



## **The 100 Campaign – A Fundraiser Aimed at Raising \$100,000 for Clubs to Celebrate 100 years of Skiing in Canada**

### **What is the 100 Campaign?**

The entire skiing community, from alpine to cross-country, will be celebrating 100 years of skiing in Canada this season. As we look back on the past 100 years, we are so proud of the many incredible accomplishments of our athletes and the people who support them, as well as the growth we have seen in recreational skiing in local communities. Looking to the next 100 years, we see the opportunity to elevate our sport to the next level – to become a nationally loved, and internationally feared force in the winter sport world.

The goal of this campaign is to raise \$100,000 in support of cross-country skiing across Canada by the close of the Canadian Ski Championships in April 2020. The campaign aims to bring all Nordiq Canada clubs together to fundraise with a joint message to elevate our sport across Canada.

### **How does it work?**

Let's start with the most important part: **95% of the funds your club raises are YOURS.**

Though this is a completely optional initiative, we hope that you are as excited as we are!

We want to work together and we want to make it easy for you. Nordiq Canada will provide all the resources required for each club to effectively run this campaign and provide the necessary support throughout the campaign to ensure its success.

Nordiq Canada will:

- create all the basic communications for the campaign
- manage the online donation platform
- issue tax receipts to donors

We simply ask that clubs share the campaign with club members and encourage all to make a donation. Nordiq Canada will retain 5% of funds raised to cover expenses like credit card processing fees. Nordiq Canada will issue payments to clubs in April 2020.

## Why should my club participate?

- **It's easy** – we do all the work for you by providing the messaging and the platform for receiving donations.
- **It's better for donors** – as a registered charity, Nordiq Canada can issue tax receipts to your donors, which serves as a huge incentive for many to donate.
- **It builds our community** – by fundraising together with a joint message, we can better unite our skiing community from the local to the national level!
- **It will raise more \$\$\$** - a joint campaign broadens our reach and allows us all to raise more for our skiing community.

With such a momentous occasion upon us, we think it's important to come together as a sport to celebrate. Becoming a united front in all our efforts to build up cross-country skiing is crucial to our growth as a community and to the success of our members.