY WILL HELP

Share some of the things that your supporters' donations will help fund for BCNA, as that makes people more likely to want to give.

- Provide support, information and resources to those who have just been diagnosed through BCNA's My Journey online tool, which has 18,000 registered users
- Provide an online peer network of more than 22,000 people sharing stories, support and their personal lived experience of breast cancer
- Provide a toll free helpline that is accessed by nearly 10,000 Australians affected by breast cancer each year
- Deliver more webcasts, podcasts and conferences that have already received 57,000 views and downloads
- Provide My Care Kits in partnership with Berlei, which include a post mastectomy bra and soft forms, to help women feel more comfortable after surgery
- Advocate on behalf of Australians diagnosed with breast cancer to achieve greater access to new breast cancer drugs, treatments & procedures that lessen the financial impact of diagnosis
- Deliver BCNA's Seat at the Table program where 68 Australians who have experienced breast cancer are trained to actively participate in research, government and health sector decision making forums
- Deliver breast cancer information forums across Australia in remote and regional areas
- And much, much more!

## 7 EASY STEPS TO RAISE \$1,000

If you're new to fundraising or aren't quite sure where to begin, here are some tips to help get you started on your fundraising journey.

**Remember, set your goals high!** It doesn't matter if you don't quite get there, every little bit helps. Below are seven simple steps to raising \$1,000 to help get you on your way to achieving your fundraising goals.

**1. DONATE TO YOURSELF** – If you're asking your friends, family, and associates to contribute to your fundraising efforts, donating to yourself first will prove your commitment to them, and demonstrate your dedication to the cause.

**2. ASK FAMILY MEMBERS TO DONATE** – Ask four (or more) of your close family members to donate \$50 each.

**3. ASK EXTENDED FAMILY/FRIENDS TO DONATE** – Ask 16 of your extended family/friends to give \$25.

**4. ASK YOUR WORKMATES** – Ask 5 workmates to donate \$20 each, or your boss for a company contribution.

**5. ASK YOUR SPORTS TEAM/COMMUNITY GROUP** – Ask them to donate \$10 each in support of your run.

**6. RUN A GARAGE SALE/BOOK SALE/BAKE SALE** – This is a great way to promote what you're doing, your reasons for running and get some donations while you're doing it.

**7. IF SOMEONE CAN'T DONATE, ASK THEM TO SHARE YOUR PAGE INSTEAD** – Asking people to share your page with their own network is an excellent way to grow awareness of your fundraising efforts. Your fundraising page will have an online link, QR code or direct share button to social media.

**WHY NOT ADD ONE MORE STEP AND RAISE ANOTHER \$500! HARNESS SOCIAL MEDIA**

Update your Facebook status or send out a tweet to let all your friends and associates know what you're doing. Ask 20 of your friends to donate \$25 each.

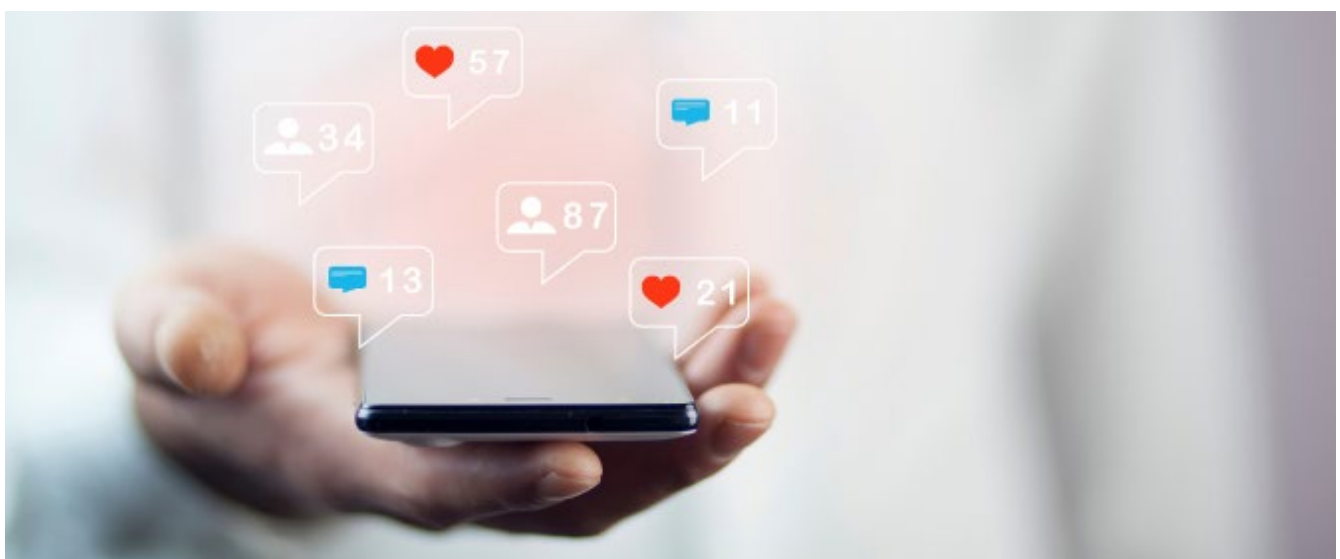


## SOCIAL MEDIA FUNDRAISING TIPS:

Social Media provides some great platforms and resources to help spread the word about your fundraising efforts far and wide, particularly Facebook, Instagram and TikTok.

### HERE ARE OUR TOP TIPS TO HELP YOU MAKE THE MOST OF YOUR SOCIAL MEDIA:

- **BE ACTIVE** – log your training workouts on Strava, your Fitbit or MapMyFitness. Our research shows that fundraisers who connect and share their training raise more than those who don't! If you share your training publicly through the apps, they will appear automatically on your fundraising timeline.
- **BE YOURSELF** – ensure that the tone you use in your messages is always genuine, authentic and sounds like you! Your friends and family know who you are, and they are more likely to respond to a post or tweet that sounds like you, than something that sounds too formal or overwritten.
- **SHARE YOUR STORY** – Your personal journey towards **Carman's Fun Run 2024** is what will drive people to donate, so the more information you can give them about why you are passionate about the cause, the more likely people will be to donate to you and your efforts.
- **BE ENGAGING** – Try to make content that people will find emotional, inspirational, fun, or in other ways engaging. Respond to comments and connect with the supporters that follow your journey, and build genuine connections along the way.
- **UPDATE YOUR PROGRESS** – Include information in your status updates and posts about how much you have raised so far, and how that money will help BCNA. Maybe also share how far you have left to reach your goal, and how far you have run in total during your training towards **Carman's Fun run 2024**.
- **MIX IT UP** – If you have multiple social media accounts, post different imagery and messaging across them to keep your followers and friends engaged and excited about your fundraising journey.
- **SAY THANK YOU** – Whenever you update your friends and followers about your training and where you're at with your fundraising journey, make sure to thank those who have already contributed. Including a final post after **Carman's Fun Run 2024** thanking your supporters and letting them know how you went is also a great way to get those last-minute donations.



## SOCIAL MEDIA TEMPLATES:

Social Media is going to be your best resource for asking for donations. If you've read the tips above but are still unsure of how to approach writing your Social Media posts – use one of our templates below to get started.

Don't forget to rework a template if it doesn't sound like something you'd write – you want your posts to be personal and sound like you.

**1.** Hi friends! I've decided to walk/run the **[INSERT DISTANCE]** at @SoleMotive Carman's Fun Run 2024 this February. I'm running for **[INSERT REASON]**. Please help make my KM's make a difference by contributing to my goal of **[INSERT GOAL]**. Every donation, no matter how small, is very appreciated. Please follow the link to donate: **[INSERT LINK]**. Help me support all Australians affected by breast cancer and @bcnapinklady #carmansfunrun #run4bcna #bcnapinklady

**2.** This February I'm running for BCNA at @SoleMotive Carman's Fun Run 2024 to help raise funds for **[INSERT WHAT FUNDS ARE USED FOR]**. If you'd like to help my footsteps create change and support me on my fundraising journey you can donate here: **[INSERT LINK]**. Help me support all Australians affected by breast cancer and @bcnapinklady #carmansfunrun #run4bcna #bcnapinklady

**3.** With only **[INSERT DAYS/MONTHS]** to go until I lace up for the **[INSERT DISTANCE]** at @SoleMotive Carman's Fun Run 2024 on Sunday, 18 February, I'm asking for your help to reach my fundraising goal of **[INSERT GOAL]**. Every donation helps to make a difference. Donate here: **[INSERT LINK]**. Help me support all Australians affected by breast cancer and @bcnapinklady #carmansfunrun #run4bcna #bcnapinklady

**4.** I did it! I completed the **[INSERT DISTANCE]** at @SoleMotive Carman's Fun Run 2024 today. Thank you to each and every one of you who have supported me along the way – my family, my friends, my workmates – you have helped me reach my fundraising goals. With your help, I was able to reach a total of **[INSERT TOTAL]** for BCNA! If you haven't donated yet and would like to, there's still time. Donate here: **[INSERT LINK]**. Help me support all Australians affected by breast cancer and @bcnapinklady #carmansfunrun #run4bcna #bcnapinklady

### OTHER TIPS:

- If you have Instagram, Instagram Stories is a great way to document your training and remind your followers of the cause you're running for. Remember that you can add the link to your fundraising page to your stories too.
- If you want to create your own graphic designs for social media posts, Canva is a great, free platform, and will help give your content a professional touch.
- If you'd like to use some **Carman's Fun Run 2024** imagery and/or a **Carman's Fun Run 2024** poster to promote your fundraising cause, you can download them from our Google Drive folder **here**.





## SMS TEMPLATES:

Even though Social Media is massive, SMS is another great way to let your contacts know about your fundraising efforts. You can choose to personalise your message or send a group text. Be mindful with the number of messages you send via SMS, these should only be used as updates and simple reminders.

**1.** Hey there! I wanted to let you know I've signed up for the **[INSERT DISTANCE]** at Carman's Fun Run 2024 this February to raise funds for BCNA. If you'd like to donate or follow my training journey just follow this link: **[INSERT LINK]** Thanks, **[INSERT NAME]**.

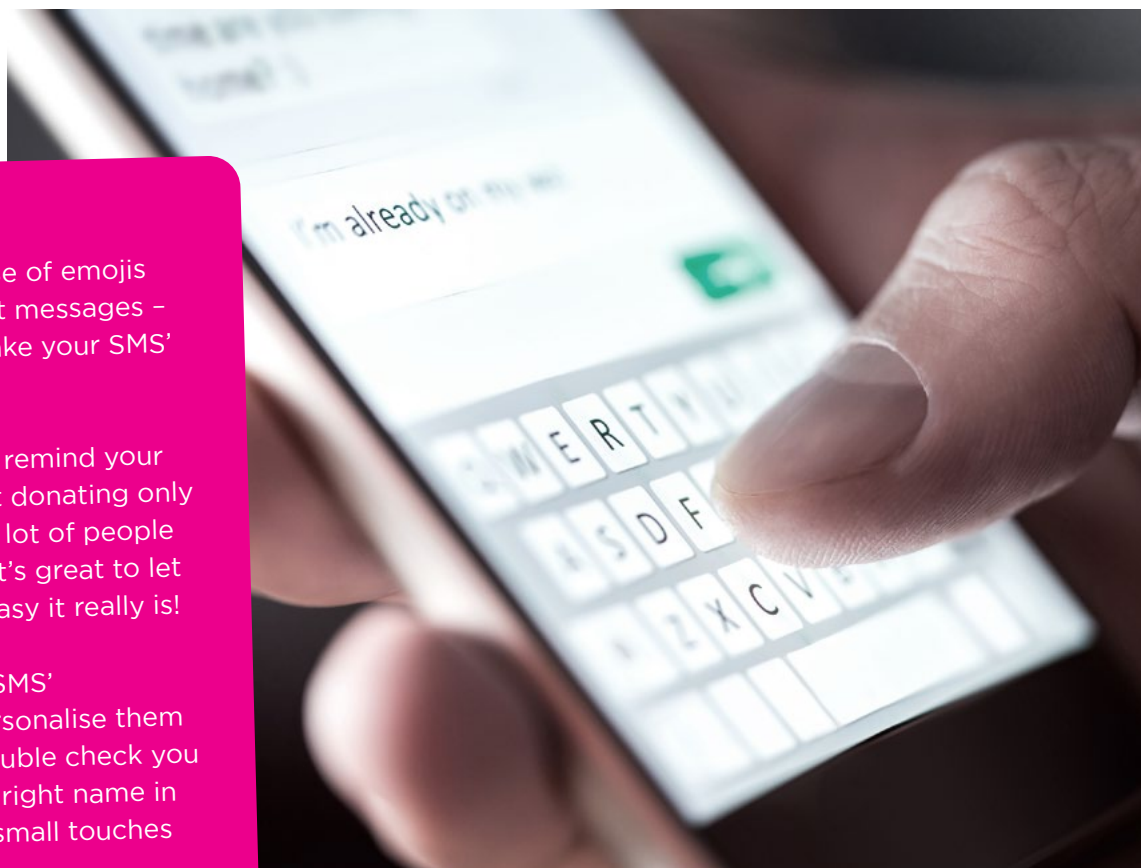
**2.** Hey **[INSERT NAME]**, just an update on my Carman's Fun Run 2024 training - I've already run **[INSERT KM'S]** in training for the big day. I'd love if you could give \$10 to BCNA to help me reach my goal of **[INSERT GOAL]**. It only takes a minute to donate: **[INSERT LINK]**. Thanks so much, **[INSERT NAME]**.

**3.** Hi **[INSERT NAME]**, I can't believe the big race is already tomorrow! I'm taking on the **[INSERT DISTANCE]** to raise funds for BCNA. I'm asking for your help to give my training some meaning - any donation big or small is appreciated! You can donate here: **[INSERT LINK]**.

**4.** **[INSERT NAME]**, I'm an official Carman's Fun Run 2024 **[INSERT DISTANCE]** finisher! I laced up, braced the 5am wake-up calls and have raised a total of **[INSERT \$ AMOUNT]** so far for BCNA! There's still time if you'd like to donate - everything counts. Donate here: **[INSERT LINK]**.

### OTHER TIPS:

- Don't forget the use of emojis or GIFs in your text messages - this will help to make your SMS' more engaging.
- It's a good idea to remind your friends/family that donating only takes a minute - a lot of people are time poor, so it's great to let them know how easy it really is!
- If you're sending SMS' individually to personalise them - make sure to double check you have inserted the right name in your SMS. These small touches go a long way.



# EMAIL TEMPLATES

## 1. Hi *[INSERT NAME]*,

I've just signed up to run the *[INSERT DISTANCE]* at Carman's Fun Run 2024 on Sunday, 18 February to raise funds for a charity close to my heart.

I'll be hitting the pavement, following my training program and staying on track by raising funds for Breast Cancer Network Australia (BCNA).

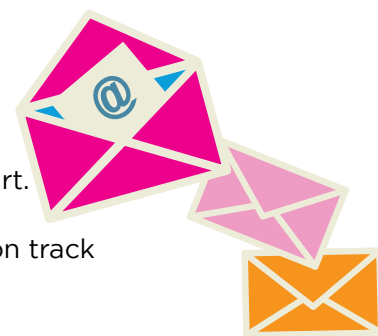
BCNA is important to me and my family because *[INSERT REASON]*.

If you'd like to help me reach my fundraising goal of *[INSERT GOAL]*, you can donate here.

Every donation helps and I would be so grateful for your contribution. Please help make my footsteps create a difference.

Thanks again,

*[INSERT NAME]*.



## 2. Hi *[NAME]*,

I wanted to update you on my training for the *[INSERT DISTANCE]* at Carman's Fun Run 2024 that's taking place this February. Already, I've run *[INSERT KM'S]* with the motivation that I'm helping raise much-needed funds for Breast Cancer Network Australia (BCNA).

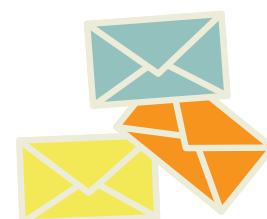
I'm passionate about BCNA because *[INSERT REASON]*.

My goal is to raise a total of *[INSERT GOAL]* and I was hoping you could help me reach it. Any donation you make – big or small will go a long way to help those who need it.

You can donate via my fundraising page here.

Thanks,

*[INSERT NAME]*.



### OTHER TIPS:

- Hyperlink your fundraising link in the sections that are blue – this will stop you from clogging up your messaging with oversized links that look spammy or too long.
- Hyperlink back to the Carman's Fun Run 2024 webpage or your charity so your friends/family can learn more about the event and where their money will be going.
- Attach an image of yourself in training or even crossing the finish line at Carman's Fun Run 2024!



## FUNDRAISING IDEAS

It can be hard to come up with new and unique ways to reach your fundraising goals.

Here are some ideas below to help get your donations on track:

- Run a bake sale or sausage sizzle
- Host an event – this could vary from a trivia night to a karaoke night.
- Raise awareness on what BCNA does through your social media platforms.
- Offer up a skill – can you dance or maybe you're great at drawing? You could teach a dance class for \$10pp or draw a picture for every donation you receive.
- Start a chocolate drive within your office or sports club.
- Dollar match – you could ask your workplace to dollar match the donations you receive.
- Have a silent auction or raffle.
- Contact local businesses – you never know, someone in your local area may be touched by your story and want to help!
- Challenge yourself to create interest – give up something you love (coffee or sweets) and ask your friends to donate \$1 for every day you last!
- Donate the value of your weekly coffees to kick start your fundraising.
- The power of word-of-mouth never goes astray – ask your friends and family to share your fundraising page.
- Make sure to share on event day. Most donations are made in the last week before your event so make sure you are sharing key details like your event day outfit, finishing time and of course, your post race selfie!

## LINKING FITNESS TO YOUR PAGE

Adding your Strava or Fitbit account to your Grassrootz fundraising page is very quick and easy.

First, login to your page here: <https://account.grassrootz.com/login>

Next, select the page you'd like to connect fitness to by clicking 'view page'.

On your page, click 'manage fitness app' and then 'link fitness platform'.

Then choose which app you'd like to connect and follow the steps from there.

Feel free to email us at [support@grassrootz.com](mailto:support@grassrootz.com) if you have any troubles!

