



Run For A Cause

What is the Run For A Cause?

The Run For A Cause component allows multiple charities to “piggy-back” on the 2018 event without having to organize their own fundraising event. Furthermore, this program provides a free, online pledge/fundraising platform to participating, approved “Charity Partners”.

The charities simply recruit their participants (who pay an entry fee to the race that goes to the Nutrience Oakville Half Marathon to cover costs of staging the event) and focus all their efforts on recruiting fundraising participants to partake in the event. The concept allows our event to promote a healthy lifestyle while providing a fundraising platform for SO many more charities that support our community.



Benefits for Your Charity

- Encourages participation and support for your cause by allowing participants to raise funds for the official event charity of their choice.
- Reduces risk by removing many of the costs, time and resources associated with organizing a stand-alone fundraising event.
- Raise awareness for your cause by partnering with an marquee local running event.
- Free, Personalized Fundraising: Adds the convenience and security of online fundraising.
- An opportunity to purchase a booth at the Nutrience Oakville Half Marathon Runner’s Expo on race weekend. With over 8,000 unique visitors passing through, it offers a further opportunity to recruit, promote and fundraise.

Before the Race

- Event t-shirts provided for ALL registered participants.
- Free, personalized online fundraising through HTG.



During the Race

- Our fast, flat course is a great opportunity for your fundraising participants to reach a new personal best!
- Cheering Stations and entertainment from local bands along the route are sure to keep your fundraising participants motivated.
- An opportunity to gain exposure for your cause.
- Water, nuun and First Aid stations every 3KM along the route.

After the Race

- Unique finishers' medal for ALL finishers in all events!
- A great post-run party/reunion area with complimentary food and refreshments provided for race participants, free post-race massages, race results available on-site, live music from local bands and various sponsor tents to browse while waiting for loved ones and watching the awards ceremony.
- Finish the race on the beautiful shores of Lake Ontario

Benefits of Using our HTG Fundraising System

For Your Charity/Donors

- Quick Reporting – Real-time fundraising reports containing registrant details and cumulative or individual donation information
- Lower administration costs – Less handling of cash/cheque donations means more time to recruit and encourage fundraising participants. Donations are collected instantly via credit card.

For Your Fundraising Participants

- Personalization – From their personal online fundraising accounts, fundraising participants are able to customize their own fundraising page by uploading a personal picture, setting their individual fundraising goal, adding their own text message and tailoring email solicitations before they are emailed to family, friends and co-workers.
- Ease of linking to online social mediums such as Facebook and Twitter.
- Real-time results – Users can easily track pledges as they head towards their fundraising goal, sending out customized thank you emails to donors.

Other Requirements

All fundraising participants are responsible for their own race kit pick up which **MUST** be claimed during the Runner's Expo. The 2018 Runner's Expo will take place on Saturday,



September 29th, 2018 from 10:00 AM to 4:00 PM in Coronation Park, Oakville. There will be **NO RACE DAY** pick up.

An Opportunity for Additional Exposure on Race Day

Each year we require the assistance of over 400 volunteers to execute a well-organized, fun-filled race day! We encourage people of all ages to volunteer for the Nutrience Oakville Half Marathon.

We are always looking for course marshal volunteers to make sure everything is running smoothly along the route. All participants will be wearing a personalized bib with their name on it so volunteers are encouraged to cheer them on by name as they pass your assigned location.

To sign up as a volunteer, please visit: www.oakvillehalfmarathon.com/volunteers/.



Frequently Asked Questions

Who will the donation appear to come from on my donor's credit card?

HTG Sports (Our online fundraising platform) will appear as the payee on all donor credit card statements. The donation will not come from your charity name or even the Nutrience Oakville Half Marathon. Please make this clear to all fundraisers to avoid any fraud reports and chargeback situations.



Do I need to know the names of all fundraising participants before I register?

No, you can add individual fundraising participants online up until 11:59 PM on Thursday, September 27th, 2018 or in person at the Runner's Expo during race weekend. Remember, the earlier you get out and recruit, the earlier your participants can start fundraising for your cause!

How to Become a Successful Charity

- Use your network to encourage participation in the 2018 Nutrience Oakville Half Marathon and Run For A Cause. Recruit celebrities, corporations, supporters, groups and individuals to run on your behalf.
- Build a great incentive program. It takes countless hours of training to complete a Half Marathon, 10KM and 5KM, not to mention the commitment to raise funds for a charity. Reward their hard work! Offer incentive prizes to your top fundraising participants. Get creative!
- Offer a Grand Prize for your top charity fundraising participants or supporters. Remember this is your fundraising event! Again, be creative. You'd be surprised what you can get for free these days – you just have to ask.
- Promote your free online fundraising platform. Add a direct link from your website to your HTG fundraising page.
- Communicate with your participants regularly via email or newsletters. Go out for group runs!
- Plan a post-race party – Find a local restaurant/pub to sponsor your fundraising participants! Reward your participants for their achievements.

Contact

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