

PRESIDENT'S BREAKFAST FOR THE OTTAWA HOSPITAL



The Ottawa
Hospital
Foundation

L'Hôpital
d'Ottawa
Fondation

**President's Breakfast
Social Media Toolkit 2022**

USE THE POWER OF SOCIAL MEDIA TO MAKE AN IMPACT!

Social media has become the most influential and important virtual space — you can reach hundreds of people within seconds! Whether you use Facebook, Twitter, Instagram, or LinkedIn, these platforms are not only useful for social networking, but they're also a powerful way to generate fundraising support.

SUPPORT FOR YOUR FUNDRAISING THROUGH SOCIAL MEDIA

Cut + paste the posts below or use the linked button to access a Word Doc with the text to copy. You can personalize them or use them as inspiration to create your own! Adding photos and videos will also help your posts get noticed — or try a free tool like Canva.com to create eye-catching social media graphics!

Don't forget to use hashtags — they'll help others find you and your content.



TIP: ATTENDING IN-PERSON?

Personalize your message by inviting people you haven't seen in a while to join you — tag them in your post! It's a great way to encourage support.

FACEBOOK

Cut + paste the posts below or click the button to download the text from a Word Doc and personalize them or use them as inspiration to create your own!

POST #1:

Exciting news! I'm taking part in the **#PresidentsBreakfastTOH** in support of **@OttawaHospital** and I'd love you to join me. This year's event is taking place both in-person **@WarMuseum** and virtually!

This event will help raise critical funds for patient care and research that will change lives in our community.

Choose an option to end your post:

- You know what they say, we're stronger when we pull together. If you can, please consider supporting my fundraising campaign. Let's create a better tomorrow for all of us! To register or donate, visit **presidentsbreakfast.ca**
#SupportTOH
#CreatingTomorrow
- I'm attending [in-person/virtually] and it would be great to see you there. If you can, please consider supporting my fundraising campaign. Let's create a better tomorrow for all of us! To register or donate, visit **presidentsbreakfast.ca**
#SupportTOH
#CreatingTomorrow

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Tim Kluke

Yesterday at 11:32



Exciting news! I'm taking part in the **#PresidentsBreakfastTOH** in support of **@OttawaHospital** and I'd love you to join me. This year's event...See More



132

12 Comments • 7 Shares

To find out more about **THE PRESIDENT'S BREAKFAST** and how you can help, please contact Kat LaPlante at klaplante@toh.ca.



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FACEBOOK

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POST #2:

You're invited! I'm thrilled to take part in the **#PresidentsBreakfastTOH** in support of **@OttawaHospital** and I'm hoping you'll join me. This year's event is taking place both in-person **@WarMuseum** and virtually.

This important event doesn't just fund state-of-the-art tools and technology for the hospital, but it supports groundbreaking research and patient care that saves lives.

If you can, please consider supporting my fundraising campaign today. Together, we can create a better tomorrow for generations to come. To register or donate, visit **presidentsbreakfast.ca** **#SupportTOH** **#CreatingTomorrow**

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TWITTER

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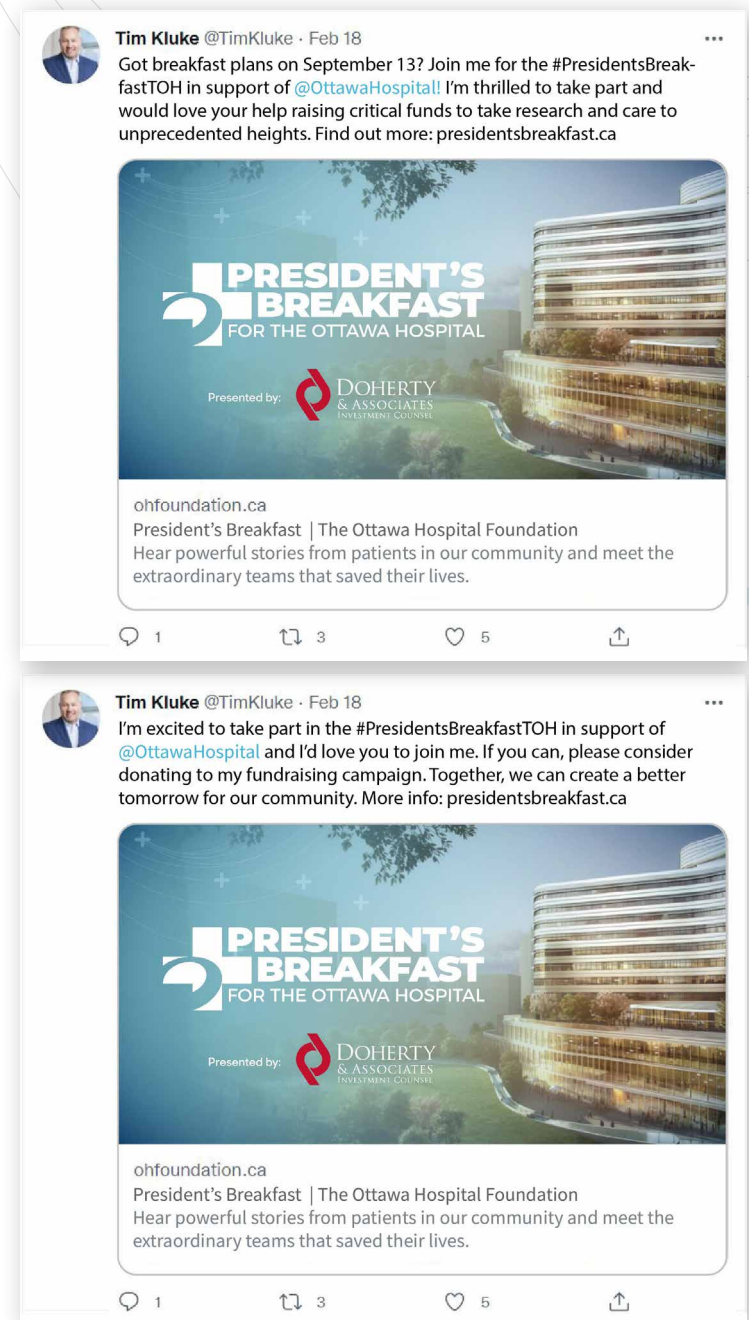
POST #1:

Got breakfast plans on September 13? Join me for the **#PresidentsBreakfastTOH** in support of **@OttawaHospital**! I'm thrilled to take part and would love your help raising critical funds to take research and care to unprecedented heights. Find out more: presidentsbreakfast.ca

POST #2:

I'm excited to take part in the **#PresidentsBreakfastTOH** in support of **@OttawaHospital** and I'd love you to join me. If you can, please consider donating to my fundraising campaign. Together, we can create a better tomorrow for our community. More info: presidentsbreakfast.ca

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INSTAGRAM

Cut + paste the posts below or click the button to download the text from a Word Doc and personalize them or use them as inspiration to create your own!

POST #1:

It's time to transform the future of healthcare in Ottawa!

Join me for the **#PresidentsBreakfastTOH** in support of **@OttawaHospital**. This is such an important event – it will help improve lives in our community for generations to come!

Choose an option to end your post:

- Join me in-person **@CanWarMuseum** or watch virtually from the comfort of home. Link in bio to donate or RSVP. **#SupportTOH**
#StrongerTogether
#CreatingTomorrow
- Join me virtually or consider attending in-person **@CanWarMuseum**. Link in bio to donate or RSVP. **#SupportTOH**
#StrongerTogether
#CreatingTomorrow

Together, we'll create a better tomorrow for generations to come.

Together, we'll create a better tomorrow for generations to come.

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INSTAGRAM

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POST #2:

Start your day creating a better tomorrow! Join me for the **#PresidentsBreakfastTOH** in support of **@OttawaHospital**. It's the hospital's most important event of the year and together, we can help transform future of healthcare!

Whether in-person **@CanWarMuseum** or attending virtually, you're invited to help save and change lives in our community.

Tap the link in bio to donate or RSVP. It's time to take research and healthcare in Ottawa to the very top tier worldwide.

#SupportTOH #StrongerTogether #CreatingTomorrow

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LINKEDIN

Cut + paste the posts below or click the button to download the text from a Word Doc and personalize them or use them as inspiration to create your own!

POST #1:

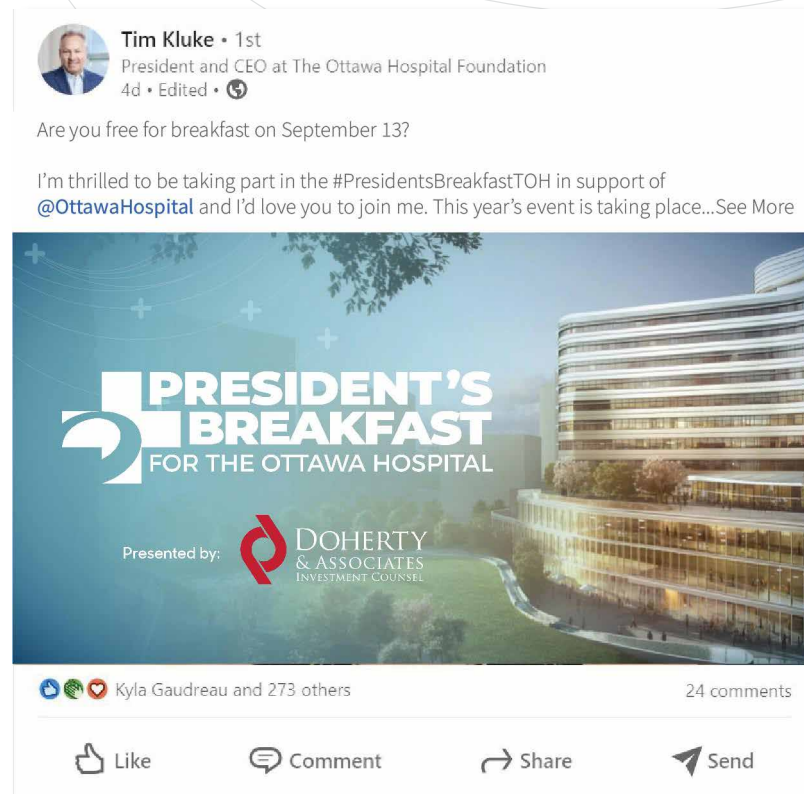
Are you free for breakfast on September 13?

I'm thrilled to be taking part in the **#PresidentsBreakfastTOH** in support of **@OttawaHospital** and I'd love you to join me. This year's event is taking place both in-person at the Canadian War Museum and virtually! This is the hospital's most important event of the year and will help raise critical funds for research, treatment, and patient care that will save and improve lives in our community.

Choose an option to end your post:

- It's time to transform the future of healthcare in Ottawa. If you can, please consider supporting my fundraising campaign today. Together, we can create a better tomorrow for all of us! To register or donate, visit **presidentsbreakfast.ca** **#SupportTOH** **#CreatingTomorrow**
- I'm attending [in-person/virtually] and it would be great to see you there. Together, we can create a better tomorrow for our community. To register or donate, visit **presidentsbreakfast.ca** **#SupportTOH** **#CreatingTomorrow**

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POST #2:

You have a calendar invite! I'm thrilled to take part in the **#PresidentsBreakfastTOH** in support of **@OttawaHospital** and I'd love you to join me!

It's time to take healthcare innovations and research to unprecedented heights, and this event will raise critical funds to help make that happen. It will ensure patients in our community have access to lifesaving research, treatment, and care when they need it most.

If you can, please consider supporting my fundraising campaign today. Together, we can create a better tomorrow for generations to come. **presidentsbreakfast.ca** **#SupportTOH** **#CreatingTomorrow**

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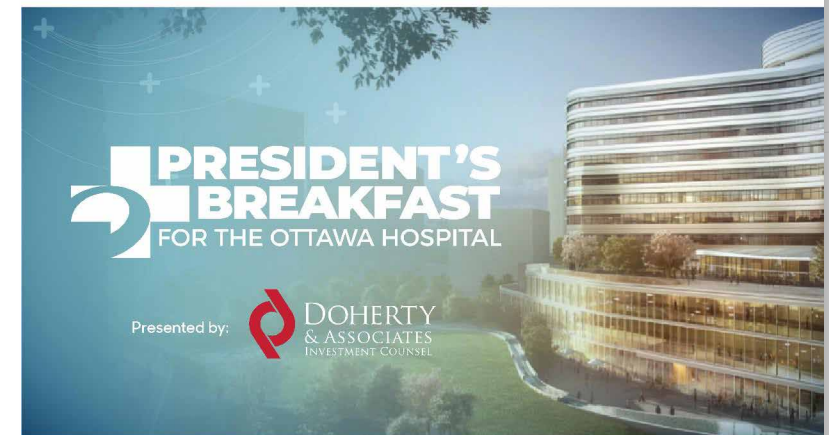
Tim Kluge • 1st

President and CEO at The Ottawa Hospital Foundation

4d • Edited •

You have a calendar invite! I'm thrilled to take part in the **#PresidentsBreakfastTOH** in support of **@OttawaHospital** and I'd love you to join me!

It's time to take healthcare innovations and research to unprecedented...See More



Kyla Gaudreau and 273 others

24 comments



Like



Comment



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OF HEALTHCARE IN OUR COMMUNITY.

JOIN US TO
CREATE A BETTER TOMORROW.

PresidentsBreakfast.ca

