

YOUR TOOLKIT TO SUPPORT
THE OTTAWA HOSPITAL FOUNDATION:
**RESHAPING HEALTHCARE
— ONE STEP AT A TIME**



The Ottawa
Hospital
Foundation

L'Hôpital
d'Ottawa
Fondation

Fundraising Toolkit 2025

Get Social Savvy

6 TIPS TO BOOST YOUR FUNDRAISING SUCCESS ON SOCIAL MEDIA:

1 TELL YOUR STORY!

Share your personal connection to the cause. People are moved by emotion and real-life stories, so open up about **why** this cause matters to you (as much as you feel comfortable) to build meaningful connections.

4 ALWAYS HAVE A CALL TO ACTION

Be direct about what you want from your followers. Whether it's to donate, join your fundraising team, or participate in Tamarack Ottawa Race Weekend, make sure your call to action is clear and easy to follow. Always include a link in every post or story to guide them *directly* where you want them to take action.

2 USE MULTIPLE PLATFORMS

We all have our favourite app – but you need to use as many as possible to reach multiple audiences. Share your fundraising journey on Facebook, Instagram, LinkedIn, and TikTok.

5 CREATE CONTENT THAT'S EASY TO SHARE

Create graphics, videos, and content that is visually appealing to your audience to reshare. The wider the reach, the bigger the impact! **Hint:** check out our [sample posts to get you started!](#)

3 DON'T FORGET TO TAG AND HASHTAG!

Hashtags aren't over. They are still a powerful tool to expand your reach and connect with others who share the same goal. Tag your friends, family, local businesses, influencers, and past supporters to encourage them to share and engage with your content. **#SupportTOH**
#RunOttawa2025

6 GIVE THANKS

When someone joins your team or donates to support you, thank them with a personal social media shoutout. Social media is a two-way conversation. Respond to comments, thank donors publicly, and engage with your followers. Show your appreciation for their support and keep the conversation going to build a stronger community.



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737 Parkdale Avenue, 1st Floor, Ottawa, ON. K1Y 1J8 |
Charitable Registration No. 86904 2747 RR0001
For more information contact: (613) 798-5555 ext. 19832
or events@toh.ca

Sample posts

Feel free to copy and paste or use them for your own inspiration:

FACEBOOK, INSTAGRAM, & LINKEDIN:

Keep it short and sweet, and don't forget your call to action! What are you asking for? Pair it with a strong photo, infographic, or video to draw in your followers. Don't be shy with emojis – people love emojis!

Make sure to add your fundraising link to your Instagram bio. We love a *link* in bio!

1 EXAMPLE #1: JOIN ME!

This year I'm participating in @ottawaracewknd in support of @OttawaHospital! This is my way of contributing to the future of healthcare in our city. I can't do it without your help!

Whether you run, walk, roll, or cheer – you can help me reach my goal of \$____. We'll have a blast training, crossing the finish line, and celebrating together while making a true difference. Let's do this! #SupportTOH #RunOttawa2025 #CreatingTomorrow

2 EXAMPLE #2: THANK YOU!

**Make sure to tag your donors and supporters! They don't want to miss this post!*

A heartfelt thank you to everyone who has already contributed to my fundraising goal of \$____ for @OttawaHospital – your generosity means the world to me [tag names/social handles here so they see your post]!

Together, we're making a lasting impact for patients in #Ottawa, and your support is truly changing lives. Let's keep making a difference, one step at a time. Join us: {URL to your fundraising page}. #SupportTOH #RunOttawa2025 #CreatingTomorrow



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Everything you need is right here!

Simply download your free, fun social media graphics below and share them with your network on your favorite platforms!

1 1920 X 1080

Download

2 1080 X 1080

Download

3 1080 X 1920

Download

4 1080 X 1350

Download



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Sample Emails

EMAIL

Catch eyes in your professional network. Let them know your supporting The Ottawa Hospital at Tamarack Ottawa Race Weekend. Add this icon to your email signature:

Your new email signature!

Subject line: I am deeply grateful for your incredible support!
Preview: Thank you!



You're part of a once-in-a-generation opportunity to reshape the future of healthcare. How does it feel?

Thank you for supporting me and The Ottawa Hospital in this journey. Your generosity is making a lasting impact, not only on our generation, but for the ones that follow us. Together, we are helping to change lives and create a better tomorrow. I truly couldn't have done this without you!

See you at the finish line!

With heartfelt thanks and appreciation,
(Name)



EMAIL HEADER -

[Download](#)

EMAIL FOOTER -

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Sample Emails

RECRUITMENT

Subject: Join me!

Preview: Let's make a difference at Tamarack Ottawa Race Weekend

I'm excited to announce that I'll be taking part in **Tamarack Ottawa Race Weekend** on **May 24-25, 2025**, and I'm inviting you to join me! This isn't just about crossing the finish line – it's about coming together to support **The Ottawa Hospital and [the Campaign to Create Tomorrow](#)**. This is a once in a generation opportunity for our city. Here's how you can be part of this life-changing experience:

- 1. Sign up:** Visit my team page [[Link to Team Page](#)], click "Join Team," and register.
- 2. Fundraise:** Once you've signed up, share your personal fundraising page with friends and family – every donation helps us reach our goal!

Together, we can make a lasting impact on our community. This is more than just a race – it's an opportunity to give back and be part of something truly special. You can walk, run, or roll across the finish line as part of a fun, supportive team! With a two-day race weekend, there's a distance for everyone – no challenge is too big or too small! Let's make it happen together! We'll have fun and help reshape the future of healthcare! For more info, reach out to me at _____ or visit **SupportTOH.ca**.

I'd love to have you on my team!
Sincerely,
(Name)

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Sample Emails

DONATIONS

Subject: Ready to make an impact?

Preview: Help me make a difference for The Ottawa Hospital!

This May, I'll be running at the **Tamarack Ottawa Race Weekend** to raise critical funds for **The Ottawa Hospital and the Campaign to Create Tomorrow** and I need your help! While I'll be putting in the kilometres, your donation will make a real impact on the lives of patients and families, who rely on having access to the best care possible right in our city.

When I cross that finish line, I'll be thinking of YOU – knowing that together, we are helping to reshape the future of healthcare and improve patient care for today and for generations to come.

How you can help:

1. Donate online: [Insert Link to Fundraising Page]

2. Or send a cheque:

Race Weekend – In Support of TOH

c/o The Ottawa Hospital Foundation

737 Parkdale Avenue, 1st floor

Ottawa, ON K1Y 1J8

Please include my name in the notes or on the envelope. If you wish your donation to remain anonymous, please note that as well.

Want to do more?

If you're inspired to join me at Tamarack Ottawa Race Weekend – I would love to complete this goal together! You can register to run, walk, or roll in the race and fundraise too! [Tamarack Ottawa Race Weekend – Running in Ottawa – Let's Do This](#)

Every donation, no matter the size, helps us reach our goal of improving healthcare for our city. Your support means the world to me, and I'm incredibly grateful for your generosity. Thank you!

With gratitude,
(Name)

THANK YOU

Subject: I am deeply grateful for your incredible support!

Preview: Thank you!

You're part of a once-in-a-generation opportunity to reshape the future of healthcare. How does it feel?

Thank you for supporting me and The Ottawa Hospital in this journey. Your generosity is making a lasting impact, not only on our generation, but for the ones that follow us. Together, we are helping to change lives and [create a better tomorrow](#). I truly couldn't have done this without you!

See you at the finish line!
With heartfelt thanks and appreciation,
(Name)

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Fundraising success

In addition to your emails and social media posts, we encourage you to get creative and think of a fun activity or event that you can organize to help reach your fundraising goal! There are so many options like a trivia night, raffle, bake sale, garage sale, and so much more!

We even still have pledge forms!

PLEDGE FORM -

[Download](#)

REACH OUT TO CORPORATE CONTACTS FOR LARGE DONATIONS

Talk to your business networks and see if any companies would be interested in supporting you or your team! Check out our **ADOPT-A-PARTICIPANT** and **ADOPT-A-TEAM FORMS**. A company can sponsor you or your team in exchange for recognition opportunities.

ADOPT-A-PARTICIPANT -

[Download](#)

ADOPT-A-TEAM -

[Download](#)



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**Every step you take helps create a better tomorrow for
your generation and those to come.**

Join us!

**We would love to hear from you!
If you have questions, or would like to share your
successes or concerns, please contact our team.
We would be happy to answer any questions you may have!**

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