

# Pushups for FireFighters Without Borders Canada **Participant InfoPackage**



*Your fitness level doesn't matter...*  
Only your willingness to help.

ALL PROCEEDS GO TO  
FIREFIGHTERS WITHOUT  
BORDERS CANADA

## **PUSHUPS FOR FWB CANADA**

*Get Fit, Have Fun. Make a Difference.*



**WHAT DO YOU  
PUSH FOR?**



## **Thank You For Participating in Pushups For FWB Canada... Now Let's Have Some Fun!**

From: FWB Board of Directors

**Dear Pushups For FWB Canada Participant,**

**You are awesome!** And we mean that sincerely. It is so reassuring to know there are folks like you who want to help others and make a difference...And are willing to do more than just talk about it. **You're an action-taker, a doer.** You don't just stand on the sidelines, you get in the game!

Our first order of business is to say a hearty and heart-felt...**THANK YOU!**

Now...let's have some fun.

In this Info-Pak you'll find all the information you need to get going with Pushups For FWB Canada.

- Tools and info on how to get sponsors (the folks who will donate either a flat amount or "for each pushup" you do in 90 seconds at the upcoming event)
- Answers to Frequently Asked Questions about Pushups for FWB Canada

## How To Invite Friends To Join Your Team And Get Your 20 “Pushups For FWB Canada” Sponsors Quickly & Easily

Your goal is to get 20 of your family, friends, co-workers or associates to each donate either a flat amount or 50 cents to \$1 or more for each pushup you do in 90 seconds at the Pushups For FWB Canada event on Oct 22nd at Crux Fitness Richmond.

And I'll tell you right now that it's going to be a quick, easy and fun process...because your friends get to *pay to make you sweat!* And if your friends are anything like mine, they'll gladly do that 😊

Kidding aside, we *do* have a serious mission. And it's two-fold:

1. **Help you prepare for Pushups For FWB Canada** so you can do as many pushups as possible in 90 seconds, and help you get the exercise habit (if you don't have it already) so you can be fit for life!
2. **Raise as much money as possible** to help Firefighting efforts around the world. Certainly a worthy and deserving cause.

For now, let's talk about the second part, raising as much money as possible.

There are three components to that:

1. **Inviting your friends, family, neighbours, and co-workers to sign up to do pushups with you!** Hey the more people who sign up, the more fun you'll have and the more funds we're able to collectively raise as a group. Plus, you'll have a great time “training” and getting in shape for the event with people you know!
2. **Getting as many sponsors as you can** - your goal is 20 sponsors, but there's certainly no penalty if you don't hit that goal.
3. **Doing as many pushups as you can** - so you increase the amount each sponsor donates.

Again, we'll discuss your physical training to do the pushups later. Right now I want to stick with showing you the quickest and easiest way to get your 20 (or more) sponsors.

## It Starts And Ends With Your Attitude!

As with anything in life, your attitude determines your altitude. And the best attitude is one of **expectancy**. Trust that your friends, family and co-workers are as interested in doing the right thing as you are... Because chances are really good that they are.

Just give them the opportunity to donate...*and they will.*

So it's a winner all the way around for anyone sponsoring you:

- They get to pay to make you sweat (and even come watch if they like).
- They get to support a very worthy cause by helping Firefighting efforts worldwide.
- And they get free fitness coaching, motivation and instruction by participating in the Pushups For FWB Canada event.

What's not to like?

## Who Should You Ask To Join Your Team And Support You?

The first consideration is "who". So here's a little "tickler" list to get you thinking about who you should send your letter (provided) and emails (provided) to - and of course, **ask in person** using the provided Sponsorship Flyer (which will ultimately be the most productive way to get sponsors).

There are no geographic limitations. You can ask anyone who lives anywhere to support you. People like:

- **Everyone in your extended family**
- **All your friends**
- **Everybody at work**
- **People you know at your place of worship**
- **Anyone you play sports with**
- **People from school**
- **Affinity groups (hobbies, associations, Chamber of Commerce, book club, etc.)**
- **Neighbors**
- ***Who else?***

## Use The Sponsorship Tools...They Work!

As you'll see, we've provided you with some simple tools you can use to get the word out about your participation in Pushups For FWB Canada, and get the folks in your sphere of influence to join your team to do pushups with you or donate/sponsor you.

All you've got to do is use them, and watch your friends, family and co-workers jump at the chance to support you and the developing countries who receive Firefighting equipment and training from FWB Canada that save lives.

So let's take look at the tools...

### Tool #1: Your Sponsorship Flyer

On this page you'll find your Sponsorship Flyer. You can print as many copies of this flyer as you think you'll need (I suggest starting with at least 3 copies). Bring these with you everywhere you go, because you never know who you'll run into - and **everyone** is a potential sponsor.

Remember...the "secret" is to simply...ask! On the page after the flyer, you'll find instructions on how to use it.



## Instructions For Using Your Sponsorship Flyer

1. You probably noticed the “penalty” section on your Sponsorship Flyer on the previous page. That’s included to add some **fun** to this for you and your sponsors, and an additional challenge for you. But please don’t use it as an excuse to “sandbag” (drastically underestimate) your personal pushups goal. That’s not fair to you or to your sponsors who select the “bonus” option. It’s not fair to you, because you won’t be challenging yourself the way you know you can and should, and it’s not fair to your sponsors because if you sandbag your goal, you’ll most likely exceed it by 20% with little effort (and they’re paying to make you sweat ☺). Remember, our slogan is “*get fit, have fun, make a difference.*”
2. Get those folks who you personally see (at work, place of worship, in the neighbourhood, etc.) to **complete the sponsorship flyer**. Your goal is 20 or more.
3. Then **direct them to our donation page** to donate for your challenge.
4. You can **follow up** with them (recommended) by sending them each a quick **email like this** (should be sent within 24 hours of sponsoring you):

Hi,

I just wanted to thank you for sponsoring me in Pushups for FWB Canada. I really appreciate your support in my efforts to raise funds for Firefighters Without Borders Canada.

I’ll follow up with you after the Pushups For FWB Canada event on Oct. 22nd to let you know how I did and walk you through how you can make your tax deductible donation easily online. Thanks again!

**Your Sponsor-Getting Emails (Send To Everyone In Your Address Book and your social media “friends” through Facebook etc...)**

Email can be very effective, and sending these 3 emails to everyone in your email address book may be all you need to do to get 20 sponsors quickly.

We do encourage you to send all 3 emails (or write your own), **because repetition helps**. Often, a recipient will read your first email and intend to respond, but then forget because of some distraction. Give the people in your sphere of influence the opportunity to help by being a little bit persistent. They won’t mind - in fact, they’ll appreciate that you’re so committed.

As you'll see, the 2nd and 3rd emails refer back to the previous email as a way of jogging the recipient's memory.

Of course, feel free to adapt or edit these emails as you like, or to simply write your own from scratch. But please commit to sending three emails. You'll find them on the next three pages...

## **Email #1**

Subject: I'm Doing Pushups for Firefighters Without Borders Canada

Hi Everyone,

I hope you're all doing well. I just wanted to drop you a note and let you know what I'm up to. You might be surprised.

I'm participating in a local event here called Pushups For FWB Canada. Their slogan is "get fit, have fun, make a difference" and it does sound like fun to me. That's part of the reason why I'm doing it. The other part (the BIG reason) is because I can raise money for Firefighting efforts around the world and save lives. All the money raised will go into helping FWB Canada run their programs to support Fire Departments in developing countries with much needed training and equipment.

But I need your help.

I'd sure appreciate it if you would agree to sponsor me by donating fifty cents, one dollar, or any other amount for each pushup I do in 90 seconds during the Pushups For FWB Canada event on Oct. 22nd, Your donation is tax deductible.

My goal is to do \_\_\_ pushups in 90 seconds (I'm in training!). So, for example, if you were to pledge 1 dollar for each pushup I do, that would equal a total donation of just \$\_\_\_.

It's not a big amount, but every dollar makes a difference.

You can learn more about Pushups For FWB Canada (and sign up for the event to join me!) by clicking on this link: [www.FWBCanada.ca](http://www.FWBCanada.ca)

I really appreciate your support!

Thanks,

## Email #2

Subject: My progress with pushups for FWB Canada

Hi everyone,

I'm following up to the email I sent you a few days ago about my participation in the Pushups For FWB Canada here in BC. I wanted to let you know how I'm progressing, and also ask you again to consider sponsoring me with a small donation, if you haven't already.

I've been practicing my pushups and I'm pretty confident I can reach my goal of doing \_\_\_ pushups in 90 seconds. I feel good and am sticking to my routine of doing some pushups almost every day in preparation for the event.

I received email responses from some of you with pledge donations after my first email. I \*really\* appreciate your support! But I wanted to reach out again just in case others of you didn't see my first email, or didn't have an opportunity to respond. Here are the details (from my first email):

I'd sure appreciate it if you would agree to sponsor me by donating fifty cents, one dollar, or any other amount for each pushup I do in 90 seconds during the Pushups For FWB Canada event on Oct 22nd, Your donation is tax deductible.

My goal is to do \_\_\_ pushups in 90 seconds (I'm in training!). So, for example, if you were to pledge 1 dollar for each pushup I do, that would equal a total donation of just \$\_\_\_.

It's not a big amount, but every dollar makes a difference for Firefighting efforts around the world.

You can learn more about Pushups For FWB Canada (and sign up for the program to join me!) by clicking this link: [www.FWBCanada.ca](http://www.FWBCanada.ca)

**I'd sure appreciate your support!**

Thanks,

### **Email #3**

Subject: Thanks For Supporting Pushups For FWB Canada

Hi everyone,

I wanted to send out a quick email to all of you and say THANK YOU VERY MUCH! I really appreciate all the support I've gotten for my participation in the Pushups For FWB Canada to benefit Firefighting efforts around the world.

Every dollar really helps to show the families in developing countries facing life-threatening conditions that we in Canada care (and your donation is tax deductible too). FWB supplies equipment and training needed to these countries to save lives.

My pushup challenge is coming up and I'm pretty confident I can hit my goal of doing \_\_\_\_ pushups in 90 seconds.

I'll follow up with all of you after the event and let you know how I did (both with pushups and with fundraising).

If you haven't pledged a small donation yet and would like to, please follow the link in this email to do so!

Thanks again,

P.S. For more info on Pushups For FWB Canada, click this link:

INSERT LINK HERE

## **Your Sponsor-Getting Letter**

There's lots and lots of proof that if you want someone's attention, and action, you need to communicate with them in a variety of ways.

So far we've provided you with a sponsorship flyer for you to get sponsors in-person, and emails you can send to everyone in your email address book.

But there are two more very effective ways to get sponsors.

**The first way is with the telephone.** Either a real telephone call (best), or a text message. If you are comfortable doing so, making phone calls to folks you know will prove to be second in effectiveness only to asking them in person. I hope you'll consider calling people and asking them to donate. Remember, it's all about your attitude. If you have an expectant, enthusiastic attitude and just tell people what you are doing and how they can help...you'll be pleasantly surprised at how receptive and willing to help they are.

**The second way is with a letter.** On the next page is a letter you can use. Just type it up, print out as many copies as you need, sign each one, stuff in an envelope and mail. Letters get attention when emails can sometimes get ignored (because people get so many).

Yes, you'll incur a little cost for postage, but I think you'll agree it's worth it to help those that find themselves in life-threatening conditions. Compared to them, our lives are easy.

$$1 + 1 = 11$$

If you really want to get fantastic response (and possibly win the prize for having the most sponsors), here's what I suggest you do.

Mail the letter you find on the next page, then follow up with each person you mailed to by calling them on the phone a few days later (give the letter enough time to arrive, usually about 2-5 days depending on where they live).

The combination of the letter and your personal follow up phone call produces exponential results (you'll be amazed). It's not just  $1+1=2$ . It's  $1+1=11$ .

## Your Sponsor-Getting Letter Template

Dear \_\_\_\_\_,

I've sent you this letter because I want to update you on something I'm doing, and because I need your help.

I'm participating in a local event here called Pushups For FWB Canada. Their slogan is "get fit, have fun, make a difference" and it does sound like fun to me! That's part of the reason why I'm doing it. The other part (the BIG reason) is because I can raise money for Firefighters Without Borders Canada and help Firefighters around the world attain the proper equipment and training needed to save people in life-threatening situations. All the money raised will go into helping FWB Canada run their training deployments and send containers of equipment to support Firefighting efforts in developing countries, that otherwise wouldn't have the tools they need to save lives.

But I need your help.

I'd sure appreciate it if you would agree to sponsor me by donating fifty cents, one dollar, or any other amount for each pushup I do in 90 seconds during the Pushups For FWB Canada event on Oct. 22nd, Your donation is tax deductible.

My goal is to do \_\_\_ pushups in 90 seconds (I'm in training!). So, for example, if you were to pledge 1 dollar for each pushup I do, that would equal a total donation of just \$\_\_\_\_.

It's not a big amount, but every dollar makes a difference.

You can learn more about Pushups For FWB Canada (and sign up for the event to join me!) by following this link: [www.FWBCanada.ca](http://www.FWBCanada.ca)

Please give me a call at \_\_\_\_\_ or send me an email at \_\_\_\_\_ to let me know if you are willing to sponsor me, and if so for what amount. I really appreciate your support!

Thanks,

P.S. The event is coming up, so please get back to me as soon as you can. Thanks again!

## Finally...You Can Support Firefighters By Spreading The News About Pushups For FWB Canada

We highly encourage you to keep on sharing the news of this event all over social media.

It's really important to get as many Lower Mainland residents as possible engaged and participating in Pushups For FWB Canada because...

1. More people doing pushups means **more money raised for FWB Canada**
2. More people doing pushups means **a healthier, happier, more positive and productive community**. There's simply no denying that when folks get engaged in a positive and rewarding activity like fitness, they feel better, perform better and frankly, are generally nicer and more enjoyable to be around! And that's what we all want! Don't forget, regardless of whether a person chooses to participate doing pushups, or just wants to sponsor you or someone else who's doing pushups. And that's a fantastic "kick start" program for anyone who wants to learn how to lose weight, burn fat and get in shape...the right way!
3. More people attending the Pushups For FWB Canada event means **MORE FUN for everyone!** I keep coming back to the "fun" element because it's so important. Fitness, done the right way, is a heck of a lot of fun...for everyone...kids, adults, seniors...everybody. And if there's one thing we're really good at here at Crux Fitness, it's making fitness fun (you'll get to experience that at the event).

So again, please help us, help the world and help our firefighters by posting about the event, sharing our link: [www.FWBCanada.ca](http://www.FWBCanada.ca)

Post videos of you doing pushups everyday telling everyone about what you are up to. We can make a real difference.

On behalf of Firefighters Without Borders Canada...**Thanks for your help!**

## Putting It All Together

We've covered a lot of information in this INFO-PAK, so I just want to quickly summarize the fastest way for you to get your 20 (or more) sponsors. And also remind you there is a really great prize for the person who gets the most sponsors!

### Step-By-Step

1. Follow the instructions shared here to invite your friends, family, and co-workers to join the team and have fun getting fit and doing pushups with you!
2. Use the tools we've provided to ask your contacts for donations and share the news with others via email, Facebook, Twitter, Linked in, and more

That's it. **Just those simple steps.** But they're all so important. That's why I ask you to keep the objective in mind: Providing training and equipment to Firefighters in developing countries so they can save lives. With that as your motivation - the pure and good desire to help others - you can't go wrong, and everyone will be responsive to you and want to help you raise money doing Pushups For FWB Canada!

On the next pages, you'll find tips on maximizing your success with raising funds (so you can win the contest!) and a Pushups For FWB Canada FAQ (frequently asked questions). But if you have any other questions for us before the event, don't hesitate to call or email us at 778 999 2330 or FWBCanadaFundraising@gmail.com.

We look forward to meeting you at the Pushups For FWB Canada event!

# 9 Tips on Maximizing Your Success With Raising Funds

## 1. **HELP PEOPLE UNDERSTAND WHY YOU'RE DOING THIS**

Help people understand what your campaign is all about and "what you push for." You're likely to be more successful if you're fundraising for something that people can really relate to. Get personal in your text. And don't make the text too long because like this page, people will probably only read the first paragraph. Your goal is to make people feel really guilty if they read your text and don't press the big Donate button.

## 2. **MAKE YOUR OWN DONATIONS**

It'll be so much easier to get your friends, family, co-workers and people you don't like that much to donate if you set an example and make the first donation to your project. You should expect everyone to donate the same amount you're donating so if you want people to donate \$50 don't donate \$15 yourself.

## 3. **ASK FOR DONATIONS**

Message everyone in the world by Email, Facebook, and Twitter. You can use the Share button on our page to make it happen or just use your own email program and include a link to our page. Send at least 3 messages to everyone you've ever met. Your first email should just be about asking people to donate. The second two can be about updating everyone on how your project is going, thanking everyone for supporting you, and then be sure to explain how if everyone just gives \$25 more (or whatever number is right for you), you'll hit your goal and you really need everyone to help.

## 4. **SET A FUNDRAISING GOAL AND CREATE URGENCY**

Fundraising Goals and Deadlines to Give create urgency. Update your contacts on how close you are to hitting your personal goal and keep asking them for help. Use your Deadline to Give date to create a sense of urgency, which gets people to donate instead of putting it off for another day.

## 5. **SAY THANK YOU (AND MAKE IT SO NICE THEY CRY)**

Thank everyone who donates to you and tell 'em how their money is being used so they really feel a part of your fundraising campaign. If you want to be one of the great fundraisers, thank people as quickly as possible. If you do it well, they'll be shocked at how quickly you thanked them, be super impressed with how much of a difference their donation can make, and they might not only donate again, they'll likely tell their friends about your project. Nothing better than when your fundraiser goes viral.

## **6. POST LOTS OF PHOTOS**

Make sure you have photos on your social media page so your supporters can instantly relate to the cause you're fighting for and so they can see the amazing work you're doing to give back. People will look through your photos and if they see what you already know to be true, they will feel compelled to give.

## **7. GET YOUR FRIENDS TO JOIN YOU**

Tell your friends and family to go to our page [www.FWBCanada.ca](http://www.FWBCanada.ca) so they can join to help raise some money. If your friends don't join then you don't have to be nice to them for the next 3 days. It's really important that you inspire your friends to reach out to their contacts and ask for donations.

## **8. TAKE YOUR CAMPAIGN VIRAL**

Write about the fundraiser on Facebook, Twitter, at least once a week. If you can't figure out how to make it happen please ask someone in middle school to help you. Definitely update people about your fundraiser, and thank people that just donated. The more you're involved in your campaign and update your Facebook status message, the more your supporters will follow your campaign and stay involved.

## **9. DID WE MENTION YOU NEED TO ASK FOR DONATIONS**

I know we already said it three times but posting about it is just one step. To really have an impact, you need to contact everyone you know, ask your friends to contact everyone they know, and spread the word about your project in your community, on social networking sites, in your email signature, at community meetings, and whatever other creative ideas you come up with to let everyone know you are trying to make a difference for a really important cause and you want them to give a little money. Don't feel bad asking. FWB Canada is an awesome charity that impacts the lives of thousands around the world and you're a part of that now. Make your friends feel a part of it too.

## Frequently Asked Questions (FAQ)

**Date & Time of Event:** Oct. 22nd 11AM-7PM (please advise of your arrival time)

**Location:** Crux Fitness Richmond 420-3771 Jacombs Rd. Richmond, BC.

**What should I wear:** The event will be held indoors so just wear comfortable workout attire.

**What should I bring:** Bring a positive attitude, a loving heart, and all your friends and sponsors.

**Can others come to cheer me on?:** Yes! The more people the better! Who knows, they might decide to jump in and do pushups as well!

**How should I prepare?** Like our [Facebook page](#) for videos that we have prepared for you on how you can train to do more pushups

**Is there a minimum amount I must raise?** No, there is no minimum, but every dollar helps. We hope you will make the effort to get 20 sponsors. If you do that, you will be able to raise a considerable amount of money to help FWB Canada... And you'll feel great about that!

**How do I collect the donations?** After the event, we'll provide you with an official form indicating the number of pushups you did in 90 seconds (you can use this as "proof" for anyone who may be skeptical ☺). Then you simply email or call your sponsors and ask them to donate online at our event page: [www.FWBCanada.ca](http://www.FWBCanada.ca)

**What if I have additional questions?**

Please direct all other questions at: [FWBCanadaFundraising@gmail.com](mailto:FWBCanadaFundraising@gmail.com) 778 999 2330