

GRAN FONDO

LAKE HURON

PRESENTED BY **BrucePower**
& Suppliers

SAUGEEN MEMORIAL
hospital
foundation

Fundraising Toolkit

THANK YOU FOR PARTICIPATING IN GRAN FONDO LAKE HURON!
Every dollar raised makes an impact.

Why Your Fundraising Matters

The Saugeen Memorial Hospital Foundation helps fund high-quality care close to home. With **less than 10% of new equipment costs being covered by government funding** this means your support funds much of what's essential, including:

- Life-saving medical equipment
- Advanced diagnostic tools
- Hospital renovations and expansions

Your support helps ensure exceptional care is always within reach. Every dollar makes a difference!

This toolkit will help you fundraise, share your story, and rally others to give.



EVERY EFFORT FUELS MEANINGFUL CHANGE!
Your fundraising efforts help improve healthcare in our region.

Fundraise & Get Rewarded!

- Raise \$250 and we'll refund your registration fee.
(excludes complimentary entries)
- Top 3 fundraisers win prizes—#1 gets a recognition plaque.
- Top corporate team scores a Bruce Power tour and lunch with the CEO & COO.
- Top friends & family team get their name on our GIGANTIC trophy!

Fundraising Made Easy!

- Set a Goal – Challenge yourself with a fundraising target.
- Tell Your Story – Why are you riding? Why does it matter? Share it.
- Share Your Page – Your Race Roster link makes giving easy.
- Spread the Word – Rally support on social media and by email
(see examples next page).
- Say Thanks – A heartfelt thank-you goes a long way.





THIS QR CODE TELLS A STORY!
Scan or click it. Share it.
Spark someone's reason to give.

Sample Social Posts

Example 1: General Appeal

🚴♂️ I'm riding in the Gran Fondo Lake Huron to raise funds for Saugeen Memorial Hospital Foundation! Did you know that essential medical equipment is not funded by the government? Your donation can help provide life-saving care to those in need. Every dollar counts! Help me reach my goal of \$[Your Goal] by donating today. ❤️

🔗 [FACEBOOK: Insert Your Fundraising Link Here or INSTAGRAM: LinkinBio]

#GranFondoLakeHuron #RideForHealth #SupportLocalCare
#FundraisingForGood

Example 2: Personal Story

This ride is personal for me. [Insert a personal story – why you are riding, how the hospital has impacted you or your loved ones, etc.]

That's why I'm participating in the Gran Fondo Lake Huron to help raise funds for the Saugeen Memorial Hospital Foundation Your support can make a difference in our community! Please consider donating to my fundraiser 🔗 [FACEBOOK: Insert Your Fundraising Link Here or INSTAGRAM: LinkinBio]

#MyWhy #RideForHealth #SupportLocalCare #GranFondoLakeHuron

SPREAD THE WORD!

A personal email to your network is a great way to rally support for your ride and help keep quality care closer to home.

Sample Email Template

Subject: Let's Keep Care Close to Home—Support My Ride!

Hi [Name],

I'm excited to be riding in the Gran Fondo Lake Huron in support of The Saugeen Memorial Hospital Foundation. Did you know that most hospital equipment is not fully funded by government dollars? That's why I'm fundraising to help ensure our local and regional hospitals have the resources they need to provide exceptional care.

Every donation—big or small—makes a real impact. Would you consider supporting me with a gift toward my goal of \$[Your Goal]? It's quick and easy to give here: [Insert Fundraising Link]

Thanks so much for considering it—I truly appreciate your support.

Best,

[Your Name]

SCAN OR CLICK
TO GET THE WHY
BEHIND MY RIDE.



TURN YOUR FUNDRAISING INTO A CHALLENGE!
Set goals, spark friendly competition, and watch the impact grow. Together, we can achieve amazing things!

Rally Your Team!

- **Share the Fundraising Package** with your team—it's packed with resources and inspiration to help you reach your goal.
- Keep the momentum going with **regular updates from Team Captains**, including a team leaderboard. A little friendly competition goes a long way!
- **Build excitement** before ride day with team huddles or practice rides. Boost morale and visibility with custom team shirts, signs, or even a team chant.

Share these tips:

Quick & Easy Guide to Donating

Step 1: Visit the official Gran Fondo Lake Huron Race Roster page.

Step 2: Click on the "Donate" button.

Step 3: Use the search bar to find the rider by name.

Step 4: Select their fundraising page and enter your donation amount.

Step 5: Complete your donation and feel great about making a difference!





EXCITEMENT IS CONTAGIOUS!

Let's inspire more to join us.

**Share our sizzle reel so others can see the fun,
energy, and impact of Gran Fondo.**

We truly appreciate your commitment to making a difference and
we're here cheering you on every step of the way!

STAY CONNECTED!

Follow Gran Fondo Lake Huron on Facebook & Instagram.

Tag us so we can share the love! 📷❤️

Learn More & Get Involved!

Explore the event and see how you can make an impact: granfondolakehuron.ca/

Discover how we support local healthcare: smhfoundation.ca/

✉️ Questions about fundraising or our toolkit? Contact:

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