

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!](#)



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The Ottawa Hospital Foundation
Charitable Registration No. 86904 2747 RR0001
For more information contact: (613) 798-5555 ext. 19832
or events@toh.ca

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



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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!*

EMAIL HEADER -

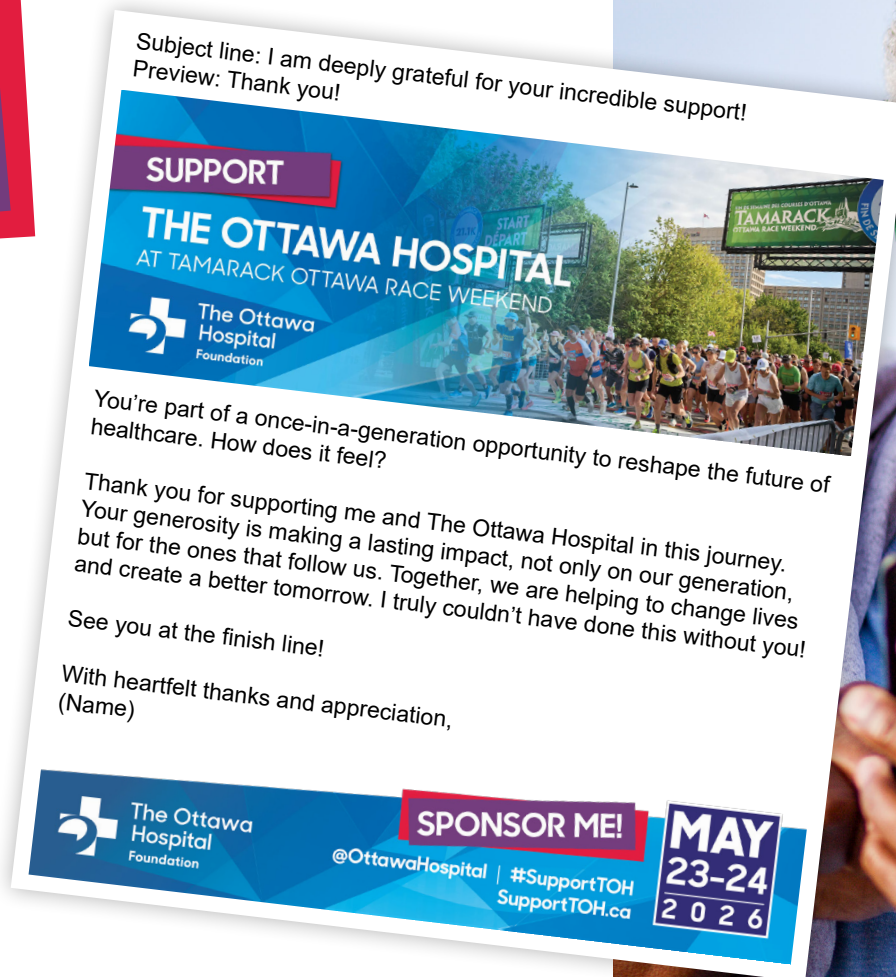
[Download](#)

EMAIL FOOTER -

[Download](#)

EMAIL SAMPLE -

[Click here to download text.](#)



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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 **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](#)



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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!**

**FOR MORE INFORMATION
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