

Version française disponible bientôt.



IN SUPPORT OF THE OTTAWA HOSPITAL

MAY 11, 2021

**YOUR GUIDE TO HELP PROMOTE THE EVENT  
AND ENCOURAGE SIGNUP**



Launched the first clinical trial of a gene-enhancing stem cell therapy to repair the heart after a heart attack.

Dr. Duncan Stewart  
Executive Vice-President,

# THE PRESIDENT'S BREAKFAST FOR THE PUBLIC SERVICE IS GOING VIRTUAL



uOttawa

ohfoundation.ca

# Thank You

We couldn't do this without you.

The Ottawa Hospital President's Breakfast for the Public Service is such an important part of our annual fundraising efforts. Over the past 10 years, we have raised more than \$3.3 million thanks to the support of ambassadors like you.

With the challenges we all face with COVID-19, we will continue the event in a virtual format this year. We have an exciting lineup planned for the hour-long event.

Success, however, depends greatly on your ability to fill ambassador tables and encourage people to tune in. This is why it is critically important to tap into your network to encourage signup.

The following pages contain tips and resources to help you promote the event and encourage virtual table signup. Please take a moment to read through the document. We have provided suggested channels, text, and image resources for you to promote your participation in the event and to generate interest in joining you at your virtual table through a link to the website that will host the live streaming event.

If you have any questions, please reach out to

**Alaina Rossiter** at 613-222-6173 or email [arossiter@toh.ca](mailto:arossiter@toh.ca) / **Margot Ault** at 613-218-1976 or email [mault@toh.ca](mailto:mault@toh.ca)

Thank you once again for your support.



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# Event Summary

**Date:** Tuesday, May 11, 2021

**Time:** 7:30 a.m. to 8:30 a.m.

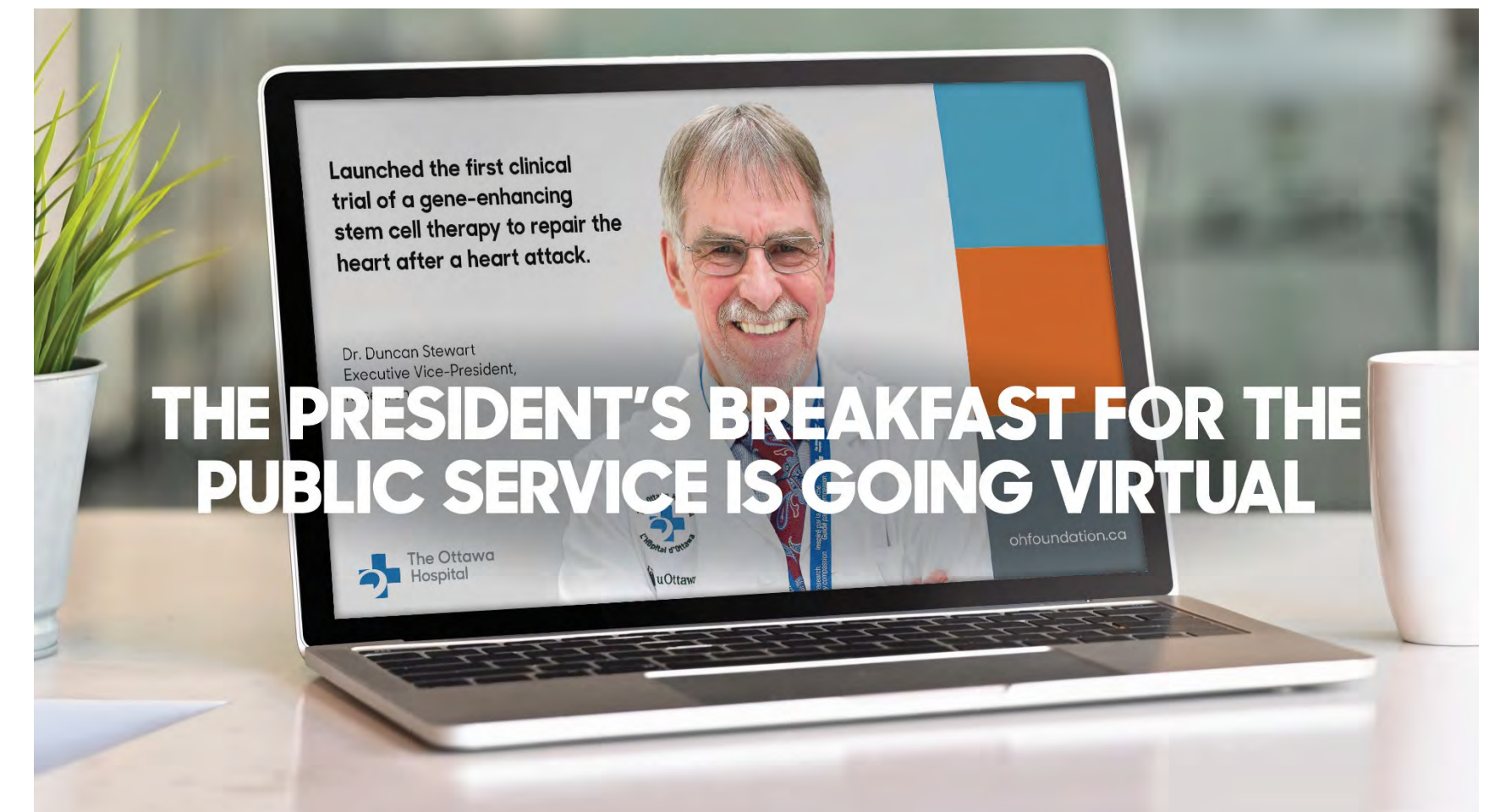
**Website:** [TOHPresidentsBreakfast.ca](https://TOHPresidentsBreakfast.ca) or [dejeunerdupdgLHO.ca](https://dejeunerdupdgLHO.ca)

**What's new this year:** One of our most important fundraising hours of the year, The President's Breakfast for the Public Service, is going virtual this year. A unique table functionality will give you the freedom to be 'seated together' while watching and network with guests at your virtual table before and after the live Breakfast program. And, best of all, the virtual nature of this year's Breakfast also allows us the opportunity to hear from even more guest speakers than is possible with our in-person event itinerary.

**Why it's important:** This is your chance to help The Ottawa Hospital further its leading-edge research and acquire the new resources required for their incredible staff to continue greatly improving patient outcomes in our community. You and your guests will hear incredibly inspiring patient survivor stories as you help raise critical funds for research and patient care at The Ottawa Hospital – the need for which has only been amplified by the pandemic.

**Hosted by:** Co-Chairs Annette Gibbons, Lisa-Marie Inman, & Roger Scott-Douglas

**Featured guests/speakers:** Ian Shugart, Clerk of the Privy Council ~ Cameron Love, President and CEO of The Ottawa Hospital ~ Cancer survivor Bryde Fresque ~ Living with cancer, Marilyn Erdely ~ Former trauma patient Bushra Saeed-Khan ~ Dr. Carolyn Nessim ~ Dr. Duncan Stewart ~ Feature story on Nurses & COVID-19 and many more!



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# FAQs

## How will donations be used?

Funds raised from The President's Breakfast for the Public Service will be used to support The Ottawa Hospital's vision for better patient care, including the continuation of our globally recognized research, and the purchase of state-of-the-art equipment and cutting-edge tools. By giving today, you're equipping our team with the technology they need to save lives tomorrow.

## How will The President's Breakfast for the Public Service be different this year?

While we may not be able to physically come together in the same room at a traditional in-person event, we can still gather as a community and connect via livestreaming video for this great cause.

Our team is approaching this event from a similar production standpoint as a live televised presentation. We've enabled a unique table functionality that gives you the freedom to communicate with guests at your virtual table and watch the main gala livestream. You'll be able to see how your guests are, and interacting with, the event live and in real time. And best of all, the virtual nature of this year's Breakfast also allows us the opportunity to hear from even more guests than is possible with our in-person event itinerary.

You could say we're squeezing even more of what makes The President's Breakfast for the Public Service special into this year's event.

## Where can I watch The President's Breakfast for the Public Service?

The best seats in the house will be streaming live on our official event website. **Tune in on Tuesday, May 11 from 7:30 a.m. to 8:30 a.m.** on your desktop or mobile device to [TOHPresidentsBreakfast.ca](https://TOHPresidentsBreakfast.ca) or [DejeunerDuPDGLHO.ca](https://DejeunerDuPDGLHO.ca).

## Still have questions?

Please reach out to :

**Alaina Rossiter** at 613-222-6173 or email [arossiter@toh.ca](mailto:arossiter@toh.ca)

**Margot Ault** at 613-218-1976 or email [mault@toh.ca](mailto:mault@toh.ca)



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# Suggested Channels

The following channels are where we would encourage you to reach out to your networks to promote the event and event signup. For each of these channels, we have provided suggested text, images, and links to the site and promotional video.

We recommend sharing content from your computer. This will allow the most ease of cutting and pasting possible images and text into your email or posts if templated.

**Email colleagues and friends**

**Your LinkedIn network**

**Your Twitter feed**



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# Email

Reaching out through an email is the most personal way to help recruit friends and colleagues to be part of your table and participate in the event. This is one place where you can share a personal story about your own experience with The Ottawa Hospital. Personal stories are an important way to connect to your network.

**We have sent you a draft email you can simply click to open in your email client to send to your network. It can also be downloaded [here](#). Click on this icon  in the right margin and select "Download".**

If you choose to build the email yourself, here's what you should do:

**STEP 1:** Start a new email in your browser. We would suggest the subject be: **Please join me at The President's Breakfast for the Public Service**

**STEP 2:** Copy and paste the suggested text from this PDF or the link below.

**EMAIL WORD DOCUMENT WITH TEXT:** [LINK](#)

**STEP 3 :** Download images from the link below and click and drag them into the body of your email.

**FOLDER WITH EMAIL IMAGES:** [LINK](#)

**STEP 4:** Copy and paste this link to the end of your email:  
[Watch our video about The President's Breakfast for the Public Service](#)

**STEP 5:** Select the contacts to include in your email (you can bcc them for their privacy) and press send.

## Suggested Text

Dear family and friends,

I recently accepted the challenge to raise funds for **The President's Breakfast for the Public Service**, an exciting new virtual event in support of The Ottawa Hospital taking place **Tuesday, May 11, 2021 from 7:30 a.m. to 8:30 a.m.**

Now I'm hoping that you will join me as a guest at my virtual table for the most important fundraising hour of the year.

This is your chance to help The Ottawa Hospital further its leading-edge research and acquire the new resources required for their incredible staff to continue greatly improving patient outcomes in our community.

RSVP to this year's virtual President's Breakfast for the Public Service by visiting [TOHPresidentsBreakfast.ca](#) or [DejeunerDuPDGLHO.ca](#) today. In the event you cannot attend, it's faster and easier than ever to show your support for this great cause by making your tax-deductible donation online. If you would prefer, you can send your contribution to the address listed at the bottom of this email.

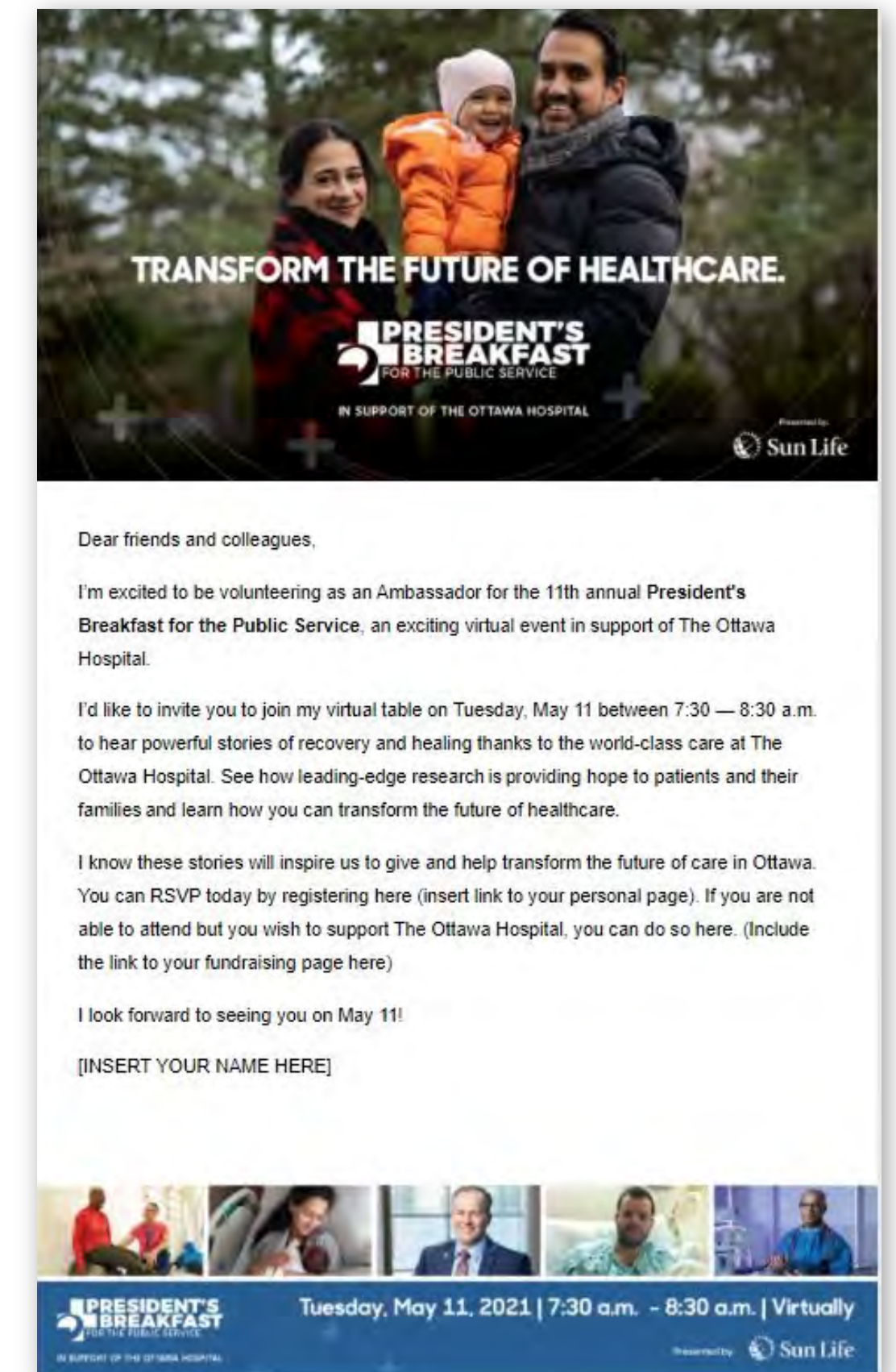
And please consider joining the esteemed President's Council by touching the life of every patient in our city with a gift or pledge of \$1000.

**Together, we will transform the future of healthcare in Ottawa.**

Sincerely,  
[Your name]

The Ottawa Hospital Foundation  
737 Parkdale Avenue, 1st Floor, Box 610  
Ottawa, ON K1Y 1J8

## Images



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# LinkedIn

Posting on LinkedIn is the best way to get the word out to your professional network. Feel free to add a note about the importance of this event to you within the bolded brackets in the suggested copy.

**STEP 1:** Create a new post.

**STEP 2:** Copy and paste this URL:  
<https://www.youtube.com/watch?v=MUdUAnh2Mao> and LinkedIn will automatically generate a preview of the video people can click to play.

**STEP 3:** Copy and paste the suggested text from this PDF or the link below.

**LINKEDIN POST WORD DOCUMENT WITH TEXT:** [LINK](#)

**STEP 4:** Click Post

**STEP 5:** For additional posts in the days leading up to the event, download images from the link below and include one with your posts in lieu of the video.

**FOLDER WITH LINKEDIN IMAGES:** [LINK](#)

## Suggested Text

For me, The Ottawa Hospital means <insert personal story: hope, stronger communities, a legacy of wellness> so I'm showing up to help them in their hour of need on Tuesday, May 11, 2021 from 7:30 a.m. to 8:30 a.m. as The President's Breakfast for the Public Service goes virtual.

Join me as a guest at my virtual table or make a donation today toward leading-edge research and state-of-the-art equipment required to continue greatly improving patient outcomes in our community.

Together, we will transform the future of healthcare in Ottawa. To RSVP or donate, visit [TOHPresidentsBreakfast.ca](https://TOHPresidentsBreakfast.ca). Thank you for your support!

## Images



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# Twitter

Tweeting about The President's Breakfast for the Public Service with the appropriate hashtags will help contribute to the trending potential of the event. The maximum character count for a tweet is 280, which is what we've reached with the suggested tweet text (right). Should you choose to tweet multiple times leading up to the event, other hashtags we're employing are #SupportTOH and #StrongerTogether

**STEP 1:** Create a new post.

**STEP 2:** Copy and paste this URL:  
<https://www.youtube.com/watch?v=MUdUAnh2Mao> and Twitter will automatically generate a preview of the video people can click to play.

**STEP 3:** Copy and paste the suggested text from this PDF or the link below.

**TWITTER POST WORD DOCUMENT WITH TEXT:** [LINK](#)

**STEP 4:** Click Tweet

**STEP 5:** For additional tweets in the days leading up to the event, download images from the link below and include one with your tweets in lieu of the video.

**FOLDER WITH TWITTER IMAGES:** [LINK](#)

## Suggested Tweet (w/video)

I'm excited to take part in the **#TOHPresidentsBreakfast**, a virtual event in support of **@OttawaHospital** on Tues, May 11. Join me as a guest at my virtual table or donate at [TOHPresidentsBreakfast.ca](https://TOHPresidentsBreakfast.ca). Together, we will transform the future of healthcare in Ottawa from home.

## Images



## Suggested Tweet (w/image)

Together, we will transform the future of healthcare in Ottawa. How? Join me at the first-ever virtual **#TOHPresidentsBreakfast** – Tues, May 11 from 7:30 a.m. to 8:30 a.m. – and help improve the lives of survivors like Bushra in our community. To RSVP or donate: [TOHPresidentsBreakfast.ca](https://TOHPresidentsBreakfast.ca).



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