



**Heart
&Stroke™**

Fundraise with Social

Use this information to get fundraising results fast! Whether you like Facebook or think a picture is worth a thousand words, we have a tool to help you quickly reach your personal and professional networks. Try them all and see how fast your fundraising goes viral!



Email Fundraising Tools

Email Templates

Simply copy and paste the template you like from your Participant Centre, make edits and send to your contacts. Don't forget to add your personal fundraising URL so your contacts can directly access your personal fundraising page.

1/4 1 out of every 4 e-mails sent converts to a donation. Send to 40 people and you'll definitely get 10 donations.

- **Sample Email Template – Donation Request**

I'm participating in the Heart&Stroke's **[insert Event Name]** to raise money for critical research that saves lives and supports heart disease and stroke survivors and their families.

Will you help me reach my fundraising goal by making a donation today? Click on my page link below to support me with a donation. Every dollar you give will help family, friends and neighbours.

That's important because every 7 minutes, a person in Canada dies from heart disease or stroke. But research is helping to change that alarming statistic. That's why I'm fundraising for **[insert Event Name]** this year!

I hope I can count on your support.

[insert personal fundraising page URL]

Thank you,
[insert your name here]



Heart&Stroke™

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Email Signature

Tell all of your email contacts that you support Heart&Stroke. Add a message to your email signature to boost your fundraising. Don't forget to add your personal fundraising URL so your contacts can directly access your personal fundraising page.

68% Fundraisers who use the e-mail badge fundraise 68% more those who don't.

- **Sample Email Signature**
I'm fundraising for Heart&Stroke. Help support me by making a secure donation at [\[insert personal fundraising page URL\]](#)

Like Facebook?

Fundraising with Facebook is easy as 1-2-3!

42% Participants who fundraise using Facebook raise 42% more than those who don't.

Fundraising Messages

Simply add a message you like into your Newsfeed. Don't forget to add your personal fundraising URL so your contacts can directly access your personal fundraising page.

- **Sample Post**
I'm fundraising for Heart&Stroke. Help support me by making a secure donation at [\[insert personal fundraising page URL\]](#) #MoreMoments

Photos

Show your support by replacing your Newsfeed and cover photos.

- **Sample Photo**



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Tweeting your support for Heart&Stroke is easy!

Fundraising Tweets

Simply add a message you like into Twitter, and post. Don't forget to add your personal fundraising URL so your contacts can directly access your personal fundraising page.

- **Sample Tweet #1**
I'm fundraising for Heart&Stroke. Help support me by making a secure donation at [\[create a link to your personal fundraising page URL\]](#) #MoreMoments
- **Sample Tweet #2**
Help me support Heart&Stroke. Support my fundraising for the [insert Event Name]. [\[create a link to your personal fundraising page URL\]](#) #MoreMoments

Photos

Show your support by replacing your Twitter photo.

- **Sample Photo**



Sharing your support for Heart&Stroke is easy!

Fundraising Posts

Simply copy and paste the template you like into LinkedIn. Don't forget to add your personal fundraising URL so your contacts can directly access your personal fundraising page.

- **Sample LinkedIn Post**
I'm fundraising for Heart&Stroke. Help support me by making a secure donation at [\[insert personal fundraising page URL\]](#)
- **Sample LinkedIn Post #2**
I am excited to participate in the Heart&Stroke [\[insert Event Name\]](#). But before I do, I need your help.



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For years we've seen that heart disease can be passed down through generations, but **now we know that family history can double your risk of heart disease and stroke.**

This is alarming because **everyone I know, and everyone you know, can identify a family member or friend with a family history of cardiovascular disease.** I don't want to lose these loved ones before their time. I don't believe our genes should determine our fate.

So before I participate to support Heart&Stroke, I want to fundraise to help push this research forward. I hope you'll help me fund research like this by supporting my ride with a donation.

Today we have identified 20-30% of the genes involved in heart disease and stroke. Doctors predict that we could know 100% within as little as 5 years. That's huge! And only possible if the research continues.

Help me support this and other vital, life-saving research with a donation at my page below!

[insert personal fundraising page URL]

Thank you,
[insert your name]

Photos

Show your support by replacing your LinkedIn photo.

- **Sample Photo**



Be Social with Instagram

#MoreMoments

However you stay connected, take the chance to show or tell your donors about the great cause you are supporting: If you are asking for support, don't forget to add your personal fundraising URL so your contacts can directly access your personal fundraising page.

Feel free to share your photos and videos on these properties using the hashtag #MoreMoments



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