

ENBRIDGE
TOUR
ALBERTA
FOR CANCER

FINDING THE RIGHT WORDS...

Asking for support can feel a bit uncomfortable. But it's important to remember you're raising funds for a good cause—and people will recognize that. Sometimes, all you need to do is ask and give people a reason to show how much they care and want to support a good cause.

We've pulled together some wording to help get your emails and social posts started. Add in your own story—the details of why you ride—in your own words. We also recommend sending direct messages as opposed to bulk emails, so you can personalize each email to everyone you're asking. And don't forget to add your personal fundraising link found in your fundraising page ([search for your name here](#)).

Bulk messaging works great on social media, however, as you never know who your message will reach and inspire to support. Be sure to use our hashtags #TourAlbertaForCancer and #MoreHope plus tag @TheTourAlberta and @AlbertaCancer on your posts so we can share or comment to grow your reach and engagement. Don't forget to follow us across all platforms for more tips and shareable content.

YOUR INITIAL ASK TO FRIENDS AND FAMILY

Subject: I'm Touring for cancer—and I need your help! 🚴

Hi [First Name],

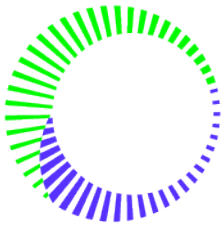
This year, I'm taking on a challenge that means a lot to me—I'm riding in the Enbridge Tour Alberta for Cancer to raise funds for the Alberta Cancer Foundation. Every dollar raised supports Albertans facing cancer by funding life-saving research, state-of-the-art equipment, and core patient care programs.

I'm riding for [insert your reason—whether it's in honor of someone, a personal experience, or a commitment to the cause].

I'd love your support as I work toward my fundraising goal of \$[insert amount]. Every donation, big or small, makes a real difference. If you'd like to contribute, you can donate here: [insert personal fundraising link].

Thank you for being part of this journey with me!

[Your Name]



YOUR INITIAL ASK TO COLLEAGUES & CO-WORKERS

Subject: Help me make an impact! 🚴

Hi [First Name], I wanted to share something important with you—I'm riding in the Enbridge Tour Alberta for Cancer this year to support Albertans facing cancer. The funds raised go directly toward research, patient care, and financial assistance for those in need.

This cause is close to my heart because [insert personal reason for riding—share a short, meaningful story].

I'd be incredibly grateful for your support. Whether it's a donation, sharing my fundraising page, or even riding with me at the Tour, it all makes a difference!

Here's the link to donate: [insert personal fundraising link].

Thank you for considering—it means a lot!"

[Your Name]

PRO TIP

Does your company have a matching program? Some companies offer a matching program to support employee fundraising efforts. Be sure to check with your work to see if you have something like this in place. If so, you could include the following in your ask to co-workers.

"Also, since we have a matching program, anything you donate will be [explain program details], so your contribution goes even further.

YOUR FIRST SOCIAL POST

Instagram

This July, I will be participating in the Enbridge Tour Alberta for Cancer and cycling for two days, all while raising funds for a cause that's incredibly close to my heart. Over 60 Albertans are diagnosed with cancer each day across our province, and the donations collected by the Tour support the Alberta Cancer Foundation, providing leading edge research and care right here in our backyard! Your support can make a real impact. Visit my Fundraising Page [link] to help me reach my goal and get to the start line. Together, we can ensure that our friends and loved ones have access to world-class care, close to home.



Facebook

I'm thrilled to be a part of the Enbridge Tour Alberta for Cancer for my [insert # of years] year, a cause that's incredibly close to my heart. [insert personal connection] Your support can make a real impact. Visit [link to URL] my fundraising page to help get me to the start line with a donation towards my fundraising goal. Together, we can help create more hope and more moments for Albertans facing cancer!

LinkedIn

I'm thrilled to be a part of the Enbridge Tour Alberta for Cancer for my [insert # of years] year riding alongside [tag a company, team or teammate], in support of a cause that's incredibly close to my heart.

Over 60 Albertans are diagnosed with cancer each day across our province, and the donations collected by the Tour support leading edge research and care right here in our backyard!

Your support can make a real impact. Visit my Fundraising Page [link] to make a donation or join my team and be a part of this incredible cause and historic event.

Together, we can help create more hope and more moments for Albertans facing cancer.

FOLLOWING UP

Subject: Quick update—I'm getting there! 🚴

Hi [First Name],

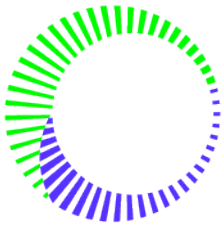
I just wanted to send a quick update—I'm making great progress toward my Enbridge Tour Alberta for Cancer fundraising goal, and I'm so grateful for all the support so far!

I'm still working toward my goal of \$[insert amount], and I'd love your help to get there. Every donation goes directly to the Alberta Cancer Foundation, helping to fund life-changing research and support for those facing cancer.

If you haven't had a chance to donate yet, there's still time—and I would appreciate your contribution. You can donate to my ride here: [insert personal fundraising link].

Every bit helps. Thanks again for your support—it truly means so much to me.

[Your Name]



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Instagram

I'm gearing up for the Enbridge Tour Alberta for Cancer this July where I will cycle for two days with Albertans from across the province! I have made a commitment to raise over \$2,500 for the Alberta Cancer Foundation and I'm currently [insert % of goal raised to date] there! If you haven't donated, I'd really appreciate your support getting me to the start line. Visit my Fundraising Page (link in bio) to help me reach my goal and support Albertans facing cancer.

Facebook

I'm getting closer to my goal of riding in the Enbridge Tour Alberta for Cancer in support of the Alberta Cancer Foundation. [insert personal connection] I could really use your help completing my fundraising goal. Visit [link to URL] my fundraising page to help get me to the start line with a donation. Thank you! Together, we can help create more hope and more moments for Albertans facing cancer!

LinkedIn

The Enbridge Tour Alberta for Cancer is just [# of days/weeks/months] away and I'm nearing my fundraising goal of [insert goal] for the Alberta Cancer Foundation.

If you have yet to donate, I could really use your help getting to my goal to support Albertans facing cancer alongside my colleagues at [insert company team name]. Visit my Fundraising Page [link] to make a donation to myself or other members of my team and be a part of this incredible cause and historic event.

Thank you! Together, we can help create more hope and more moments for Albertans facing cancer.

THANKING THEM FOR THEIR SUPPORT

Subject: Thank you for making a difference 🚴 🧡

Hi [First Name],

I just wanted to take a moment to say thank you. Your generosity and support mean the world to me and more importantly, it means a lot to so many Albertans facing cancer.

Because of you, I've been able to raise \$[insert amount], and every dollar will go toward funding research, patient care, and vital resources through the Alberta Cancer Foundation.

This ride has been an incredible journey, and I couldn't have done it without supporters like you. Thank you for being part of it!

With gratitude,

[Your Name]