



  
**29<sup>TH</sup>**  
ANNUAL



making cold days warmer  
**2021//VIRTUAL EDITION**

# **FUNDRAISING TOOLKIT**



CIBC Wood Gundy is a division of CIBC World Markets Inc.



**Œuvre des Manoirs  
Ronald McDonald  
House Charities™**  
Ottawa

# FUNDRAISING TOOLKIT

Now that you have gathered your team of family members, friends or colleagues, let the fun begin! We have put together several suggestions that will help you and your team dominate this fundraising challenge.

## CAPITALIZE ON YOUR SOCIAL MEDIA PRESENCE

Share, share, share! Reach out to everyone in your network by sharing your fundraiser online. Looking to engage some corporate partners? We would suggest a LinkedIn post for that. Do you know that Aunt Alice has a soft spot for small charities? Well then share this post on Facebook!

Most importantly, don't forget to tag RMHC Ottawa using the handles below so that we can share your efforts, too. A picture says a thousand words and is more likely to engage your donors. Share a post from last year's Skifest event, or a work from home selfie in your past years Skifest swag, or simply share our Skifest logo that can be saved [here](#).

 [@rmhcottawa](https://www.facebook.com/rmhcottawa)

 [@rmhott](https://www.instagram.com/rmhott)

 [@rmh\\_ottawa](https://twitter.com/rmh_ottawa)





# SOCIAL MEDIA POSTS

## Example LinkedIn Post:

I'm excited to share with you that this year, I'm taking part in RMHC Ottawa's online fundraising challenge, and I need your help!

As a home away from home for families seeking medical treatment at CHEO, RMHC Ottawa has remained open as an essential service throughout the global pandemic.

Pediatric illness doesn't stop for COVID-19, and I won't stop either until we reach our fundraising goal. Join me by supporting RMHC Ottawa's 29th annual Skifest's 2021 Virtual Edition at the following link: [insert personalized fundraiser URL here](#).

## Example Facebook Post:

My dear Facebook friends, I have exciting news to share. This year I will be participating in RMHC Ottawa's 29th annual Skifest event from home, and I'd love for you to join me!

As a home away from home for families seeking medical treatment at CHEO, RMHC Ottawa has remained open as an essential service throughout the global pandemic. Gathering restrictions have made fundraising events a challenge, and RMHC Ottawa needs your support now, more than ever.

Join me by supporting my virtual ski team and helping us reach our fundraising goal by clicking the following link: [insert personal fundraising profile link here](#).

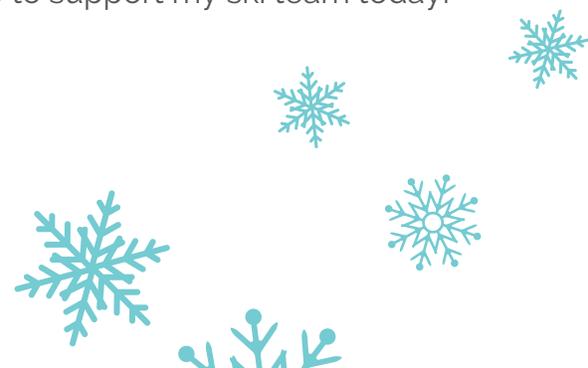
## Example Instagram Post:

[On Instagram we suggest adding the link to your fundraising page into your personal bio in your profile.](#)

Join me in supporting Ronald McDonald House Charities Ottawa's 29th annual Skifest!

As an essential service to the families that they serve, RMHC Ottawa has remained open through the COVID-19 pandemic and they need your help now, more than ever.

This year I'm participating in the 2021 Skifest virtual fundraising challenge and need your help to reach my fundraising goal. Click the link in my bio to support my ski team today!



# USE YOUR E-MAIL CONTACT LIST

Working from home has people in front of their inbox more than ever. Use this to your advantage and connect with your network via e-mail.

[Click here](#) for an example e-mail that you can share with your contacts.

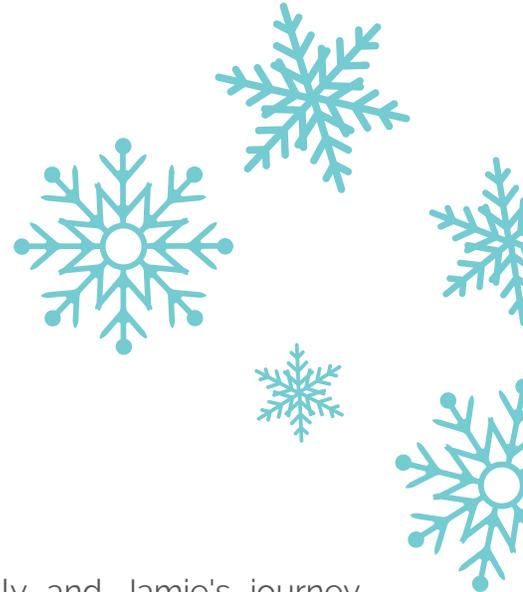
**Personalize your signature.** Add [this](#) photo to your e-signature and link to your personalized fundraising page.

## LEARN MORE ABOUT RONALD MCDONALD HOUSE CHARITIES OTTAWA

Check out our website and social media channels to learn more about our House and families. By reading Our Stories on our [www.rmhottawa.com](http://www.rmhottawa.com), you can better understand how our House is able to support families throughout some of their most trying of times.

Experience Kelly and Jamie's journey through [this](#) video and see directly how families forge friendships that last a lifetime at our House. You can also meet the Godfrey family [here](#) to learn more about how RMHC Family Rooms at CHEO support thousands of families from Ottawa and the surrounding area right in the hospital.

READ [THE OTTAWA BUSINESS JOURNAL'S](#) ARTICLE ON OUR 2020 EVENT, AND MEET RON ARMSTRONG AND ERIN BROWN, OUR SKIFEST 2021 CO-CHAIRS ON OUR [LINKEDIN](#) PAGE



# FAST FACTS AND FUNDRAISING

We're happy to share with you some quick facts about RMHC Ottawa to share with your network, or just to get yourself even more inspired and excited for Skifest 2021!

In 2019 RMHC Ottawa provided families from over 200 communities with:

**4,124**



Nights of Comfort

**2.336**



Cups of Coffee

**3,318**



Loads of Laundry

**\$1.7M**



In Savings

**"IF IT WASN'T FOR THE STAFF TAKING SUCH GOOD CARE OF US THROUGH THE PANDEMIC, I'M NOT SURE WHERE WE WOULD BE OR WHAT WE WOULD HAVE."  
- GREG COLE**

The Cole family, from Maxville, ON, have been at RMHC Ottawa throughout the duration of the COVID-19 pandemic.

That is 11+ months away from home. Families like the Cole family rely on our House to keep them close to their son Jesce as he continues to seek cancer treatment.

 @rmhcottawa  
 @rmhott  
 @rmh\_ottawa

**IN 2019 RMHC OTTAWA FAMILY ROOMS INSIDE CHEO SERVED 1,677 FAMILIES.**

Want to up your fundraising game? Here are a few examples of ways that you can execute a safe fundraiser from home:

**Virtual shopping sale** – Have you cleaned out your closet through lockdown because there isn't much else to do? Hold a sale on Facebook Marketplace or Kijiji and redirect the funds to your fundraiser.

**At home dress up day** - Anyone else get excited about dressing up these days? For those who used to have a donation dress down day, switch it up! Encourage your colleagues to make a donation and meet together for a zoom lunch in your long forgotten dress clothes.

**Shovel snow** - Help your neighbours out and shovel their driveways, asking for a small donation in return!

**Paint and sip** - Create a Facebook event where you can list everything participants need and share your fundraising link. Choose a date and an instructional video from YouTube for everyone to follow for their painting session.

**Host a virtual trivia night** - Send your friends an event invitation on Facebook. Have the host ask three rounds of 10 questions. Have participants write their answers in a word document and submit them in the chat at the end of each round of 10. Your host tallies the marks, and the winner receives an e-gift!

## UNTIL WE MEET AGAIN...

