



AT TREMBLANT
OR FROM HOME!

THE 24h IN YOUR WORKPLACE



2021 RECRUITMENT GUIDE

That's it, you have decided to support the 24h Tremblant cause!

Now, how can you share the excitement around the event with your colleagues?

We have prepared a short guide to help you with recruitment and fundraising and to suggest some initiatives and tools your company can use.

Have a great 24h!

**10-12
DÉCEMBRE
2021**



1. MAKE AN IN-HOUSE ANNOUNCEMENT ABOUT YOUR INVOLVEMENT IN THE 24H TREMBLANT!

ON YOUR IN-HOUSE COMMUNICATION NETWORKS

You can be proud of your involvement in this “bigger than all outdoors” event. Appeal to the real and tangible pride and sense of accomplishment your employees will feel by supporting the cause. Invite them to register by email, on the company intranet, social networks, etc.

SOME INSPIRATION FOR YOUR CONTENT

The 24h Tremblant involves four separate sport challenges: **skiing**, **walking**, **running** and **hybrid** (walking and running). This year, the event will take place simultaneously at Tremblant Resort or wherever you live. Teams of 6 to 12 people register in one of the four disciplines and compete in a 24-hour relay either onsite, remotely or a combination of both.

In this unique event, participants raise funds, and everyone benefits, with all the profit going to three major foundations for the children’s cause. In addition, original programming activities adapted to the public health measures in effect will be held all weekend to provide participants with a safe and unforgettable experience!

WHY SHOULD YOU PARTICIPATE?

- ▶ Enjoy a memorable experience
- ▶ Build closer bonds with friends and colleagues
- ▶ Make a positive change in the lives of thousands of children

24h VISUALS

You can use our logo and other visual elements representing the essence of the 24h in your in-house and public communications!

PROMOTIONAL TOOLS

Use these tools on your premises and in your communications to show your true colours.

- ▶ [24h logo](#)
- ▶ [Video on teambuilding](#)
- ▶ [2021 registration video](#)
- ▶ [Miro presentation](#)



2. RECRUIT YOUR TEAMS AND YOUR PARTICIPANTS

USE YOUR IN-HOUSE SOCIAL MEDIA.

- ▶ **Example of an announcement:** *[WE ARE RECRUITING!] Get involved in the children's cause by participating in the 24h Tremblant with us. This is an ideal opportunity to get closer to your colleagues, create unforgettable memories, help thousands of children, and enjoy an experience that will leave an indelible impression on your life.*

For an overview of what is in store for you, sign up here now -> [Link](#) / See (name of contact person).

Share the [following video](#)

IMAKE A PERSONAL INVITATION TO YOUR COLLEAGUES OR MEMBERS OF YOUR DEPARTMENT TO GET INVOLVED IN THE CAUSE

- ▶ [Sample email to invite people to participate](#)



USE OUR EDITABLE FORM

Click on the editable forms listed here to download and use them to promote an information session with the 24h organizing team, to help motivate and recruit potential participants.

Contact info@24htremblant.com to organize a session.

TOOLS TO HELP YOU COORDINATE A TEAM

Team captains are not left on their own to lead their teams to success.

You can find tools to help you organize your 24h on our [Toolbox](#) page.

3. MAKE A PUBLIC ANNOUNCEMENT ABOUT YOUR COMPANY'S INVOLVEMENT

MAKE A MASS COMMUNICATION WITH YOUR OWN COLOURS

Here is an [example of a communication release](#) announcing a company's involvement that you can share with your clients and the media.

COMMUNICATE YOUR INVOLVEMENT ON YOUR COMPANY'S SOCIAL MEDIA!

- ▶ **Example of an announcement:** *"(Company name) is proud to be involved in the 24h Tremblant. The children's cause is close to our hearts, and we are happy to contribute to making a positive change in the lives of thousands of children in Quebec."*

4. FUNDRAISING 101

Now that your teams are registered and motivated, it is time to start working on fundraising. Here are a few tools to support participants in their efforts.

MAXIMIZE THE WAY YOU USE YOUR NETWORKS!

Follow 24h Tremblant on your social networks (Facebook, Instagram and LinkedIn) to stay up to date on announcements and news! Now that you are an ambassador of a great cause, don't be shy about using your networks of professional and personal contacts!

ADD OUR FILTER TO YOUR FACEBOOK PHOTO PROFILE!

Add it to let your network know about the challenge you have taken on by [clicking here](#).



MAKE AN APPEAL TO YOUR NETWORKS!

- ▶ **Example of a Linked In publication:** *Hello to my professional network! I am asking for your help today for a cause that is close to my heart. This year, I have taken up the challenge of the 24h Tremblant for the children's cause. From December 10-12, I will ([discipline ex: ski](#)) to change the lives of thousands of young people who are sick or in need. Please make a donation now – whether it is big or small, every dollar counts! Thank you for your generosity! ***

You can donate here -> [URL participant profile](#).

** For all donations over \$20 you will receive a tax receipt.

- ▶ **Example of a Facebook / Instagram publication**

On Instagram, we suggest that you put your participant profile link in your bio on the home page.

Dear Facebook / Instagram friends,

Today I am asking for your support for a cause that is close to my heart. This year, I have taken up the challenge of the 24h Tremblant for the children's cause. From December 10-12, I will ([discipline ex: ski](#)) to change the lives of thousands of young people who are sick or in need.

This cause is important for me because (personal explanation).

Please make a donation now – whether it is big or small, every dollar counts!

*Thank you for your generosity! ***

You can donate here -> [URL participant profile](#).

** For all donations over \$20 you will receive a tax receipt.

- ▶ [Example of an email to potential donors](#)

- ▶ [Email signature](#)

Add it to all your emails!



LOOKING FOR DONORS?

GET TO KNOW MORE ABOUT THE CAUSE!

Our [blog](#), the "[foundation](#)" [page](#) of our website and our [social media](#) are your source of information to encourage donors to act. Learn more about the initiatives that have been made possible thanks to donations, put a face to the dollars donated to the cause. You will also find a number of touching testimonials and statistics on pediatric cancer, powerful evidence that the children's cause needs ongoing support.

Share this information with your potential donors.

- ▶ Example: Imagine receiving the news that your baby has been diagnosed with cancer soon after you have just become a parent... This is what Miro and his family had to face when he was just a little one-year old. Discover how the 24h changed their lives by bringing some comfort during this unimaginable ordeal and especially how they were able to face the future with optimism, in part thanks to your donations that support advances in research that are continuing to save more lives.

[Watch the video](#)

ORGANIZE CONTACTLESS FUND RAISING... IT IS POSSIBLE!

As we are highly aware of the need to respect public health measures, we have come up with some effective, enjoyable and above all safe ideas for your fundraising efforts.

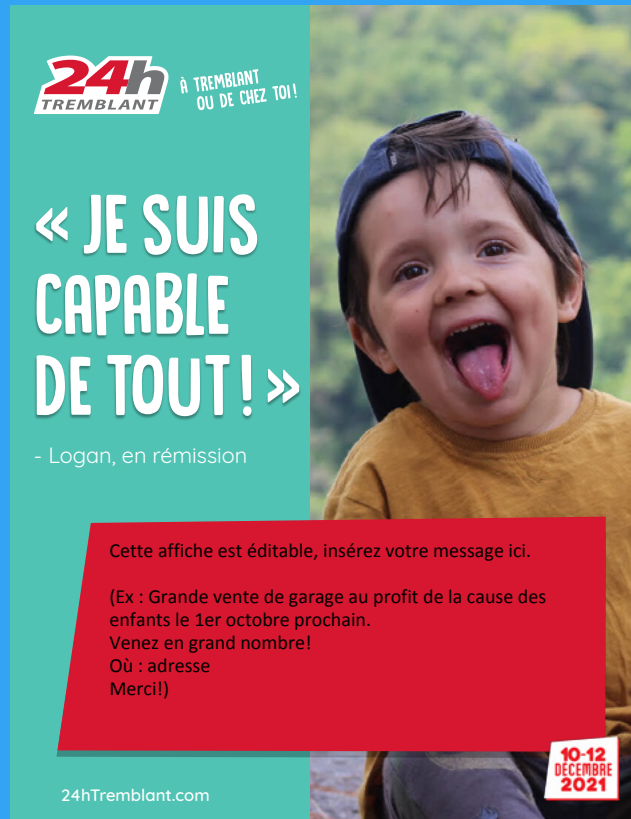
[Here is an article](#) on six great tips for successful fundraising.

Ideas for contactless fundraising activities

- ▶ Virtual auction – Find an artist or partner who will donate an article for free or at a reduced cost and put it up for auction
- ▶ Training or courses in exchange for a donation – Do you have a special talent for cuisine, yoga, Zumba, guitar? Let others benefit from your skills and raise funds at the same time!
- ▶ Virtual dinner – Is your favourite restaurant ready to participate by giving you a number of meals at a reduced price? Offer your donors a take-out reservation for their meal at the regular price. Go a step further and enjoy your meal together at a virtual dinner party.
- ▶ Virtual 50-50
- ▶ Sale of items – Replace the traditional garage sale with an online sale on Facebook Marketplace
- ▶ Replace a spaghetti dinner by a spaghetti sauce sale
- ▶ Bake sale of muffins, cakes, cupcakes, etc.
- ▶ Wine or beer tasting by videoconference
- ▶ Organize a ticket sale with an online draw
- ▶ Have fun with and online bingo event

ADVERTISE!

We provide you with an editable poster and our logo that you can use to advertise your event in your neighbourhood or at your office.



24h TREMBLANT À TREMBLANT OU DE CHEZ TOI!

« JE SUIS CAPABLE DE TOUT! »

- Logan, en rémission

Cette affiche est éditable, insérez votre message ici.

(Ex : Grande vente de garage au profit de la cause des enfants le 1er octobre prochain.
Venez en grand nombre!
Où : adresse
Merci!)

24hTremblant.com

10-12
DECEMBRE
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24h TREMBLANT AT TREMBLANT OR FROM HOME!

«THE BIGGER YOUR STORM, THE BRIGHTER THE RAINBOW!»

- Eva, in rémission

This poster is customizable, insert your message here.

(E.g.: Huge Yard Sale for the 24h Tremblant! Come and check it out! All profits will be donated to children's causes!
Where : Address
When : Time
Thank you!)

24hTremblant.com

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Promote the event on Facebook. You can create an event page and invite your friends, in addition to sharing it on your wall. Send us the link on Messenger or by email to info@24htremblant.com and we will add it to our calendar of events on Facebook. *

* Out of fairness, we do not promote the teams' fundraising events, but we are happy to add them to our calendar.

*Enjoy your fundraising!
Thank you for helping us
and making a difference!*