



## THE PARTICIPANT TOOLKIT

### Fundraising tips

- Create your list of potential donors**
  - Write down the names of all of the people in your life. Family, friends, neighbours, co-workers. Include your doctor, auto mechanic, relatives, everyone you talk to... Don't leave anyone out. Next to each name on your list, write the method by which you will contact this person for a donation (face-to-face meeting, e-mail, a fundraising letter or a fundraising party).
- E-mail from your Personal page on the Enbridge Ride to Conquer Cancer website**
  - Sending an e-mail from your Personal page is the easiest and most effective way to fundraise. Send a fundraising letter as an e-mail to the people who are comfortable with computers. *This is a great way to network because you can ask your donors to forward your e-mail.*
  - Personalize your communication by using the following:
    - A short description of the event
    - Reason for your interest/implication
    - The beneficiaries
    - Personal story relating to the cause
- Use social media to spread the word**
  - Utilize all [The Ride Social Media Tools](#) to help you in your fundraising on Facebook, Twitter and YouTube
- Promote your fundraising at your desk**
  - Put up a chart of your training and fundraising progress.
  - Put up a map of the route and auction off kilometers.
  - Make a poster with a picture of you on your bike and attach pledge forms to it and post it on your door.
  - Be creative.
- Expand your giving circle**
  - Word of mouth is a great way to increase your fundraising. Give your friends and family extra donation forms to pass out and ask them to talk to people about the event and your participation in it. You'll reach people you never even knew before.
- Organize fundraising activities**
  - Contact [Andrea Marcoux](#) from Global Communications to reserve tables at the SimCafé and entrances 1 and 4 for your activities
  - Schedule your activities with other team members





**Ideas for departmental activities:**

- |   |  |
|---|--|
| <ul style="list-style-type: none"> <li><input type="checkbox"/> Solicit local businesses</li> <li><input type="checkbox"/> Evening concert</li> <li><input type="checkbox"/> Texas Hold'em tournament</li> <li><input type="checkbox"/> Hockey pool</li> <li><input type="checkbox"/> Bake sale</li> <li><input type="checkbox"/> Group breakfast, donut break, etc.</li> <li><input type="checkbox"/> Pizza lunch or potluck lunch</li> <li><input type="checkbox"/> Book sale: recipe book, used books, etc.</li> </ul> | <ul style="list-style-type: none"> <li><input type="checkbox"/> Bingo night</li> <li><input type="checkbox"/> Selling chocolate bars or candy</li> <li><input type="checkbox"/> Hockey party</li> <li><input type="checkbox"/> Sports challenges</li> <li><input type="checkbox"/> Service offerings (hair styling, etc.)</li> <li><input type="checkbox"/> Car wash</li> <li><input type="checkbox"/> Raffle or sell items at a profit: hockey tickets, wine bottle, gift basket, etc.</li> </ul> |
|---|--|

**Follow-up**

- If you haven't received a response from someone you've asked for a donation, be sure to follow up. Make a phone call or send a quick note to make sure that they haven't forgotten your request. A good way to keep people involved in your adventure is to send an update newsletter or e-mail. Keep your donors and potential donors informed of your fundraising and training progress. After the event, you may want to send out a newsletter or e-mail with some photos and an additional thank you for your donors' support.

## Key points to communicate

**What:** The Enbridge Ride to Conquer Cancer

**When:** July 11-12, 2015

**Where:** Montreal to Quebec

**Distance/Time:** Two days of biking, from Montreal to Quebec (~220km), one night of camping

### What is The Enbridge Ride to Conquer Cancer?

On July 11-12, 2015, thousands of men and women will rally to cycle the impressive distance from Montreal to Quebec City with the hopes of conquering cancer.

This is seventh annual Enbridge Ride to Conquer Cancer benefiting the Segal Cancer Centre at the Jewish General Hospital. In the past three years, The Enbridge Ride to Conquer Cancer has raised over \$32 million.

Cancer has been the leading cause of death in Quebec since 2005; money raised through The Ride will continue to drive crucial cancer research and the discovery of new cancer treatments across the province, at the Jewish General Hospital, the CHRTR, as well as the CHUQ.

The money raised for The Enbridge Ride to Conquer Cancer will help fund cancer research and care at the Segal Cancer Centre at the Jewish General Hospital and throughout Quebec. Funds will be used to support research and new technologies in the areas of molecular diagnostics, functional imaging, biomarkers, molecular target discovery and validation, and advanced targeted radiation therapy. In other words, your epic ride will accelerate the conquest of cancer. Period.

The Enbridge Ride to Conquer Cancer benefiting the Segal Cancer Centre at the Jewish General Hospital begins in Montreal with a motivational Opening Ceremony on the morning of Saturday. Riders will embark on the first leg of their journey stopping mid-way to camp overnight. The Ride ends Sunday once all Riders cross the finish line in Quebec City.



Riders will be supported throughout the entire event. Various pit stops will run alongside the route where riders can rest, stretch, hydrate and grab a little snack between meals. Portable restrooms will be available as well. Volunteers and crew members ensure gear transport, safety on the course and provide comprehensive medical services. They also manage and set-up the overnight campsite complete with tents, hot showers and entertainment.

### **About cancer**

2 in 5 people will be diagnosed with cancer in their lifetime!

### **Cancer and Quebec, \*Source - Canadian Cancer Statistics 2009**

- An estimated 44,200 new cases of cancer will occur in Quebec
- An estimated 20,100 cancer related deaths will occur
- Cancer is the leading cause of death in Quebec since 2005

### **Cancer and Canada**

- On the basis of current incidence rates, almost 40% of Canadian women and almost 45% of Canadian men will develop cancer during their lifetimes.
- On the basis of current mortality rates, approximately 1 out of every 4 Canadians will die from cancer.
- An estimated 171,000 new cases of cancer and 75,300 deaths from cancer will occur in Canada in 2009.
- Cancer is the leading cause of premature death in Canada: 1,026,600 years of life were lost in 2004 as a result of cancer. This represents 32% of the potential years of life lost resulting from all causes of death.

### **About the Jewish General Hospital**

The Jewish General Hospital (JGH) has been a mainstay of superior medical treatment for many generations of patients from all backgrounds in Montreal, throughout Quebec and beyond. Drawing on its expertise and experience as one of the province's largest and busiest acute-care hospitals, the JGH is committed to improving the level of care for all Quebecers through close collaboration with the government and its healthcare network. In this anniversary year, the Jewish General Hospital has also redoubled its commitment to ensuring that patients receive care of the highest quality in a clean, safe environment. The JGH has been able to deliver these pioneering and innovative services by strengthening its role as a McGill University teaching hospital, expanding and upgrading its facilities, and pursuing cutting-edge studies at the Lady Davis Institute for Medical Research.

### **About the Segal Cancer Centre**

The Jewish General Hospital's Segal Cancer Centre is a Quebec leader in implementing a focused and comprehensive approach to fighting cancer through medical treatment, patient care, family support and scientific research. A wide array of interrelated services are grouped in close proximity to one another, including screening and prevention, nutrition and rehabilitation, psychosocial support, symptom management, and public information. This integrated approach is considered by leading international medical experts to be one of the most effective and promising strategies in battling cancer.



## Training

Once you sign up for The Ride, you'll receive a Manual to learn about proper nutrition and track your training progress. And last but not least, you can always call your actual human Ride Guides with any questions about training for The Ride. They'll be able to provide you with one-on-one advice and guidance to ensure achievement of your goals.

### Training guidelines

We suggest the following training guidelines as you develop your training plan and plan your Training Rides. Below is a six-month training plan, which can be condensed if needed.

	Month	Distance per training ride	Suggested in-the-saddle weekly distance
<p>The week before The Ride, your total distance should be greatly reduced in order to "save your legs" for the event.</p>	January*	5 - 10 km	10 - 30 km
	February*	15 - 20 km	40 - 60 km
	March*	25 - 40 km	80 - 100 km
	April	40 - 65 km	100 - 160 km
	May	65 - 90 km	160 - 180 km
	June	90 - 120 km	180+ km

During winter months, indoor training might be more suitable, so plan on spending more time spinning, weight training, on the treadmill and/or on a stationary bike. Cross-training will really help your early season fitness! A hard 45 minute spin class is equivalent to roughly 20 - 25 km on the road.

### Stretching

Stretching regularly before and after your training rides and workouts will help attain and maintain flexibility. This will have tremendous payoffs for you during The Ride - muscle pain, stiffness, injuries, and fatigue will all be lessened. For tips and training on how to stretch, [click here](#). These stretches should be incorporated into your weekly training schedule now.

### Training Rides

**Team CAE** will organize several training rides for cyclists of various levels of ability. During the winter months, you are invited to attend free spinning classes at CDL. Once the snow melts, we will take our training outdoors and organize weekend rides at various locations around Montreal.

**The Enbridge Ride to Conquer Cancer** organizes Volunteer-led Training Rides of varying lengths and difficulties, designed for people of all fitness levels. You can get in shape while meeting Riders in your neighbourhood. There is a whole community of fellow Riders out there for you to connect with. You can start to make some lifelong friends while getting ready for an epic journey. Remember, everyone else who has registered for The Enbridge Ride to Conquer Cancer is in the same situation as you. They may not be ready now, but they will be with regular training and our help. To RSVP for the next Training Ride in your area, visit the [Training Ride Section](#) of the Enbridge Ride to Conquer Cancer website.



## Training partners

Several fitness clubs and spinning studios are pleased to offer discounts to The Enbridge Ride to Conquer Cancer participants, [click here](#) to view the list of training partners.

## FAQ

Visit the Enbridge Ride to Conquer Cancer website FAQ section by [clicking here](#) and the Ride Prep section by [clicking here](#).

## Need help or more information?

- ▶ [www.conquercancer.ca](http://www.conquercancer.ca)
- ▶ 1-866 996-8356
- ▶ Team CAE Captain:
  - [Alain Leblanc](#)