Big Team Fundraising Toolkit

Big Brothers Big Sisters of Calgary and Area

Thank you for being part of the Big Team. By choosing to run and fundraise, you're helping create life-changing mentorship opportunities for young people in our city.

Right now, more than **180 youth are waiting for a mentor** — and your efforts directly help change that.

Page 1: Getting Started + Building Momentum

Where to Start

The most successful fundraisers keep it simple and start close to home.

- **Start with your circle**
  Reach out to friends, family, coworkers, neighbours, and group chats. People are most likely to give because *you* asked.
- **Make it easy to say yes**
  Share your fundraising link with a short message and a clear ask:
  "Would you consider donating $25?"
- **Ask early and often**
  The first week is the most important. Momentum builds quickly when you share updates every few days.
- **Focus on progress, not perfection**
  You don't need the perfect message — you just need to start.

Key Messages to Use

If you're not sure what to say, here are a few simple ways to share your "why":

- “I’m running the Calgary Marathon with Big Team to help fund mentorship for young people in Calgary.”
- “Mentorship builds confidence, connection, and a sense of belonging — your donation helps make those matches possible.”
- “Even a small gift makes a big difference. Thank you for being part of this.”

Fundraising Tips That Work

- Be specific with your ask (ex: $10, $25, $50)
- Personalize when you can — even one sentence about why this matters to you goes a long way
- Follow up — many people mean to give, they just need a reminder
- Celebrate milestones and thank donors publicly or privately

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Page 2: Copy + Paste Templates

Use these as-is, or personalize them with your own story.

Text Message

Hey! I’m running the Calgary Marathon with Big Team to support Big Brothers Big Sisters of Calgary and Area.

Would you consider donating $25 to help fund mentorship for young people in our city?

Here’s my link: *link to you or your team via*: Donate to Big Brothers Big Sisters of Calgary and Area - 2026 Servus Calgary Marathon — Race Roster — Registration, Marketing, Fundraising

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Email Ask

Subject: I’d love your support

Hi [Name],

This year I’m running the Calgary Marathon with Big Team to support Big Brothers Big Sisters of Calgary and Area.

Your donation helps create mentoring relationships that build confidence and unlock potential for young people in Calgary — and right now, more than 180 youth are waiting for a mentor.

If you're able, I'd be so grateful for your support:
link to you or your team via: Donate to Big Brothers Big Sisters of Calgary and Area - 2026 Servus Calgary Marathon — Race Roster — Registration, Marketing, Fundraising

Thank you so much,
[Your Name]

Social Media Post

I'm running the Calgary Marathon with the Big Team!

I'm fundraising for mentorship through Big Brothers Big Sisters of Calgary and Area. Their programs help young people build confidence, belonging, and possibility.

Right now, more than 180 youth are waiting for a mentor — and every donation helps make those matches happen.

If you can donate or share, I'd really appreciate it:
link to you or your team via: Donate to Big Brothers Big Sisters of Calgary and Area - 2026 Servus Calgary Marathon — Race Roster — Registration, Marketing, Fundraising

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Final Note

You don't need a huge network to make a big impact — you just need to ask.

Every message, every share, and every donation brings us closer to connecting more young people with a mentor.

Thank you for being part of this.