



Carman's 

FUN
RUN

LET'S RUN TOGETHER

Proudly
supporting

Breast
Cancer
Network
Australia



FUNDRAISING

Guide

powered by  SOLE MOTIVE

SUNDAY 15 FEBRUARY 2026

HALF MARATHON | 10K | 5K | PINK LADY 5K WALK

 SOLE MOTIVE

Carman's 

Proudly
supporting
Breast
Cancer
Network
Australia



BROOKS


PURE
SPORTS PERFORMANCE

KIESER

**RUNNER'S
WORLD**

 **Grassrootz**

In every step we take, there lies the potential to make a difference.

We're thrilled that you're taking part in **Carman's Fun Run 2026!**

As you start your training, we encourage you to move with intention to support our official fundraising partner, Breast Cancer Network Australia (BCNA).

Whether you're an experienced runner, a newcomer to running, or simply seeking a meaningful way to contribute, this guide is here to equip you with the resources, inspiration, and encouragement you need to make a real impact for those affected by breast cancer.

INSIDE YOU'LL FIND:

- Information about our official charity partner: BCNA
- How to get started and maximise your fundraising profile
- 7 easy steps to raise \$1,000
- Social Media tips and other marketing assets
- Templates to send to your loved ones

We're excited to support you on your path to **Carman's Fun Run 2026!**

Team Sole Motive, BCNA & Carman's Kitchen



BREAST CANCER NETWORK AUSTRALIA (BCNA): OFFICIAL CHARITY PARTNER OF CARMAN'S FUN RUN

Breast Cancer Network Australia (BCNA) is the official charity partner for the **2026 Carman's Fun Run**. For the past 27 years, BCNA has worked tirelessly to ensure that all Australians who are affected by breast cancer receive the very best care, treatment and support.

As Australia's leading breast cancer consumer organisation, with a network of more than 175,000, BCNA provides information and support to those diagnosed with breast cancer and to their supporters. This includes opportunities to connect with others going through a similar situation and working with government and health professionals to influence a stronger healthcare system. Please visit www.bcna.org.au to find out more.

Message from SOLE MOTIVE

In the next 24 hours, 56 Australian's will hear four shocking words – 'You have breast cancer'. That's over 20,000 Australian women and men in the next 12 months alone. With your support, BCNA is there to help people diagnosed with breast cancer navigate this challenging time.

Carman's Fun Run is one of the most meaningful events on our calendar. Every year, we're proud to bring thousands of people together not just to run, but to support Breast Cancer Network Australia and the vital work they do for Australians affected by breast cancer. Your fundraising genuinely changes lives, and it's a privilege for our team to create an event that helps amplify BCNA's impact. Thank you for showing up with such spirit – and a big thank you to Carman's for partnering with us to make this day what it is. From all of us at Sole Motive, have an inspiring and unforgettable run.

Lisa Holmes,
CEO, Sole Motive

Message from BCNA'S CEO

Carman's Fun Run is about so much more than a run, it's a win for both those who participate and a win for all Australians affected by breast cancer. In light of this I'd love to encourage everyone to take up this challenge – whether running, walking, or fundraising. The step you take today can become a hugely rewarding experience for you and an even more meaningful contribution for the 20,675 Australians who are going to be diagnosed with breast cancer this year alone. This a fabulous community event that I know keeps participants coming back every year.

Kirsten Pilatti,
CEO, Breast Cancer Network Australia (BCNA)

Message from CARMAN'S KITCHEN

One of the most empowering things about the **Carman's Fun Run** is the ability for participants to support BCNA through fundraising and donations. With your extra help and support, BCNA can continue to provide groundbreaking awareness and support for such a significant cause. Whether you're a walker, runner or just-have-funner, the Carman's Fun Run is about getting out there together for a good cause and making a positive impact for Aussies affected by breast cancer!

Carolyn Creswell,
Carman's Founder & Managing Director





HOW TO GET STARTED:

1. When you register, select to have a fundraising page created. If you have already registered, create your page [here](#).
2. Personalise your fundraising page by adding a photo of yourself and sharing your story to help others connect with you.
3. Share your fundraising page to encourage donations, and let your family, friends, and colleagues know why they should support your cause. The following pages offer useful tips and tricks that we recommend you use to maximize your fundraising efforts.
4. Giving goes beyond just money—it's the time, effort, and voice you contribute that truly makes a difference. So join us, set up your page, and make your run or walk in 2026 really count.



MAXIMISE YOUR FUNDRAISING PROFILE:



PERSONALISE YOUR FUNDRAISING PAGE

Personalising your fundraising page can significantly boost your donations. Start by making a strong impact with a warm personal message and a photo or video of yourself. Keep your page lively and appealing by regularly updating it with new pictures as you progress toward Carman's Fun Run 2026.



MAKE IT PERSONAL

Consider sharing your personal reasons for participating and what makes this event special to you with your supporters. Whether you're celebrating a personal milestone or fundraising for a specific cause, let your page visitors understand why you've chosen to be part of Carman's Fun Run 2026. Your supporters want to know your story and how they can help you achieve your goals.



SET A TARGET FOR YOURSELF

Setting a fundraising target for yourself is a great way to stay on track with your efforts, and also helps your supporters understand what their contribution means in terms of your overall fundraising journey.



SHOW DONORS HOW THEIR MONEY WILL HELP

Share some of the things that your supporters' donations will help fund, as that makes people more likely to want to give.

- Provide support, information and resources to those who have just been diagnosed through our My Journey online tool, which has 18,000 registered users
- Provide an online peer network of more than 22,000 people sharing stories, experience and support
- Provide telephone support services that are accessed by nearly 10,000 Australians affected by breast cancer each year
- Deliver webcasts, podcasts and conferences that have received 57,000 views and downloads
- Provide My Care Kits in partnership with Berlei, which include a post mastectomy bra and soft forms, to help women feel more comfortable after surgery
- Advocate on behalf of Australians diagnosed with breast cancer to achieve greater access to new breast cancer drugs, treatments & procedures that lessen the financial impact of diagnosis
- Deliver our Seat at the Table program where 68 Australians who have experienced breast cancer are trained to actively participate in research, government and health sector decision making forums.
- Deliver breast cancer information forums across Australia in remote and regional areas
- And much, much more!

If you're new to fundraising or aren't quite sure where to begin, here are some tips to help get you started on your fundraising journey.

- 1. DONATE TO YOURSELF** – If you're asking your friends, family, and associates to contribute to your fundraising efforts, donating to yourself first will prove your commitment to them, and demonstrate your dedication to the cause.
- 2. ASK FAMILY MEMBERS TO DONATE** – Ask four (or more) of your close family members to donate \$50 each.
- 3. ASK EXTENDED FAMILY/FRIENDS TO DONATE** – Ask 16 of your extended family/friends to give \$25.
- 4. ASK YOUR WORKMATES** – Ask 5 workmates to donate \$20 each, or your boss for a company contribution.

6. RUN A GARAGE SALE/BOOK SALE/BAKE SALE

SALE – This is a great way to promote what you're doing, your reasons for running and get some donations while you're doing it.

7. IF SOMEONE CAN'T DONATE, ASK THEM TO SHARE YOUR PAGE INSTEAD

Asking people to share your page with their own network is an excellent way to grow awareness of your fundraising efforts.

**WHY NOT
ADD ONE
MORE STEP
AND RAISE
ANOTHER \$500!
HARNESS
SOCIAL MEDIA**

Update your Facebook status or post on your Instagram to let all your friends and associates know what you're doing. Ask 20 of your friends to donate \$25 each.





SOCIAL MEDIA FUNDRAISING TIPS:

Social Media provides some great platforms and resources to help spread the word about your fundraising efforts far and wide, particularly Facebook, Instagram and TikTok.

HERE ARE OUR TOP TIPS TO HELP YOU MAKE THE MOST OF YOUR SOCIAL MEDIA:

- BE ACTIVE** – Log your training sessions using Strava, Fitbit, or MapMyFitness. Our findings indicate that fundraisers who link and share their workouts tend to raise more funds compared to those who keep it private. By sharing your training publicly on these platforms, your progress will seamlessly show up on your fundraising timeline.
- BE YOURSELF** – Make sure your messages always reflect your true, authentic voice. Your friends and family know you well, so they're more likely to engage with a post or tweet that sounds like you rather than something too formal or contrived.
- SHARE YOUR STORY** –Your personal story behind your journey to **Carman's Fun Run 2026** is what will inspire people to contribute. The more you share about why you're passionate about this cause, the more likely others will be to support you and your efforts.
- BE ENGAGING** –Create content that resonates emotionally, inspires, entertains, or engages your audience in meaningful ways. Interact with comments, connect with your supporters, and foster authentic relationships throughout your journey.
- UPDATE YOUR PROGRESS** – Share updates on the amount you've raised so far and explain how those funds will support BCNA. You could also highlight how much remains to reach your goal and the total distance you've run in preparation for **Carman's Fun Run 2026**.
- MIX IT UP** –If you manage multiple social media accounts, vary the imagery and messaging across them to keep your followers and friends engaged and excited about your fundraising journey.
- SAY THANK YOU** – Whenever you update your friends and followers on your training progress and fundraising journey, be sure to thank those who have already contributed. After **Carman's Fun Run 2026**, consider posting a final message to thank your supporters and share how you did—it's a great way to encourage those last-minute donations.



SOCIAL MEDIA TEMPLATES:

Social Media is going to be your best resource for asking for donations. If you've read the tips above but are still unsure of how to approach writing your Social Media posts – use one of our templates below to get started.

Don't forget to rework a template if it doesn't sound like something you'd write – you want your posts to be personal and sound like you.

1. Hi friends! I've decided to walk/run the **[INSERT DISTANCE]** at @SoleMotive Carman's Fun Run 2026 this February. I'm running for **[INSERT REASON]**. Please help make my KM's make a difference by contributing to my goal of **[INSERT GOAL]**. Every donation, no matter how small, is very appreciated. Please follow the link to donate: **[INSERT LINK]**.

2. This February I'm running for BCNA at @SoleMotive Carman's Fun Run 2026 to help raise funds for **[INSERT WHAT FUNDS ARE USED FOR]**. If you'd like to help my footsteps create change and support me on my fundraising journey you can donate here: **[INSERT LINK]**.

3. With only **[INSERT DAYS/MONTHS]** to go until I lace up for the **[INSERT DISTANCE]** at @SoleMotive Carman's Fun Run 2026 on Sunday, 15 February, I'm asking for your help to reach my fundraising goal of **[INSERT GOAL]**. Every donation helps to make a difference. Donate here: **[INSERT LINK]**.

4. I did it! I completed the **[INSERT DISTANCE]** at @SoleMotive Carman's Fun Run 2026 today. Thank you to each and every one of you who have supported me along the way – my family, my friends, my workmates – you have helped me reach my fundraising goals. With your help, I was able to reach a total of **[INSERT TOTAL]** for BCNA! If you haven't donated yet and would like to, there's still time. Donate here: **[INSERT LINK]**.

OTHER TIPS:

- If you have Instagram, Instagram Stories is a great way to document your training and remind your followers of the cause you're running for. Remember that you can add the link to your fundraising page to your stories and to your Instagram bio.
- If you want to create your own graphic designs for social media posts, Canva is a great, free platform, and will help give your content a professional touch.
- If you'd like to use some **Carman's Fun Run 2026** imagery and/or a **Carman's Fun Run 2026** poster to promote your fundraising cause, you can download them from our Google Drive folder [here](#).



Download our imagery

SMS TEMPLATES:

Even though Social Media is massive, SMS is another great way to let your contacts know about your fundraising efforts. You can choose to personalise your message or send a group text. Be mindful with the number of messages you send via SMS, these should only be used as updates and simple reminders.

1. Hey there! I wanted to let you know I've signed up for the [\[INSERT DISTANCE\]](#) at Carman's Fun Run 2026 this February to raise funds for BCNA. If you'd like to donate or follow my training journey just follow this link: [\[INSERT LINK\]](#) Thanks, [\[INSERT NAME\]](#).

2. Hey [\[INSERT NAME\]](#), just an update on my Carman's Fun Run 2026 training - I've already run [\[INSERT KM'S\]](#) in training for the big day. I'd love if you could give \$10 to BCNA to help me reach my goal of [\[INSERT GOAL\]](#). It only takes a minute to donate: [\[INSERT LINK\]](#). Thanks so much, [\[INSERT NAME\]](#).

3. Hi [\[INSERT NAME\]](#), I can't believe the big race is already tomorrow! I'm taking on the [\[INSERT DISTANCE\]](#) to raise funds for BCNA. I'm asking for your help to give my training some meaning - any donation big or small is appreciated! You can donate here: [\[INSERT LINK\]](#).

4. [\[INSERT NAME\]](#), I'm an official Carman's Fun Run 2026 [\[INSERT DISTANCE\]](#) finisher! I laced up, braced the 5am wake-up calls and have raised a total of [\[INSERT \\$ AMOUNT\]](#) so far for BCNA! There's still time if you'd like to donate - everything counts. Donate here: [\[INSERT LINK\]](#).

OTHER TIPS:

- Don't forget the use of emojis or GIFs in your texts - this will help to make your messages more engaging.
- It's a good idea to remind your friends/family that donating only takes a minute - a lot of people are time poor, so it's great to let them know how easy it really is!
- Personalised messages work better than generic ones! Just double check that you're inserting the correct name in your message. These small touches go a long way.





EMAIL TEMPLATES

1. Hi [INSERT NAME],

I've just signed up to run the [INSERT DISTANCE] at Carman's Fun Run 2026 on Sunday, 15 February to raise funds for a charity close to my heart.

I'll be hitting the pavement, following my training program and staying on track by raising funds for Breast Cancer Network Australia (BCNA).

BCNA is important to me and my family because [INSERT REASON].

If you'd like to help me reach my fundraising goal of [INSERT GOAL], you can donate here.

Every donation helps and I would be so grateful for your contribution. Please help make myfootsteps create a difference.

Thanks again,

[INSERT NAME].

2. Hi [NAME],

I wanted to update you on my training for the [INSERT DISTANCE] at Carman's Fun Run 2026 that's taking place this February. Already, I've run [INSERT KM'S] with the motivation that I'm helping raise much-needed funds for Breast Cancer Network Australia (BCNA).

I'm passionate about BCNA because [INSERT REASON].

My goal is to raise a total of [INSERT GOAL] and I was hoping you could help me reach it. Any donation you make – big or small will go a long way to help those who need it.

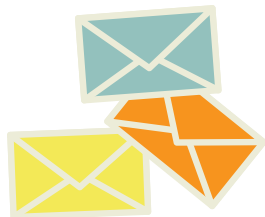
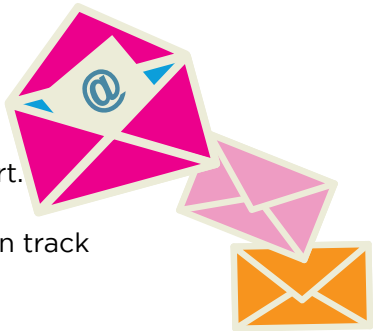
You can donate via my fundraising page here.

Thanks,

[INSERT NAME].

OTHER TIPS:

- Hyperlink your fundraising link in the sections that are pink – this will stop you from clogging up your messaging with oversized links that look spammy or too long.
- Hyperlink back to the Carman's Fun Run 2026 webpage or your charity so your friends/family can learn more about the event and where their money will be going.
- Attach an image of yourself in training or even crossing the finish line at Carman's Fun Run 2026!



FUNDRAISING IDEAS

It can be hard to come up with new and unique ways to reach your fundraising goals.

Here are some ideas below to help get your donations on track:

- Run a bake sale or sausage sizzle
- Host an event – this could vary from a trivia night to a karaoke night.
- Raise awareness on what BCNA does through your social media platforms.
- Offer up a skill – can you dance or maybe you're great at drawing? You could teach a dance class for \$10pp or draw a picture for every donation you receive.
- Start a chocolate drive within your office or sports club.
- Dollar match – you could ask your workplace to dollar match the donations you receive.
- Have a silent auction or raffle.
- Contact local businesses – you never know, someone in your local area may be touched by your story and want to help!
- Challenge yourself to create interest – give up something you love (coffee or sweets) and ask your friends to donate \$1 for every day you last!
- Donate the value of your weekly coffees to kick start your fundraising.
- The power of word-of-mouth never goes astray – ask your friends and family to share your fundraising page.
- Make sure to share on event day. Most donations are made in the last week before your event so make sure you are sharing key details like your event day outfit, finishing time and of course, your post race selfie!

LINKING FITNESS TO YOUR PAGE

Adding your Strava or Fitbit account to your Grassrootz fundraising page is very quick and easy.

First, login to your page here:
<https://account.grassrootz.com/login>

Next, select the page you'd like to connect fitness to by clicking 'view page'.

On your page, click 'manage fitness app' and then 'link fitness platform'.

Then choose which app you'd like to connect and follow the steps from there.

Feel free to email us at support@grassrootz.com if you have any troubles!

