

THE OTTAWA HOSPITAL FOUNDATION
PRESIDENT'S BREAKFAST
SEPTEMBER 14, 2021

YOUR GUIDE TO HELP PROMOTE THE EVENT AND ENCOURAGE SIGNUP



THE PRESIDENT'S BREAKFAST CELEBRATES 20 YEARS



Thank You

We couldn't do this without you.

The Ottawa Hospital's President's Breakfast is such an important part of our annual fundraising efforts. As we celebrate our milestone 20th year, we can proudly say we have raised more than \$13 million thanks to the support of ambassadors like you.

While the event continues in its virtual format, we have an exciting program 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 all of your networks to encourage signup.

The following pages contain tips and resources to help you promote the event and encourage 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 generate interest in joining you at your 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 arossiter@toh.ca / **Margot Ault** at 613-218-1976 or mault@toh.ca

Thank you once again for your support.



Event Summary

Date: Tuesday, September 14, 2021

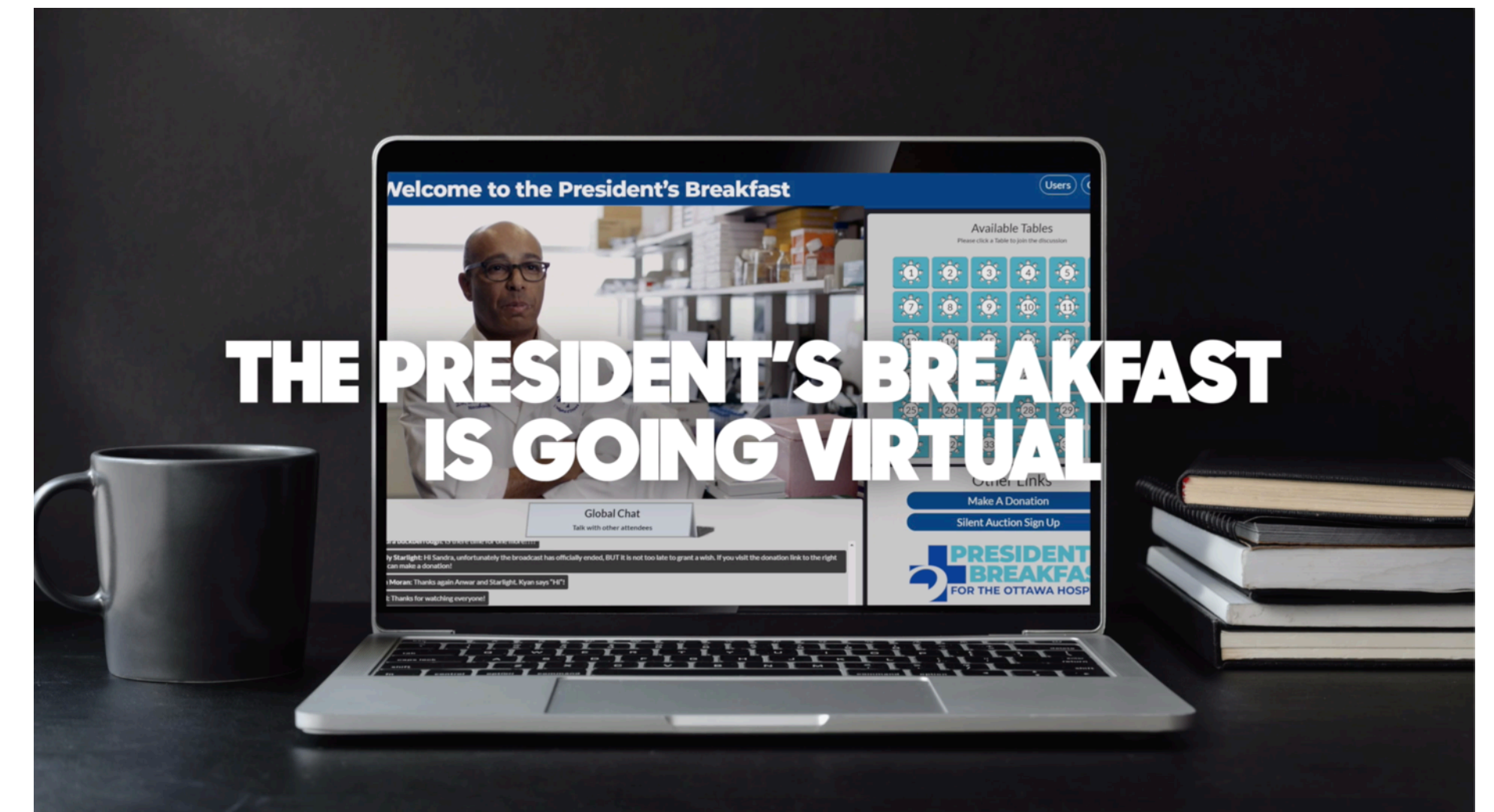
Time: 8 a.m. to 9 a.m.

Website: presidentsbreakfast.ca or dejeunerdupdg.ca

What's new this year: The most important fundraising hour of the year for The Ottawa Hospital, The President's Breakfast, is celebrating its 20th anniversary! The unique table functionality within our platform will give you the freedom to communicate with guests at your virtual table at the same time as you're watching the Breakfast live. 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. With your support, the possibilities are endless.

Hosted by: Emceed by Dr. Kwado Kyeremanteng & Co-Chairs Jeff Clarke and Sarah Grand



FAQs

How will donations be used?

Funds raised from The President's Breakfast 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 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 live streaming 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 at the same time as you're watching the main gala livestream. You'll be able to see how your supporters are donating to, 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 special into this year's President's Breakfast.

Where can I watch The President's Breakfast?

The best seats in the house will be streaming live on our official event website. Tune in on Tuesday, Sept. 14 from 8 a.m. to 9 a.m. on your desktop or mobile device to presidentsbreakfast.ca or dejeunerdupdg.ca.

Please reach out to **Alaina Rossiter** at 613-222-6173 or email arossiter@toh.ca / **Margot Ault** at 613-218-1976 or mault@toh.ca



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, GIFs and links to the site.

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.

Your Facebook network

Your LinkedIn network

Your Twitter feed

Your Instagram page

Facebook

Posting about the event on Facebook is a good way to connect with your social circle on a platform where they are likely to watch the promo GIF and comment on your commitment to participating. This is another place where you might consider sharing a bit about your personal connection to The Ottawa Hospital.

STEP 1: Create a new post.

STEP 2: Download an English or French GIF to post directly on your Facebook page.

GIFs for feed can be found here: [LINK](#)
GIFs for stories can be found here: [LINK](#)

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

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

STEP 4: Click Post

STEP 5: We are providing content for 2 posts. The first post to join the event, and second post to encourage donations. You can use the same GIFs for both posts.

Suggested Post Text

Facebook – Table Host

For me, The Ottawa Hospital means [\(insert personal story: hope, stronger communities, a legacy of wellness\)](#). So, I'm thrilled to take part in the 20th annual **#PresidentsBreakfastTOH** in support of @OttawaHospital and I'd love for you to join me at my virtual table on September 14! This event will help raise critical funds for patient care and research that will change lives in our community.

The possibilities are endless when we pull together.
presidentsbreakfast.ca
#SupportTOH

Facebook – Donate!

For me, The Ottawa Hospital means [\(insert personal story: hope, stronger communities, a legacy of wellness\)](#). So, I'm thrilled to take part in the 20th annual **#PresidentsBreakfastTOH** in support of @OttawaHospital. The donations made through this event directly impact patient care and research that will change lives in our community.

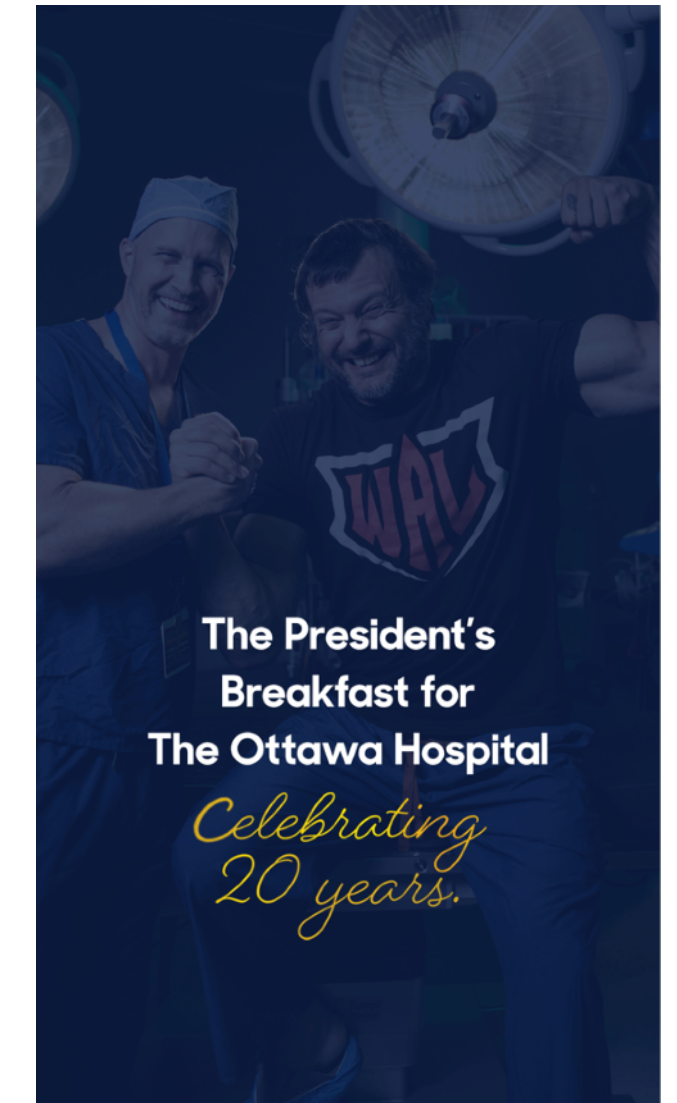
The possibilities are endless when we pull together. If you can, please consider supporting my fundraising campaign today, so together, we can create a better tomorrow. [<Table host will need to include link to their own personal donation page>](#)

Thanks in advance for your support!
presidentsbreakfast.ca **#SupportTOH**

GIF for feed



GIF for stories



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: Download an English or French GIF to post directly on your LinkedIn page.

GIFs can be found here: [LINK](#)

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: We are providing content for 2 posts. The first post to join the event, and second post to encourage donations. You can use the same GIFs for both posts.

Suggested Text

LinkedIn – Table Host

For me, The Ottawa Hospital means [\(insert personal story: hope, stronger communities, a legacy of wellness\)](#). So, I'm thrilled to take part in the 20th annual **#PresidentsBreakfastTOH** in support of @OttawaHospital and I'd love for you to join me at my virtual table on September 14! This event will help raise critical funds for patient care and research that will change lives in our community.

The possibilities are endless when we pull together.
[presidentsbreakfast.ca](#)

#SupportTOH

LinkedIn – Donate!

For me, The Ottawa Hospital means [\(insert personal story: hope, stronger communities, a legacy of wellness\)](#). So, I'm thrilled to take part in the 20th annual **#PresidentsBreakfastTOH** in support of @OttawaHospital. The donations made through this event directly impact patient care and research that will change lives in our community.

The possibilities are endless when we pull together. If you can, please consider supporting my fundraising campaign today, so together, we can create a better tomorrow. [<Table host will need to include link to their own personal donation page>](#)

Thanks in advance for your support!
[presidentsbreakfast.ca](#) **#SupportTOH**

GIF for feed



Twitter

Tweeting about The President's Breakfast 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 #PresidentsBreakfastTOH

STEP 1: Create a new post.

STEP 2: Download an English or French GIF to post directly on your Twitter page.

GIFs can be found here: [LINK](#)

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: We are providing content for 2 posts. The first post to join the event, and second post to encourage donations. You can use the same GIFs for both posts.

Suggested Tweet (w/GIF)

Twitter - Table Host

I'm thrilled to be hosting a virtual table at the 20th annual **#PresidentsBreakfastTOH** in support of @OttawaHospital. Please consider joining me for this important event. Together we'll create a better tomorrow for our community.
presidentsbreakfast.ca

Twitter - Donate!

I'm thrilled to take part in the 20th annual **#PresidentsBreakfastTOH** in support of @OttawaHospital. Please consider donating to my fundraising campaign for this great cause. Together we'll create a better tomorrow for our community. presidentsbreakfast.ca <Table host will need to include link to their own personal donation page>

GIF for feed



Instagram

With IG being a highly visual platform, there is enhanced potential for your Followers to watch the President's Breakfast promo GIF, as well as give you Likes and comments of support for your participation. Being that IG is one of the most popular social platforms, we encourage you to include it in your event promotions if you have an account.

STEP 1: Since IG does not hyperlink website URLs from posts, you'll need to Edit your Profile and include a link to the event in your Bio: presidentsbreakfast.ca.

STEP 2: Download an English or French GIF to post directly on your Twitter page.

GIFs for feed can be found here: [LINK](#)

GIFs for stories can be found here: [LINK](#)

STEP 3: Create a new IG post (+)

STEP 4: Select the GIF from your photo gallery and click Next. Though you will be given the option to alter the look of the GIF with a filter, please do not change the appearance of the GIF.

STEP 5: Copy and paste the suggested caption text from this PDF or the link below.

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

STEP 6: Click Share

STEP 7: We are providing content for 2 posts. The first post to join the event, and second post to encourage donations. You can use the same GIFs for both posts.

Suggested Caption Text

Instagram – Table Host

Together, we will transform the future of care in Ottawa. Join my virtual table at the 20th annual **#PresidentsBreakfastTOH** on September 14 to help improve the lives in our community – the possibilities are endless! Link in bio to donate or RSVP. **#SupportTOH**

Instagram – Donate!

Together, we will transform the future of care in Ottawa. Join me by supporting the 20th annual **#PresidentsBreakfastTOH** to help improve the lives in our community – the possibilities are endless! Link in bio to donate or RSVP. **#SupportTOH** [<Table host will need to include link to their own personal donation page>](#)

GIF for feed



GIF for stories

