



THE PRINCESS MARGARET

ROAD HOCKEY

TO CONQUER CANCER®

Fuelled by

Longo's

2024

Captain's Playbook

Play With the Leaders

Road Hockey's Captains are individuals who recruit 8 to 12 players, who act as the point of contact for their team, and who take responsibility for the \$10K fundraising minimum. As esteemed leaders in Canadian business as well as in their own communities, Captains rally others to join their cause, appealing to their peers for support, and inspiring them to help us Conquer Cancer In Our Lifetime.



Key 2024 Dates

Draft Night: September 27, Location TBA

On Game Day, the top 25 teams will draft a celebrity to join their team and play in three out of four games.

Game Day: September 28, Location TBA



Draft Night



Game Day

Tentative Game Day Schedule

- 7:00 a.m. - 10:00 a.m. - Breakfast and Coffee provided
- 8:30 a.m. or 9:00 a.m. - Game #1 start times (Players to arrive 30 – 45 minutes before game time)
- 9:30 a.m. - Opening Ceremony
- 10:30 a.m. - 4:00 p.m. - Games #2, #3, #4
- 11:00 a.m. - 1:00 p.m. - Lunch
- 12:30 p.m. - Feature Pad for Awards and the Top Fundraisers vs. Celebrities Game
- 1:30 p.m. - Beverage Garden opens
- 5:00 p.m. - Event concludes

Your Team and the Fundraising Goal

- Teams are made up of 8-12 players
- Game play is 3-on-3 plus a goalie
- 4 games, 25 minutes each
- Each team is responsible for having a goalie and equipment
- Enjoy provided food and drinks, live music, and an inspiring Opening Ceremony

Fundraising Minimum: \$10,000 per team

Fundraising is a team effort. With a \$1,500 matching credit program in September, the fundraising minimum can be achieved by a team of 12 people each raising \$710.

Note: If your team is committed to participating in Game Day, but needs more time to hit the fundraising minimum, we will send you a delayed self-pledge form, which allows your team to continue fundraising 90 days after the event.



Adding Participants to Your Team

You can send players on your team [here](#) to register.

Use promo code **2024PLAYERREG** to waive the registration fee.

If you'd like Road Hockey to bulk import your roster from 2023 to the 2024 event, please email RoadHockey@thepmcf.ca

Fundraising Toolkit Emails

Email To Ask People To Join Your Roster:

Hi Everyone,

[CompanyName/TeamName] has entered a team to participate in Road Hockey to Conquer Cancer, the world's largest road hockey fundraiser, taking place on Saturday, September 28. This event supports life-saving cancer research and patient care at The Princess Margaret, which is recognized as one of the top 5 cancer research centres in the world.

Over the past 12 years, Road Hockey has united almost 20,000 players, and has raised \$30 million. Teams are made up of rookies, seasoned veterans, and celebrities.

I hope each of you can find the time and effort needed to join our team. Before you make your decision, here are a few things you should know:

- Hockey skill is NOT required. Many teams view this as a networking opportunity, and over 140 major Canadian corporations have participated.
- We need to raise a minimum of \$710 per person, considering the team consists of 12 players.
- There are four games total, with food, drinks (both alcoholic and non-alcoholic), live music, and celebrity appearances.
- Draft Night is held the day before, and all food and beverages will be provided at no cost.

If you are interested in playing, please register yourself to the team using [this link](#). The PROMO CODE to waive the registration fee is **"2024PLAYERREG"**.

Here's the [2024 event video](#) on YouTube.

Fundraising Toolkit Emails

Email To Ask For Support And Donations:

Hi Friends and Colleagues,

This year, I am participating in Road Hockey to Conquer Cancer, supporting The Princess Margaret, one of the top 5 cancer research centres in the world.

On September 28, 2024, teams of 8-12 players will raise a \$10,000 team minimum with the hope to make a significant contribution to this amazing cause. I'm playing because I want to see us Conquer Cancer In Our Lifetime.

I am asking you to consider donating to my fundraising page. Whether it's \$50 or \$500, any amount helps. All funds will go towards advancing life-saving cancer research and patient care at The Princess Margaret.

Please click here to donate: [\[add your fundraising link here\]](#)

Thank you in advance for your generosity!

Fundraising Tips To Achieve Your Goal

Simple Steps To Raise \$1,000

Donate to your own fundraising page - \$100 or pick what you can afford. This sets the “bar” for donors.	\$100
Road Hockey and sponsor, MNP, will credit \$50 to your page for your “self-donation” of \$50 or more.	\$150
Within a few days of your self-donation, ask someone who you know will match your original donation (parent, sibling, friend, colleague).	\$250
Within the next week, send an email to your friends, family, colleagues, etc. asking them to donate to your efforts. Tip: send an email to 15 people, explain why raising funds for cancer research is personal for you. Provide your fundraising link and let them know they will receive a tax receipt. Note: It's important to follow up two weeks later with an email as it will be a welcomed reminder and we all forget.	\$750
Social Media - Post something like this on LinkedIn, Facebook, etc. and include a picture of you from a previous year, or use a picture from the 2023 photos. <i>“This September 28, I am playing in a dawn to dusk Road Hockey fundraising event for life-saving cancer research at The Princess Margaret. Please consider supporting my journey by donating to my efforts.”</i>	\$900
A month into your fundraising, call or text a friend or family member who hasn't donated but has expressed interest in supporting you. Tell them you are \$100 from your goal and ask if they can donate \$50 or \$100. OR You can also ask your employer; many are willing to support their employees.	\$1,000

Fundraising Tips To Achieve Your Goal

More tips to help you achieve fundraising success.

- Thank your donors on Instagram, LinkedIn or your social media platform of choice. Perhaps it is an email with all users in Bcc. Yes, gentle peer pressure done in a courteous and polite way works. Just don't call someone out for not donating.
- Host a fundraising event. Team Pirates of the Cure-ibbean hosts a concert with some local music talent in cottage country, the Ovarian Blitzers host a bowling night that raises over \$40,000, and the Etobicoke Wheat Kings have an annual duck race at Wet N' Wild Toronto's lazy river that raises over \$12,000.
- Donate through Benevity, United Way, and Canada Helps. This ensures that all funds are immediately directed towards Road Hockey to Conquer Cancer.

Thank you for being a Captain.

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