



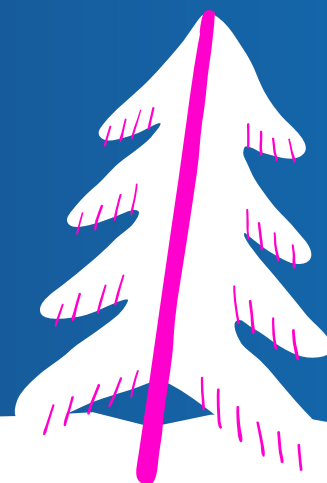
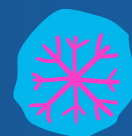
 Sun Life presents



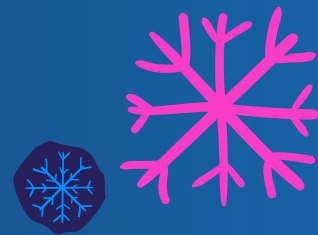
in collaboration with **belairdirect.**



FUNDRAISING GUIDELINES



FUNDRAISING



Now that your teams are registered and poised to take the challenge, it's time to start your donation drive for children's causes!

This could seem daunting at first, but remember that every donation makes a real difference in the lives of the children we support. Your commitment is part of the immense wave of solidarity that changes lives.

You can take pride in your involvement in the cause. And keep in mind, we are with you every step of the way of your donation drive.

BASIC PRINCIPLES



1. SET A TARGET

The more ambitious, the better, since it encourages potential donors to help you reach it. You can change your target at any time on your profile page. Once you reach the goal, go ahead and set it higher. Generosity tends to snowball!

2. KNOW YOUR CAUSE

Make a point of knowing as much as you can about your team's sponsored child. Each of these children has a moving story to tell. They embody the cause, they are the reason the 24h exists, they are why your commitment matters. Share their story with your community to put a human face to the concrete impact of each donated dollar. Share this information with your potential donors.



Our [website](#), [Facebook page](#) and [Instagram account](#) are all packed with resources to help you engage your donors. You'll find moving testimonials, important statistics, and a wealth of inspiring content to support your donation drive.



3. MAKE THE MOST OF YOUR SOCIAL NETWORKS

Follow the 24h Tremblant on social media (Facebook, Instagram and LinkedIn) to be informed of announcements and news! You are now ambassadors of a great cause, so be bold and don't hesitate to use your professional and personal networks!

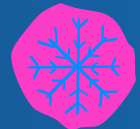
Example of a LinkedIn post

*"Greetings, esteemed business network,
Today, I'm asking for your support of a cause that's important to me. I've given myself a challenge this year – the Tremblant's 24h challenge for children's health and well-being. From December 13 to 15, I will be (discipline: i.e., running) to help change the lives of thousands of sick or underprivileged children. You can help, too, by making a donation of any size, big or small... every dollar counts!*

*Thank you for your generosity!***

Donate here → URL, participant's profile

***Donations of \$20 or more are eligible for an income tax receipt."*



Example of Facebook/Instagram post

"This year, I'm taking on the 24h Tremblant challenge to support children's causes.

For 24 hours, our team members will relay each other in (discipline: e.g., skiing) to raise funds for children in need.

Every donation, small or big, can make a real difference in their lives and those of their families. This cause is important to me because (xxxxx explanation).

If you'd like, support us here with a donation 🙌 (participant's profile URL)

***Donations of \$20 or more are eligible for an income tax receipt."*



4. DISCOVER THE TOOLS YOU CAN USE

Your toolbox is full of tips and tools—use them as much as you like!



- Sample email to potential donors
- Email signature, add it to all your outgoing messages!
- Zoom background for video meetings
- Editable poster
- 24h logos and guide

5. THANK YOUR DONORS!

Never underestimate the impact of a grateful acknowledgement. Donors like to know that by supporting you, they've contributed to a cause that's bigger than themselves. Find a way to thank each person individually.

You can thank donors by email, with a Facebook message (private or on your wall), or in a comment on a post. All methods are acceptable! The point is to make each donor feel special and appreciated. It is also a good way create a connection between them and the cause, which helps them feel even more strongly that their donation is worthwhile.



PUT THE FUN IN FUN RAISING

BY ORGANIZING YOUR OWN EVENTS FOR THE CAUSE!

Everyone likes some good times, and fundraising activities are an efficient and fun way to collect donations. You could hold a sports tournament, a trivia night, a bake sale or a challenge with friends... any and all ideas are a great way to get people engaged in children's causes.

Over the years, 24h Tremblant teams have demonstrated incredible creativity. We rounded up some of their fundraising ideas [here](#) to help inspire you.

If you're organizing a fundraising event, send us the details so we can post it and encourage our community to take part.



GIVE & WIN+ CONTEST

The Give & Win+ contest is an excellent tool. Explain it to your donors to encourage them to contribute to your donation drive.

Donors who make a gift of \$100 or more can choose to enter the contest for a chance to win great prizes. All your donor needs to do is decide between an income tax receipt or a contest entry.

This is a great way to motivate bigger donations while adding an exciting element to your fundraising drive.

[See the contest page](#) for the prizes to be won.

LOYALTY+ CLUB

The Loyalty+ CLUB is YOUR rewards program for successful fundraising!

When you reach certain levels in your donation drive, you become eligible for exclusive rewards and special privileges during the event. It's a great way to recognize your commitment and hard work.

See the various levels and their associated rewards [here](#).





**THANK YOU FOR HELPING US
MOVE MOUNTAINS!**



**Fondation
Charles-
Bruneau**

CHEO
FOUNDATION
FONDATION



**Fondation
CHU
Sainte-
Justine**

la fondation
de l'hôpital
de montréal
pour enfants
the montreal
children's
hospital
foundation



**Fondation
Tremblant**

