

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 2026**

# 6

## TIPS TO BOOST YOUR FUNDRAISING SUCCESS ON SOCIAL MEDIA:



1 TELL YOUR STORY!

2 USE MULTIPLE PLATFORMS

3 DON'T FORGET TO TAG AND HASHTAG!  
#SupportTOH | #RunOttawa2026 | @OttawaHospital

4 ALWAYS HAVE A  
CALL TO ACTION

5 CREATE CONTENT  
THAT'S EASY TO SHARE

6 GIVE THANKS

Sample posts

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

[Click here to download sample posts!](#)



# Everything you need is right here!

## 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!*

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

- 1 FACEBOOK & LINKEDIN POST:  
1920 X 1080

[Download](#)

- 2 SOCIAL SQUARE:  
1080 X 1080

[Download](#)

- 3 SOCIAL STORY:  
1080 X 1920

[Download](#)

- 4 INSTAGRAM GRID:  
1080 X 1350

[Download](#)

# Sample Emails

## EMAIL

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

Your new  
email  
signature!

### EMAIL HEADER -

[Download](#)

### EMAIL FOOTER -

[Download](#)

### EMAIL SAMPLE -

[Click here to download text.](#)



# 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 **SUPPORT A PARTICIPANT!** and **SUPPORT A TEAM!** forms. A company can sponsor you or your team in exchange for recognition opportunities.

**SUPPORT A PARTICIPANT!** - [Download](#)

**SUPPORT A TEAM!** - [Download](#)





**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!**

**FOR MORE INFORMATION  
email [events@toh.ca](mailto:events@toh.ca)  
or call 613-798-5555, ext. 19832.**



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