

Important Social Media Fundraising Tip:

Remember to personally ask your close contacts to donate before reaching out to your wider social network. Once you have received some donations from close contacts, then post on social media. In this way, you'll have already generated momentum – people in your wider social network will be motivated to contribute when they see that others have already done so. Success breeds success!

Sample Messages:

Copy/paste and personalize the messages below:

Remember to insert the link to your fundraising page to make it easy for people to donate!

- You can help ensure expert and compassionate care for individuals and families struggling with addiction by sponsoring me for this year's Ottawa Race Weekend!
- This May, I'm **walking/running** with Team Rideauwood at Ottawa Race Weekend. Your support will help people reclaim their lives. Please visit my page today!
- I am **running/walking** with Team Rideauwood because **[insert your reason why]**
- Help bust stigma and increase compassion by supporting my fundraiser for Rideauwood Addiction and Family Services.
- Rideauwood Addiction and Family Services is a community-based treatment centre dedicated to supporting those impacted by problematic substance use and behavioral addictions such as to gambling or gaming.

More than 40 counsellors serve youth, young adults, adults and families. Rideauwood runs over 15 comprehensive programs that include prevention, education, and individual and group treatment.

Join my team for Ottawa Race Weekend and fundraise for this extremely important cause at:
<https://www.rideauwood.org/team/>

Remember the hashtags:

#RunOttawa
#OttCity
#myottawa
#ottawacommunity
#stigmaendswithme

Tag Rideauwood:

Facebook: @rideauwoodottawa
Instagram: @rideauwoodottawa



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