



Super Santa

Fundraising Package

The Super Santa Walk/Run/Wheel and all of the jolly fun returns this year as part of your annual holiday traditions! The recognition of the importance of conservation areas and trails for physical and mental well-being continues to grow. The Essex Region Conservation Super Santa Walk/Run/Wheel raises funds to help ensure we can continue to protect and maintain these special places, thank to the support of amazing people like you!

This package will give you some ideas on how to SUPERSIZE your fundraising efforts.

Getting Started

1. Register for the event through Race Roster: <https://essexregionconservation.ca/santarun>.
2. Up your fundraising page to receive pledges directly. If you need help, please contact us.
3. Set your fundraising goal. See **Fundraising Tips!**
4. Share your fundraising page with friends, family, & colleagues!

Once you've registered, you will be able to receive pledges directly to your Race Roster profile. Each participant will have their own fundraising page, along with a custom URL that can be shared with friends, family and colleagues—making it super easy to create a fundraising goal and track your progress!

Fundraising Perks

The top individual fundraisers can look forward to some great gifts for their efforts:

\$300+

Free 2027 Registration & ERCA Conservation Area Seasonal Pass

\$200+

Free 2027 Registration

Fundraising Tips

Set a goal

Whether it's \$250, \$500 or even \$1000 - every bit helps in supporting local conservation efforts!

A few bucks goes a long way

Try sourcing smaller donations from many different donors. This is a great option for youth fundraisers!

Tell people how the money will be used

All funds raised will go directly to conservation projects in the Windsor-Essex region. To learn about our funding projects, visit: essexregionconservation.ca/foundation

Use social media

Connect with Essex Region Conservation via Facebook, Twitter and Instagram and tag us with your progress. Share the event page, use the hashtag #PlaceForLife and use your own social networks to create awareness and boost your pledges.

Challenge Others

There's nothing like a bit of friendly competition to help motivate you. Challenge other individuals or teams to see who can raise the most!

Form letters and pledge sheets

For those not interested in pledging online, use the provided pledge sheet to track cash donations.

Say thanks

Don't forget to give a public shoutout to your supporters! This is another great way to share information about the event and boost your pledges.



Gather Donations!



How to raise funds for this year's Santa Walk/Run/Wheel by using your donation page to send auto-generated messages to your friends and supporters

Use Race Roster's form tools

To send auto-generated messages

1. Log in to the Santa Walk/Run/Wheel page on Race Roster.
2. Click "**sign in**" at the top right of the page and enter your email and password. This will return you to the Santa Walk/Run/Wheel page.
3. Click "**Menu**" at the top right of the page. A dropdown menu will appear.
4. Click "**Dashboard**", located near the middle of the dropdown menu. This will take you to your individual home page.
5. In the "**Fundraising**" area on the on lower right of your individual page...
6. **Click one of the three buttons:** share to Facebook, Twitter, or an auto-generated Email. You may be asked to enter your Facebook or Twitter credentials.
7. An "Ask Your Friends For Donations" screen will appear. You may choose to enter an optional message at the top.
8. Enter your supporter's name and email address. You can add multiple names and addresses by clicking on the "+" button, and remove them by clicking on the "-" button.
9. When you are satisfied with your message and recipients, click the "**send**" button on the bottom of this page.

