

United Way
**CLIMB
UP**

**2023
TEAM
CAPTAIN
GUIDE**



United Way
Greater Toronto



When it comes to helping the community, you and your team have what it takes to make all the difference. We are so glad that you have stepped up to lead a team at United Way's ClimbUP as we climb the CN Tower to help fight local poverty. This guide offers tips to help you get started, build your team and reach your fundraising goals!

WHAT TO KNOW

Early bird incentive

Register before August 31st to Save 20% on Registration Fee

Registration fee*:

Adults \$25

Youth*** \$10

Minimum fundraising requirement**:

Adults \$100

Youth*** \$60

* The registration fee is not eligible for a tax receipt and is non-refundable.

** Only climbers who have reached the minimum fundraising requirement are permitted to climb. You may self-pledge at check-in to reach the minimum fundraising requirement.

*** 13-17 years old.

EVENT DAY DETAILS & EXPERIENCE:

NEW Your Team Can Climb Either Day

Saturday, October 21, 2023

Sunday, October 22, 2023

NEW Self-Selected Arrival Times

5 a.m. to 9 a.m.

As part of the online registration process, you and your team will be asked to select a climb day and arrival time. As Team Captain, if you wish to climb as a group, please ensure your team all select the same climb day and arrival time.

Climb Times

6 a.m. to 10 a.m.

You must be in line to the CN Tower before 10 a.m. or you will not be permitted to climb.

Event Day Check-in Location

Metro Toronto Convention Centre

North Building, Hall A

255 Front Street West

All climbers who have not picked-up their personalized time chip wristband at the Advance Check-in must pick-up a wristband at Event Day Check-in.

Wristbands

You must be wearing your personalized time chip wristband and have your hand stamped at the Metro Toronto Convention Centre before you climb the CN Tower.

Advance Check-in:

To save time on event day, you can do Advance Check-in on behalf of your team. Advance Check-in may be done on behalf of any team member who has met the fundraising minimum (\$100 for adults; \$60 for youth). Our finance staff will accept offline pledges at Check-in and issue your team's personalized time chip wristbands.

Advance Check-in location:

United Way Greater Toronto
26 Wellington St. E., 12th Floor
Toronto, Ontario.

Note: Wristbands will not be mailed.

Advance Check-in dates and times are:

- Saturday, October 14 from 9 a.m. – 3 p.m.
- Monday, October 16 from 10 a.m. – 2 p.m.
- Tuesday, October 17 from 8 a.m. – 2 p.m.
- Wednesday, October 18 from 12 p.m. – 6 p.m.

Team Captain Incentives

- Team Captains of teams with 6 or more members by September 22 will receive an exclusive gift of a drawstring bag, water bottle, toque and wristband
- Team Captains of teams with 15 or more members by October 6 will receive an exclusive ClimbUP backpack

Good Move App

Good Move, a fundraising and activity-tracking mobile app, will make getting ready for the event easier than ever. With Good Move you can reach out to people on your phone contact lists and over social media and ask for their support in reaching your fundraising and training goals. Look for the QR code on your Participant Centre and download today.

YOUTH CLIMBERS

Important Information!

Age and height restrictions:

Climbers must be 13 years of age or older and a minimum of 42 inches/107 centimetres tall on the day of the climb. Climbers 17 years of age and under must be accompanied by an adult (21+ years of age) when they climb.

Waiver:

Climbers 17 years of age and under must print and bring a Participant Waiver, signed by the participant and their parent/guardian, to participate in the event.

STEP 1: REGISTER ONLINE

There are two ways to set up a team.

If your team is composed of family and friends or is a company/school/public sector organization that has never participated in a United Way event:

1. Visit <http://uwgt.org/climbup>
2. Select 'Register'
3. Select 'Form a Team'
4. Select 'Join as a new participant' or Log In as a 'Returning climber', using your previous username and password
5. Enter a 'Team Name'
6. Enter a 'Team Fundraising Goal' of no less than \$100 per team member
7. If applicable, choose an affiliated company/school/public sector organization from the dropdown menu or complete the entry field with the name of your company/school/public sector organization. If not applicable, skip this step
8. Identify which category of team you're registering under Team Division
9. Select 'Next Step', then continue with your registration

If your team is associated with a company/school/public sector organization that has participated in a United Way event previously:

1. Visit <http://uwgt.org/climbup>
2. Select 'Register'
3. Select the 'Register with a company' or Register with a school' tab
4. Select Form a Team'
5. Select 'Join as a new participant' or Log In as a 'Returning climber', using your previous username and password
6. Enter a 'Team Name'
7. Enter a 'Team Fundraising Goal' of no less than \$100 per team member
8. Your affiliated company/school/public sector organization should display. If so, skip this step. If not, complete the entry field with the name of your company/school/public sector organization
9. Identify which category of team you're registering under Team Division
10. Select 'Next Step', then continue with your registration

Note:

Team members must complete their own online registration, personally review and accept the waiver conditions, and fundraise the minimum requirement. Team Captains cannot register other people online when registering themselves. Teams cannot average their fundraising total; each participant must raise their fundraising minimum to qualify to climb.

STEP 2: BUILD YOUR TEAM

Now is the time to reach out to your family, friends, classmates and colleagues by sharing the link to your team page.

- Ask people to join your team by registering online
- Login to your Participant Centre
- Click on the 'Email' tab
- Choose the desired email template from the three options: 'Donor Thank You', 'Recruiting,' and 'Ask for Donations.' Emails can be customized—in fact, we recommend it!
- Choose 'Recruiting' from the menu
- Send emails to potential team members. Don't forget to tell your team the climb day and arrival time you've chosen so you can climb together. These emails will contain a link to your team page, where people can sign up and join your team
- Recruit more climbers to your team or recruit students to your School Rally! Event posters are available on the [F.A.Q. page](#) for you to print and personalize to help recruit others to the climb. Email unitedwayevents@uwgt.org for additional event images for your social posts
- Promote event details (and your team-building and fundraising efforts) on your social networks to entice others to join and/or donate

Tip: Join us online to get #UP4Community and for up-to-date event details:

Facebook: facebook.com/UWGreaterTO

Twitter: twitter.com/uwgreaterTO

Instagram: instagram.com/uwgreaterTO

LinkedIn: linkedin.com/company/uwgreaterto

Join the [Facebook event](#)

STEP 3: START FUNDRAISING

Encourage team members to fundraise. Promote your participation on social media to gather donations. Be sure to share your team goal and fundraising ideas and keep everyone aware of your team's progress.

- Log in to your Participant Centre to get started!
- Click on the 'Email' tab
- Choose the desired email template from the three options given, 'Donor Thank You', 'Recruiting', and 'Ask for Donations'. (Emails can be customized)
- Choose 'Ask for Donations' from the menu
- Send emails to potential sponsors. These emails will contain a link to your page, where people can easily make a pledge. You are able to add/import contacts

Good to Know

Minimum fundraising requirements per person:

Adults 18 and over: \$100

Youth 17 and under: \$60

Fundraising deadline: Minimum fundraising requirements must be met by event day to be eligible to climb.

Here are 5 small steps to help you and your team raise \$500 in just 1 week

1. Make a self-pledge

Lead by example! Make a self-pledge of \$50 to kick-start your fundraising. This will show your commitment to potential donors and they will follow your lead.

2. Connect with friends and family

Reach out to your family and friends by sending them emails through your Participant Centre and remind your team to do the same. It is super easy! Email six friends and if they each make \$25 donations, you have added another \$150 to your fundraising total.

3. Talk to your workplace

Ask your workplace if they will match your self-pledge. Some workplaces already offer a matching gift program. That's another \$50.

4. Fundraise on social

Share that you're getting #UP4Community on social and ask people in your network to donate. If you receive five donations of \$20, you'll have raised another \$100. Don't forget to include a link to your Personal Page.

5. Host a team fundraising event

Raise \$150 by hosting a team bake sale, car wash or garage sale. Create posters to tell your customers that all proceeds from your event are going towards United Way's work fighting local poverty.

Add it all up for a grand total of \$500!

STEP 4: TRAINING TIPS

Are you ready to conquer the 1,776 steps of the CN Tower? Here are some tips to help your team train for ClimbUP.

1. Take the stairs

Take the stairs whenever you can. Try not to take escalators and elevators when stairs are an option. The more stairs you can climb, the better!

2. Organize a team training event

Coordinate a small team training event with your team members. Reach out to your workplace or apartment building and ask if you can practice climbing in the building's stairwell. You can also find outdoor staircases around the city!

3. Warm up

Don't forget to warm up before you start training. Stretching before and after you climb will help to reduce muscle tensions.

4. Remember, it's not a race

Although some climbers may climb faster than you, don't forget that ClimbUP is not a race. Take your time, climb safely and enjoy stepping #UP4Community!

5. Wear athletic footwear

At ClimbUP, it's important to wear proper athletic footwear to avoid injury while climbing the CN Tower. It is a good idea to wear the same shoes that you used when training for the climb so that you are most comfortable.

6. Take the advice of experts

Talk with the instructors or trainers either at your local gym or fitness studio and ask them for suggestions on training for ClimbUP. They know best!

STEP 5: PICK UP YOUR TEAM KIT

Advance Check-in:

To improve your team's event experience and reduce wait times at ClimbUP, check-in everyone in advance of the event. This option is open to all of those on your team who have registered and met their fundraising minimum.

At Advance Check-in, you can hand in any offline donations (i.e. cash and cheques), if applicable, along with associated pledge forms and pick up everyone's personalized time chip wristband. Your team can skip the Check-in step at the event and go straight to Coat & Bag check.

Advance Check-in location:

United Way Greater Toronto
26 Wellington St. E., 12th Floor
Toronto, Ontario.

Advance Check-in dates and times are:

- Saturday, October 14 from 9 a.m. – 3 p.m.
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- Tuesday, October 17 from 8 a.m. – 2 p.m.
- Wednesday, October 18 from 12 p.m. – 6 p.m.

STEP 6: JOIN US AT CLIMBUP!

Here are a few guidelines for making your climb as seamless and enjoyable as possible. Please share this information with your team members!

Check the Participant Centre for the arrival day and time you committed to at registration.

Arrive to the Metro Toronto Convention Centre (MTCC), North Building, Hall A, 255 Front Street West. If you picked up your wristband in advance of the event, go directly to Coat and Bag Check. If you have yet to pick up your wristband, you need to go to Check-in first.

All participants must get their hand stamped at MTCC before heading to the tower.

Once you leave Hall A, the climb takes approximately 45 minutes. However, there may be unforeseen delays in waiting to climb the CN Tower. These delays are to ensure your safety, and we appreciate your patience.

Keep to the right to allow faster climbers to pass.

The top of the CN Tower can get very busy and warm during the climb. In the interest of public safety, please make your way back to ground level (via the elevators) as soon as possible.

Return to the MTCC, North Building, Hall A, 255 Front Street West, to receive your official 2023 ClimbUP t-shirt with your climb time and to enjoy our onsite activities.

What can I bring up the CN Tower?

For safety reasons, climbers must be hands free and cannot carry anything during the climb, including water. All items MUST be left with friends or at the free bag and coat check at Metro Toronto Convention Centre before commencing the climb. Keys and identification must be secured in pockets or a fanny pack. For a full list of permitted and non-permitted items, visit our [E.A.Q.](#)

Volunteers and/or CN Tower staff cannot hold any personal items for climbers.

Where can I store my backpack, purse or jacket?

Please leave all valuables at home. There will be a coat and bag check located in Metro Toronto Convention Centre, North Building, Hall A. This area gets very busy. We encourage you to bring as few items as possible to the event; this will reduce the chance of lost or misplaced articles.

Where do I pick up my event t-shirt?

Return to Hall A at the Metro Toronto Convention Centre after climbing the CN Tower. Here you can pick up your official 2023 ClimbUP t-shirt and have your climb time recorded on it.

Can I climb more than once?

No. Multiple climbs are not permitted.

STEP 7: REACH YOUR FUNDRAISING GOALS

As the Team Captain, you play a key role in motivating your team to meet your fundraising target! Follow these easy steps to make a big impact:

1. Encourage your team members to get the ball rolling by contributing to their own campaign.
2. Have everyone set an individual target and post it on their personal fundraising page along with their reason for participating. Fundraisers who showcase their target on their profile page raise 46% more!
3. Encourage each team member to download the Good Move app. It makes asking for donations on social media simple.
4. Challenge each team member to reach out to no less than five friends or family asking them to donate.
5. Ask your team to let everyone know they are stepping #UP4Community on their socials and share a link to their personal fundraising page.

Don't Forget!

Follow-up with your team members to ensure they have asked all of their potential sponsors (including family, friends, neighbours, co-workers, company vendors, etc.) for a donation. Send a final reminder to those who have been contacted, but who have not yet donated. Don't forget, it generally takes three emails to get someone to act!

Club 1776

Raise \$1,776 and become a member of Club 1776. Members will receive a commemorative Club 1776 performance t-shirt, United Way branded buff, ClimbUP branded cross-body pack, water bottle, and front of the line access during the climb.

Prizes

Encourage friendly competition amongst team members with ClimbUP prizes.

Visit the [Prizes page](#) for complete prizing details. Here's a sneak peak at what's up for grabs:

- Climbers who register and fundraise before August 31 will have a chance to win the Early Bird Prize, an iPad Air
- Fundraise and train with the Good Move app to be entered to win a Good Move Hammock
- Each \$100 raised before November 5 gets you an entry into a draw for a \$4,000 Air Canada Vacation gift certificate, good for any Air Canada Vacation destination