**Internal Team Emails for Leading up to Event, and Post Event Updates**

*You can use these emails to encourage and motivate your team, remind them why they are participating and update them on your team’s fundraising totals. You can customize these emails to include CHEO patient stories for a deeper understanding of the impact this event has on the lives of children and youth facing mental health challenges. Registered participants will receive event related emails from the CHEO Foundation, but sending your own emails can help to communicate your specific messages.*

**Email #1 - Join Our Team**

*This email can be sent out by the team captain or a senior manager (as a group email or to individuals) to encourage other staff members to participate in RBC Race for the Kids or joining your team.*

Hello [Insert Company Name] Team,

This year [Insert company name] will be participating in the RBC Race for the Kids event. This event will raise vital funds to strengthen mental health care and research at CHEO. We would love for you to be a part of our workplace team: [Insert team name]! RBC Race for the Kids is a 2K Family walk/run and a timed 5K and 10K all-terrain run. This fun morning event will be held on Sunday, September 24, on the beautiful trails at Wesley Clover Parks, and will include prizes, breakfast snacks, entertainment and activities for all.

**The demand for services at CHEO including emergency, inpatient and outpatient as well as community care is increasing dramatically, stretching CHEO’s mental health resources to the limit. By participating in the RBC Race for the Kids, you will support CHEO’s work to improve access to mental health resources, when and where they are needed.**

Get involved and help us reach our goal of [Insert team fundraising goal and/or participation goal]. Many of us are continuously looking for ways to exercise, and this event allows you to get active while supporting a great cause. With your participation, we can truly make an impact on the needs of children and youth facing mental health struggles.

[Insert link to patient video.]

If you are interested in joining our workplace team, please register here [insert link to team page]. If you have any team fundraising ideas to share or want to help plan some of our internal initiatives, respond to this email stating your interest.

I look forward to hearing from you and hope you will join [insert company name] in our fundraising efforts!

Sincerely,

[Insert Team Captain/Senior Leader Name]

**Internal Team Email – 4 Weeks Away from Event:**

Hello [Insert Team Name],

There are four weeks left until RBC Race for the Kids! Registration is open to join our workplace team [Insert Team Name]. Register today and personalize your fundraising page so that donors know why you are participating in the event.

Start planning some fun fundraising activities with friends and family! Use the sample social media messages to spread the word that you are participating in the event. Customize the message to include your fundraising activities/event information.

Don’t know what event to host? Check out the attached list of fundraising ideas to find a fun engaging event to hold with friends and family: [Insert link to virtual fundraising ideas document].

Together we can make a difference in the lives of children and youth facing mental health challenges. I hope you are excited to be a part of this event and look forward to the impact we can make as a team!

Sincerely,

[Insert Team Captain Name]

**Internal Team Email – 2 Weeks Away from Event:**

Hi [Insert Team Name],

We are only two weeks away from the RBC Race for the Kids event! If you haven’t registered already, now is the time! We want you to join us, [insert team name] by running or walking in support of mental health care at CHEO. [Insert team name] has a fundraising goal of [insert fundraising goal] and you can help us reach it.

Host fundraising activities with your colleagues or individually and encourage family and friends to donate. There are many ways to fundraise! Check out the fundraising ideas page for some event inspiration: [insert hyperlink to fundraising toolkit ]. Click [here](https://www.rbcr4tkottawa.ca/prizing/) (link to https://www.rbcr4tkottawa.ca/prizing/ ) to learn about the exciting prizes you and our team could win!

Together we can help to equip CHEO with the tools necessary to meet the mental health needs of our community – including the 1Call1Click.ca program. 1Call1Click.ca is a bilingual service designed to match kids, youth, and families, living in Eastern Ontario, with the right mental health and addiction services, at the right time.

Looking forward to the impact we can make as a team!

Sincerely,

[Insert team captain name]

**Internal Email – 1 Week Away from Event:**

Hello [Insert Team Name]!

We are one short week away from taking part in the RBC Race for the Kids event. Our fundraising total is currently [Insert fundraising total]. Shout out to [Insert team member’s name] for currently being ranked 1st in individual fundraising efforts for our team! [or consider listing multiple top fundraisers]

CHEO is one of the largest providers of child and youth mental health services, and every child or teen who comes to our doors struggling with their mental health has a unique story. Prior to COVID-19, CHEO was already facing a crisis in pediatric mental health. Given that 70 percent of lifelong cases of mental illness take root in the teen years, early intervention is key. Though these worsening statistics can seem insurmountable, one key message is continuously reinforced: mental health issues are serious but early intervention can make all the difference in transforming lives. With our fundraising efforts we can help more kids access the right care at the right time.

Watch this patient story to remember why we are participating in such an important event: [Insert link to patient story from [the videos list on our website.](https://www.rbcr4tkottawa.ca/patient-stories/) ]

I am excited to have you part of [insert team name] and know we are going to be successful on event day. Don’t forget that you can complete your committed distance whenever, wherever and however you wish.

Good luck with your last week of fundraising and we will all come together on Sunday, September 24th to celebrate our success!

Sincerely,

[insert team captain name]

**Internal Email – 1-2 Days Before the Event:**

Hello [Insert Team Name],

We are so close to event day. I hope you are excited for a fun day ahead on Sunday. I know you have all been working hard to fundraise for our team and I am pleased to announce that our fundraising total is currently [insert fundraising total]!

Post to your social media pages using the sample social media messages to remind others that you are participating in the RBC Race for the Kids Workplace Team Challenge this weekend. Let’s continue to spread the word about our team participation and encourage friends and family to donate to our fundraising page.

I look forward to seeing you and your families on Sunday!

Sincerely,

[Insert Team Captain Name]

**Internal Email – Post Event Team Thank You Letter:**

Hi [Insert Team Name],

We did it! RBC Race for the Kids was a huge success and we could not have done it without the participation of each one of you. Together we raised [Insert team fundraising total] in the workplace team challenge. This donation will continue to improve the great care and research provided for children and youth facing mental health challenges.

You walked or ran, and you conquered! What an extraordinary achievement by everyone. Your participation and energy have truly made this event something special, and we can't wait to see you again next year. Now, let's keep the excitement going! Share your favorite moments, your triumphs, and your joy from the event. Post your pictures on social media and don't forget to tag us with #RBCRacefortheKids, #CHEO, #mentalhealth, and #youthmentalhealth.

Thanks again for your participation and fundraising efforts in raising money for RBC Race for the Kids, and for helping improve the lives of mental health patients at CHEO. I am so proud of our team, and hope you are as well!

Sincerely,

[insert team captain name]