



Celebrating Community Champions 2020

A Virtual Giving Event

September 10 – October 22

Presented by  Wealth Management
Dominion Securities



Guide for Fundraisers

Register yourself and your team at:

empowersimcoe.ca/cc2020



Celebrating Community Champions 2020 **A Virtual Giving Event**

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Celebrating Community Champions 2020 A Virtual Giving Event

Dear Empower Simcoe Supporter,

Thank you for joining us as a Fundraiser or Team Captain for Empower Simcoe's ***Celebrate Community Champions 2020*** virtual giving event! This is our most important fundraiser for the year, and we are grateful for your support.

As a Fundraiser or Fundraising Team Captain, you are a key component to the success of *Celebrating Community Champions 2020*. By inviting your circle of friends, family, colleagues, and business contacts to support and learn more about the work that Empower Simcoe does in the community, you are enabling people of all abilities to live a meaningful and self-fulfilling life.

Due to the Covid-19 pandemic, Empower Simcoe changed our annual Fashion Show to a virtual event. This "event" is a fundraiser lasting over six weeks that culminates with a live, online program on the fundraiser's final day, Thursday, October 22 at 7pm. We are excited and hopeful about the opportunities for community, creativity, and support that a virtual event can bring!

This packet serves as a resource for your role as a Fundraiser or Team Captain. It includes important details about *Celebrating Community Champions 2020*, an overview and directions on how to be a Fundraiser or Team Captain, communication templates, and other resources.

Again, thank you so much for serving as a Fundraising Team Captain. Your participation enables us to change lives by providing supports and services that enhance the quality of all lives.

Yours truly,

Claudine Cousins
Chief Executive Officer

A handwritten signature in black ink, appearing to read "Victoria Ptasiuk".

Victoria Ptasiuk
Acting President and Event Chair

About the event

What is the *Celebrating Community Champions 2020* virtual giving event?

Celebrating Community Champions 2020 is a virtual giving event benefitting the Empower Simcoe Foundation. This virtual fundraiser was started after the Covid-19 pandemic necessitated the cancellation of our Fashion Show that was scheduled for October 22, 2020. Information about this virtual giving event can be found at empowersimcoe.ca/virtual-giving-event. Our giving platform is hosted at empowersimcoe.ca/cc2020, where people can learn more about Empower Simcoe's work, join the event as a Team Captain or Individual Fundraiser, and donate to the Empower Simcoe Foundation.

When is the *Celebrating Community Champions 2020* Virtual Giving Event?

The virtual giving event runs from September 10, 2020 – October 22, 2020.

When can people start donating to *Celebrating Community Champions 2020*?

People may start donating now through October 22, 2020. Late donations are okay too - we'll keep the campaign open at least a week beyond the last day to receive mail-in gifts or additional donations.

What does the *Celebrating Community Champions 2020* event support? What will donations go to?

Celebrating Community Champions 2020 directly supports Empower Simcoe's work to improve the quality of life for people of all abilities and to foster an inclusive society. Donations help pay for new mobility and accessibility equipment, respite care for families, recreational and educational programming for youth and adults with intellectual disabilities, and much more.

What is the live event on October 22?

On Thursday, October 22 at 7 pm, *Celebrating Community Champions 2020* will culminate in a live program inspired by our Fashion Show. You'll get the chance to meet our Community Champions for 2020 (people supported by Empower Simcoe), find out how Empower Simcoe is responding to the Covid-19 crisis, hear from some special guests, and more.

Where can people view the live event on October 22?

The live event can be viewed at empowersimcoe.ca/virtual-giving-event and on YouTube. We will announce further details closer to the event date.

What is a Team Captain?

Think of a Team Captain as a Fundraiser multiplier. As a Team Captain, you set up a "team page" on the online platform for this event. You then create a team fundraising goal, and invite your friends, family, and colleagues to learn more about Empower Simcoe, help spread the word about the virtual giving event, support your fundraising goal with a donation, and maybe join your team to help you reach your fundraising goal even faster!

When should I sign-up to become a Fundraiser or Team Captain?

We recommend signing up as soon as you can. Officially the platform launches on September 10, 2020, but you can sign up sooner. Then, ideally, you'll reach out to your contacts several times over the course of the following weeks until October 22.

Who should I contact if I have questions about being a Fundraiser or Team Captain?

Please contact Doug Cleverley at dcleverley@empowersimcoe.ca.

Fundraising Team Captain Overview

The Goal of a Team Captain

As a Team Captain, your goals are to:

- Spread the word about Empower Simcoe’s *Celebrating Community Champions* Virtual Giving Event.
- Raise money for the Empower Simcoe Foundation via your “team page” (**Note: you do not need to pay a registration fee or raise a minimum amount of money**).
- Encourage your community to help spread the word about Empower Simcoe, the *Celebrating Community Champions 2020* Virtual Giving Event, and/or your personal fundraiser page.
- Encourage your community to tune-in for Empower Simcoe’s live event on October 22 at 7 pm.

Getting Started as a Team Captain

To become a Team Captain, you must create a “team page” at empowersimcoe.ca/cc2020. You also have the option to join as an individual. When you complete registration, your page will include a default appeal about the Empower Simcoe Foundation and the *Celebrating Community Champions 2020* Virtual Giving Event, but you can create your own customized appeal about the event, set your fundraising goal, and add campaign updates whenever you want.

A few additional notes about your team or individual fundraiser page:

- You can revise your fundraising goal at any time.
- Your fundraising page has tools to directly share your page via social media and email.
- You can publish updates about your team or individual fundraising effort and also the greater *Celebrating Community Champions 2020* Virtual Giving Event. You can choose to send these updates specifically to people who have donated to the event through your page.
- You can customize the appeal on the page, including the text, your goal, images etc.

To view detailed instructions on how to setup your fundraiser page and use the CanadaHelps platform, see the [CanadaHelps User Manual](#).

After you setup your team or individual fundraiser page, you’ll then want to start reaching out to your contacts and sharing the link to your page. The following page will detail a recommended process for getting started as a Fundraiser or Team Captain.

A Quick Note About “Team Fundraiser Pages”

A “team fundraiser page” is the best option if you’d like to work as a team to reach a fundraising goal. This option is recommended for our event sponsor companies, workplace teams, community groups, or families. Anyone is also welcome to join as an individual or join an existing team.

How to be a Fundraiser or Team Captain

1. Go to empowersimcoe.ca/ccc2020 and click “Create a Team” to register as a Team Captain. You also have the option to “Join as an Individual” or to join an existing team.
2. Optional: Both the team and individual fundraiser pages have default settings. Take some time to customize your page. The [CanadaHelps User Manual](#) walks you through this process.
3. Decide who you will reach out to about the *Celebrating Community Champions 2020* Virtual Giving Event and your personal fundraiser. This could include family, friends, colleagues, business and community contacts – anyone who may be inspired to support Empower Simcoe’s mission.
4. Determine how you will reach out to people. Phone, email, and social media tools like Facebook are all good options, and you can do a combination of these communication methods.
5. Determine when and how often you will reach out, along with the purpose. We recommend reaching out 2-3 times, with the purpose of:
 - Contact #1: Inform people about *Celebrating Community Champions 2020* and invite people to support you in reaching your fundraising goal.
 - Contact #2: Remind people about *Celebrating Community Champions 2020* and your personal fundraiser.
 - Contact #3: Encourage people to tune-in to Empower Simcoe’s live program on October 22 at 7pm .

We have provided optional messaging templates for your use on the following pages.

Note: In addition to the contacts above, **we encourage you to thank each donor** who contributes to your fundraising goal soon after they donate. See the [CanadaHelps User Manual](#) p. 25 to see how to do this from your fundraising page.

6. Optional: Publish updates on your personal fundraising page. These updates can be about progress towards your fundraising goal, the greater *Celebrating Community Champions* fundraiser, etc.
7. Tune-in for Empower Simcoe’s live program on October 22 at 7 pm - not mandatory of course, but we’d love for you to join us! 😊
8. Within one week after the fundraiser ends on October 22, please reach out to thank everyone who donated to support you in reaching your fundraising goal. You can send an email or publish an “update” to your fundraising page, then send a link to the people who donated on your page. Calling your donors is always a wonderful option as well!

Note: If someone you know would like to make a gift by cheque, they can mail their donation to: Empower Simcoe Foundation, 39 Fraser Court, Barrie ON L4N 5J5. Ask them to indicate the gift is for *Celebrating Community Champions 2020* and is to be counted towards your specific fundraising goal. For more on handling such “offline donations” see the [CanadaHelps User Manual](#) pages 26-27.



Celebrating Community Champions 2020 A Virtual Giving Event

Templates for Correspondence

The use of the templates below is optional. Please feel free to modify these messages. If using them, please be sure to delete any ALL CAPS text in [square brackets] and fill in your personal info.

Email Contact #1: *Inform people about Celebrating Community Champions 2020 and invite people to support you in reaching your fundraising goal.*

Hi [NAME],

I'm participating in a virtual giving event called *Celebrating Community Champions 2020*, and it benefits one of my favorite charities, Empower Simcoe. I wanted to invite you to learn more about this impactful organization, and to support me in reaching my fundraising goal. [WHY EMPOWER SIMCOE'S CAUSE IS IMPORTANT TO YOU]

Empower Simcoe empowers people throughout Simcoe County to lead a meaningful and inclusive life. Donations to the Empower Simcoe Foundation help pay for new mobility and accessibility equipment, respite care for families, recreational and educational programming for youth and adults with intellectual disabilities, and much more. One of the most inspiring #EmpowerMore stories is about a young boy named Gabriel, whose complex disabilities impaired his ability to walk. Fortunately, the Empower Simcoe Foundation and its community partners were there to purchase a customized ergonomic rolling chair for Gabriel. The new chair has been a big boost (literally!) to Gabriel. He can now reach almost anything in his home while seated. He can lift himself up in the chair to see his reflection in the mirror, brush his teeth, and even help his mom mix a carrot cake batter. Gabriel has gained more independence and self-confidence in his home thanks to the Empower Simcoe Foundation.

Will you learn more about this cause on my fundraising page, consider making a donation, and/or help spread the word? Here is the link to my page: [LINK TO YOUR "PERSONAL FUNDRAISER PAGE"]. My goal is to raise [FUNDRAISING GOAL AMOUNT]. All the money I raise will go directly to the Empower Simcoe Foundation to make a #MeaningfulLife a reality for people of all abilities. All donors will receive an official charitable receipt for tax purposes.

Lastly, Empower Simcoe's *Celebrating Community Champions 2020* virtual giving event will culminate with a live, online program on Thursday, October 22 at 7 pm. This program is a great opportunity to hear inspiring testimonials and stories from the people Empower Simcoe supports, meet some of their frontline heroes, and more! You can watch the live program here:

empowersimcoe.ca/virtual-giving-event.

Thank you so much for your support!

[YOUR NAME]

Email Contact #2: *Remind people about Celebrating Community Champions 2020 and your personal fundraiser.*

Hi [NAME],

I hope you're doing well.

October 22, the last day of Empower Simcoe's *Celebrating Community Champions 2020* virtual giving event, is just around the corner! If you haven't had a chance to check out my fundraising page, I wanted to invite you again.

Here is the link to my page: [LINK TO YOUR "PERSONAL FUNDRAISER PAGE"]

I encourage you to read through my site and to check out the media, as I think you could get as inspired about Empower Simcoe's work as I am!

Also, Empower Simcoe's *Celebrating Community Champions 2020* virtual giving event will be culminating with a live program, where you'll get to hear and see this year's community champions, learn how the agency has responded to the Covid-19 pandemic, and more. You can watch the program online on October 22 at 7 pm here: empowersimcoe.ca/virtual-giving-event. I hope you can tune in for this inspiring event!

Thank you again for your support!

[YOUR NAME]

Email Contact #3: *Encourage people to tune-in to Empower Simcoe's LIVE program on October 22 at 7pm . *We suggest sending this email out on October 20 or 21.*

Hi [NAME],

I just wanted to send a reminder about Empower Simcoe's *Celebrating Community Champions 2020* live program, which will be streaming online the final day of the virtual giving event, October 22 at 7 pm. The program will include inspiring stories from the people Empower Simcoe supports, the chance to meet some of Empower Simcoe's frontline workers, and more! You can watch the live program here: empowersimcoe.ca/virtual-giving-event.

Also, if you'd like to learn more about Empower Simcoe before the live program or support me in reaching my fundraising goal for the organization, please visit my fundraising page: [LINK TO YOUR "PERSONAL FUNDRAISER PAGE"].

Thank you!

[YOUR NAME]

Social Media Contact #1: *Inform people about Celebrating Community Champions 2020 and invite people to support you in reaching your fundraising goal.*

Hi Friends! I'm trying to raise [FUNDRAISING GOAL AMOUNT] for Empower Simcoe's "Celebrating Community Champions 2020" virtual giving event. Empower Simcoe is a charity that empowers people throughout Simcoe County to lead a meaningful and inclusive life. Donations to the Empower Simcoe Foundation help pay for new mobility and accessibility equipment, respite care for families, recreational and educational programming for youth and adults with intellectual disabilities, and much more. Want to learn more and #EmpowerMore by helping me reach my fundraising goal? Check out my fundraising page here: [LINK TO YOUR "PERSONAL FUNDRAISING PAGE"]

Social Media Contact #2: *Remind people about Celebrating Community Champions 2020 and your personal fundraiser.*

Did you know that the Empower Simcoe Foundation helps purchase mobility and accessibility equipment for people living with complex disabilities? That's just one of the reasons why I'm trying to raise [FUNDRAISING GOAL AMOUNT] for Empower Simcoe's "Celebrating Community Champions 2020" virtual giving event. If you'd like to learn more and make a donation that directly supports making a #MeaningfulLife a reality for people of all abilities, check out my fundraising page here: [LINK TO YOUR "PERSONAL FUNDRAISING PAGE"] #EmpowerMore

Social Media Contact #3:

Encourage people to tune-in to Empower Simcoe's live program on October 22 at 7pm

**We suggest posting this the evening of October 21 or the morning of October 22.*

You know the "Celebrating Community Champions 2020" virtual giving event that I've been posting about? Empower Simcoe will be having a live program the last day of their fundraiser, Thursday, October 22 at 7 pm. If you've been inspired or are curious about the organization, this is a great chance to hear inspiring stories from the people Empower Simcoe supports, meet some of Empower Simcoe's frontline workers, and more! You can watch the program here: empowersimcoe.ca/virtual-giving-event.

Also, if you'd still like to help me reach my fundraising goal for Empower Simcoe, here's the link to my page: [LINK TO YOUR "PERSONAL FUNDRAISING PAGE"] Thanks! #EmpowerMore

Additional Resources

Below are some additional resources that might be helpful.

CanadaHelps User Manual

A step-by-step instruction guide for the CanadaHelps online giving platform hosting the *Celebrating Community Champions 2020* fundraising campaign. [\[link\]](#)

Empower Simcoe's Website

empowersimcoe.ca

Empower Simcoe's Mission

Empower Simcoe (formerly Simcoe Community Services) responds to community needs through inclusive supports and services that enhance the quality of all lives. As an organization dedicated to service, Empower Simcoe works mindfully to empower individual goals, while treating everyone with respect and dignity. Their mission is to empower people to lead a full and inclusive life, by providing the high quality of services. They are a welcoming organization that provides everyone with the opportunity to **Be, Belong, and Thrive.**

The Empower Simcoe Foundation raises funds to provide direct assistance to the people supported by Empower Simcoe and to foster an inclusive society.

Empower Simcoe's Social Media Links

Facebook: [facebook.com/EmpowerSimcoe](https://www.facebook.com/EmpowerSimcoe) - tags @EmpowerSimcoe, #MeaningfulLife

Instagram: [instagram.com/empower_simcoe](https://www.instagram.com/empower_simcoe) – tags @empower_simcoe, #MeaningfulLife

Twitter: twitter.com/EmpowerSimcoe - tags @EmpowerSimcoe, #MeaningfulLife

Social Media Hashtag for this Fundraiser

#EmpowerMore

Empower Simcoe Videos

General YouTube page: [youtube.com/channel/UCIFRrDG7qsNUQ3AZxg-UuuQ](https://www.youtube.com/channel/UCIFRrDG7qsNUQ3AZxg-UuuQ)

- Hint: Look for “What does Empower mean to you?” video series

We Are Empower Simcoe (intro video): <https://youtu.be/DNbtF5GtqWA>

Celebrating Community Champions 2020 teaser: [\[to be added\]](#)

Questions? Need help?

If you have any questions about *Celebrating Community Champions 2020* or how to set up and manage your fundraising page, please contact Doug Cleverley, Donor Relations Coordinator at dcleverley@empowersimcoe.ca or phone 705-718-3118.