



How-to
guide

Workplace Giving



**LIVING PLANET
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Workplace Giving

Raise awareness and funds for your company's CN Tower climb with these creative ideas.

CN tower climb fundraising ideas

This guide will take you through six ideas to raise funds for your company's climb team, including:

- Organize a climb bake sale
- Get an executive to step up
- Run a riveting raffle
- Plan a climb cook-off contest
- Host a tower toonie challenge
- Host a wild 50/50 draw



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Organize a climb bake sale

Eat goodies all day while supporting critical conservation work.

Step 1:

Choose a date to host a bake sale during the lunch hour or in the afternoon.

Step 2:

Recruit some volunteers to help you plan the event and bake some goodies.

Step 3:

Communicate your bake sale via e-mail, by putting up posters around your building, by spreading the word before or after meetings, etc.

Step 4:

The day of the event, sell the baked goods for \$ 3–5 each, depending on the item. Get a volunteer to walk around the office and remind employees about the bake sale.

Step 5:

Thank employees who volunteered and helped to make your bake sale a success!

Climb pro TIP

Try hosting a bake-off challenge with your CN Tower climb team.

Encourage each climber to bring in one or more items to the bake sale. The person who raises the most funds in the bake sale wins bragging rights and a prize.



Image credit: © naturepl.com / Steven Kazlowski / WWF



Get an executive to step up!

Convincing an executive to climb the CN Tower is a great way to increase organizational support for your climb.

Step 1:

Do some research to find which executives at your company might be interested in supporting your team's climb. This could be a Director, VP, or your CEO.

Step 2:

Book a meeting with the executive to provide more detail about how your company will be getting involved in the climb this year.

Step 3:

Ask them to join your team in the climb. The executive will likely appreciate you taking the initiative to approach them about a cause you care about.

Step 4:

They said no to climbing? Ask them if they would be willing to support your team another way, such as by donating to the team or matching employee donations.

Step 5:

Thank your executive for their time and follow-up with them if necessary.

Climb pro TIP

A good way to convince an executive to step up is to highlight how the event will benefit the organization as a whole. For example, if many employees share environmental values, it would be in the company's best interest to give employees an opportunity to showcase that.



Image credit: © WWF-Canada



Run a riveting raffle

Your colleagues can support wildlife while getting a shot at winning awesome prizes.

Step 1:

Secure prizes for your raffle. No budget? How about offering a lunch with your CEO, or a personal coffee assistant for a week? Get creative!

Step 2:

Communicate your event to employees via e-mail, posters, and in-person.

Step 3:

Organize the logistics for your raffle (finding a table, creating signs, getting raffle tickets, etc.)

Step 4:

The morning of the raffle, place your table near the front entrance. That way, everyone will see it as they walk by. Consider making your raffle 2 or 3 days long.

Step 5:

Choose your winners, give them their prize, and thank everyone for participating!

Climb pro TIP

Pair your raffle with a bake sale by selling coffee, tea and homemade treats. This will help to draw attention to your event and raise even more funds for your climb.



Image credit: © CSL



Plan a climb cook-off contest

Who's the best chef in the office?

Step 1:

Select a day to host your cook off. Try hosting a challenge for chili, soup or mac n' cheese.

Step 2:

Invite your colleagues to make their tastiest dish and bring it into the office on the chosen date.

Step 3:

Invite the office to the event through e-mail, posters, and in-person communications.

Step 4:

Arrange for the logistics of the event (tables, outlets and supplies). Wherever possible, provide reusable bowls and utensils.

Step 5:

It's time for the cook-off! Charge \$3–5 per sample and get your colleagues to vote on their favourite dish. Come up with creative categories for judging. The winner gets bragging rights and a prize!

Step 6:

Thank all your participants for their contributions and for the successful event.



Image credit: © WWF-Canada

Climb pro TIP

Raise additional funds by bringing coffee, tea and desserts to your climb cook-off and encouraging your colleagues to 'make it a combo' for a few extra dollars.



Host a tower toonie challenge

Do something loony to get a toonie! Read the rules below to see how it works.

Step 1:

Plan your toonie challenge to occur over the course of 3 or 4 weeks.

Step 2:

Send out an ask to your team and/or some keen volunteers to participate in the challenge.

Step 3:

Communicate your challenge to all staff by sending out an e-mail outlining the rules. Encourage them to cast their vote each week by submitting a toonie in their jar of choice!

Step 4:

The first day of the challenge, put out the participant's jars and pair it with their proposed action. Encourage employees to vote for which action they would like to see the most.

Step 5:

The employee that has the most funds raised after each day has to complete their challenge!

Step 6:

Repeat this process each week until the challenge is over.

Step 7:

Thank all participants for a job well done and celebrate the funds raised for conservation!

Rules of the challenge:

- Each week, participants of the challenge will think of a unique action to complete to encourage employees to donate to them (ex. doing 200 jumping jacks a day; bringing in treats to the office; wearing a onesie to work; etc.)
- One day per week, the participant's name and corresponding action will be placed on a jar in a central location. Employees around the office will donate to the action they would most like to see completed by putting a toonie in their jar of choice.
- The participant that raises the most funds at the end of the day has to complete the action they proposed!



Host a wild 50/50 draw

Take home half the pot!

Step 1:

Pick a date to host your 50/50 draw.

Step 2:

Communicate your event to employees via e-mail, posters, announcements, and in-person.

Step 3:

Organize the logistics for your 50/50 draw (finding a table, getting tickets for your draw, etc.)

Step 4:

The day of the draw, set up the table with all your supplies. If possible, place the table in a common area to maximize participation. You can also try going from desk to desk selling tickets for your draw.

Step 5:

Select the winning ticket and contact the winner. Provide them with 50% of the funds raised in the draw.

Step 6:

Thank all participants for participating in the draw and raising funds for WWF's conservation work!

Climb pro TIP

Pair your 50/50 draw with a bake sale by selling coffee, tea and homemade treats. This will help to draw attention to your event and raise even more funds for your climb.



Image credit: © WWF-Canada



Want to share your CN tower climb story?

Send us your stories, pictures and ideas by e-mailing livingplanetatwork@wwfcanada.org



You and your company may be included in WWF-Canada's communications!

How to send donations to WWF

Circulate the WWF pledge form to your potential donors and collect funds in-person. Clearly fill out the form for those who wish to receive a tax receipt. (Note: Tax receipts are issued for donations of \$10 or more)

Please do not send cash in the mail.

Make cheques payable to:

WWF-Canada & include in the memo "LP@W CN Tower Climb"

Mail cheque to:

Attn: Amy Castator, Living Planet @ Work
410 Adelaide St. West, 4th Floor
Toronto, ON
M5V 1S8

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