

presents **The Big Run**

Pledge Program

Did you know that Theatre Calgary is a registered not-for-profit organization and that the revenue from ticket sales covers only 51% of our operating costs? We need your help to continue to create the extraordinary productions you see on our stage. By collecting pledges, not only will you be rewarded for your efforts but you will be showing your support of Theatre Calgary and the many artists performing in our productions. Every time the curtain goes up at the Max Bell Theatre, you will see the difference your extra support makes. For more information, visit www.theatrecalgary.com/events/bigrun.

Keys to Successful Pledge Raising

Collecting pledges from friends, family and co-workers can be fun and easy to do!

- Start by setting a goal to achieve.
- Set-up a Personal Fundraising page through the Running Room website. There are valuable tools available to help you achieve your goal. Your donation page is the page where people go to sponsor you.
- Let your friends, family and co-workers know what your goal is and how they can help.
- Ask friends and family that support you if the companies they work for offer a Matching Gifts Program. Many companies will match the donations their employees give to non-profit and charitable organizations. You'll get two donations with one ask!
- Touch base with those you have supported in the past.
- Don't forget to sponsor yourself! It lets others know that you are serious about reaching your goal.

Prizes

<u>Pledges raised</u>	<u>Incentive</u>
\$50	\$10 Gift Card
\$100	\$20 Gift Card
\$150	\$30 Gift Card
\$200	\$40 Gift Card
\$300	\$60 Gift Card
\$400	\$80 Gift Card
\$500	\$100 Gift Card
\$750	\$150 Gift Card
\$1000 and over	\$250 Gift Card

Choose a gift card from one of the following retailers:



Collecting Prizes

After all your donations have been collected, submit the funds to Theatre Calgary. Once the donations have been confirmed, you will qualify for your prize! Gift cards will be issued within 4-6 weeks of confirmation. Donations must be submitted to Theatre Calgary no later than May 31, 2008 to be eligible for prizes. Participants individually raising over \$1000 in pledges will be entered to win a \$500 WestJet Gift Certificate.

As per Theatre Calgary's Privacy Policy, the information collected will strictly be used by Theatre Calgary for the purpose of processing your donation and other matters that pertain to you as a supporter of Theatre Calgary. Your information will not be distributed to outside sources.