

10 Tips for a Prime Climb!

1

Be an early bird: Start your communications and planning as early as possible. That will give you more time to spread the word and organize an unforgettable event.

2

Hit the target: Tailor your message to the people you're sending it to. If you were them, why would you be encouraged to participate or fundraise in the climb? Write your message accordingly.

3

Post it: Boost awareness for the event by placing posters or using the digital signage around the office. Feel free to print out the [posters on the CN Tower Climb website](#).

4

E-mail is key: E-mail is typically the best way to reach your colleagues – so use it to communicate the climb! Just remember to make it brief, straightforward, and fun!

5

Think outside of the box: Get creative when promoting your climb. For example, mention it before or after meetings, create an e-mail signature, or ask your vendors, partners or customers to participate or donate.

6

Get senior leader support: Ask a senior leader if they can send out an e-mail or make an announcement about the climb. Perhaps they can even commit to climbing themselves!

7

Make it fun: If you are planning your CN Tower Climb fundraiser for your workplace, make sure to create an exciting atmosphere. Include music, create games, and/or have a mic to attract crowds.

8

Social media is your friend: Use Facebook, Twitter, LinkedIn, Instagram, and other social media channels to promote your CN Tower climb efforts.

9

Get creative: Use creative language in your communications and fundraising efforts. For example: “We need 25 employees to give \$25 by March 25” to help us reach our goal!”

10

Extend the invitation: Feel free to invite friends and family to this ‘cool’ event as well. All are welcome to join in on the fun!

Questions? Contact the Living Planet @ Work Team!

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