



PRINCIPAL SÈVE PAR
PARRAINÉ PAR



Corporate Teambuilding Toolkit

September 23, 2023.

coursepourlacompassion.com

Résidence
de soins palliatifs
Teresa-Dellar



Teresa Dellar
Palliative Care
Residence

Dear Team Member

Thank you for joining us in the 7th Annual Course pour la Compassion, benefiting the Teresa Dellar Palliative Care Residence. Last year, over \$195,000 net was raised by participants, donors and sponsors, supporting free, compassionate end-of-life care for individuals and their loved ones. We appreciate your commitment to making a positive impact in the community through your participation.

Teambuilding with You in Mind

We are thrilled to have you on board for our community event. Beyond raising funds for the Teresa Dellar Palliative Care Residence, we believe that participating in the Course pour la Compassion will be a rewarding experience for each of you and build stronger connections with your colleagues as well as to our community at large.

Corporate Teambuilding

To help you reach your goals, we have prepared this guide with simple tips and messages that you can use to build your team and solicit your network of family, friends, and business colleagues. Please do not hesitate to [reach out with any questions](#). We wish you a successful fundraising!

Setting Your Goals

- **Fundraising Goal:** Determine the amount of money your corporate team aims to raise. Having a clear target will motivate your team and potential donors.
- **Teambuilding Goal:** Define your team-building objectives. Consider the values you want to promote, such as teamwork, communication, support, and unity.
- **Personal Fundraising Goal:** You can also determine what your own personal goal will be, to motivate yourself and have a friendly challenge with your teammates.

Benefits of Teambuilding

There are many benefits to teambuilding activities, as you may know. Here's a reminder of some:

- Improved communication and collaboration among team members.
- Enhanced problem-solving and decision-making skills.
- Fosters camaraderie, creating a positive and supportive work atmosphere.
- Boosts team morale and motivation to overcome challenges.
- Unleashes creativity and fresh perspectives in the workplace.
- Contributes to a positive and engaging work culture.
- Provides opportunities for leadership growth and learning from colleagues.

TIPS FOR FUNDRAISING SUCCESS:

- **Set a Clear Fundraising Goal:** Determine the amount of money you aim to raise. Having a specific target will help motivate you, your team, and potential donors.
- **Make a Self-Donation:** This is a great way to kick off your fundraising and is a known way to raise more money overall.
- **Tell Everyone You Know:** Mention that you are Fundraising for La Course pour la Compassion to family, friends, and work colleagues that you connect with in your daily life. People are usually happy to help!
- **Make an Ask:** Ask people you know if they will support you for a specific amount, whether it is \$10, \$50, or \$250. This will make them more inclined to support your efforts.
- **Use Social Media:** Let people know where they can do their donating by sharing your personal page link on social media.
- **Follow Up:** A gentle reminder may nudge some people and bring it back to top of mind. People have busy lives, and they may have forgotten to donate, but really want to help you.
- **Thank Your Donors:** Show gratitude to your donors by sending personalized thank you messages or acknowledgments. A little appreciation goes a long way in building long-term donor relationships.
- **Create a Team:** Maximize your fundraising potential by building a diverse and motivated team. Together, you'll amplify your impact and reach your goals faster.

Create your Corporate Team and Crowdfund

- Form a team of colleagues who are interested in participating in the event.
- Pick a team captain who will be responsible for coordinating the team's registration and fundraising efforts.
- Choose a team name that reflects your company or team spirit.
- Set a fundraising goal for your team to achieve.
- To register online, go to the Course pour la Compassion [CrowdChange page](#).
- Select "Join as a Team".
- Enter your team name, team captain's name, and email address.
- Customize your Team page with a message and photo. You can share your Team's story.
- Include your Team Page link, when inviting colleagues to join.
- Each Team Member will automatically have a personal page created, when they join your Team.
- They can share their own personal page link for donations, and it will show in the total amount of donations for the Team Page.
- Crowdfund to raise money for the event on social media and with emails.

TIP: Share our videos in your emails and on social media.

They will go a long way in showing what the event is all about, and the impact it has on many lives.

[Course pour la Compassion 2022 Recap](#)

[Residence's 2022 Testimonial Video](#)

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SAMPLE MESSAGES

The following section has messages you can use to fundraise for different types of media.

Email

First, reach out to your closest friends and family members to ask for their support. They are the most likely to donate, and it will encourage you to continue with your efforts.

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"Dear [Name],

I hope this message finds you well. I am reaching out to let you know that I will be participating in the Course pour la Compassion for the benefit of the Teresa Dellar Palliative Care Residence. Their compassionate and dignified end-of-life care allows patients and their loved ones to spend their final days in a warm, home-like environment, free-of-charge.

I truly believe in the importance of this cause and the profound impact it has on the lives of those facing difficult times. Your contribution, no matter the size, will go a long way in helping me reach my fundraising goal. You can easily make a donation through my fundraising page [insert link].

The event takes place on Saturday September 23, 2023, in Valois Park Pointe-Claire. It is a 1 km and 5 km walk/run. I hope you can join me or support me through a donation.

Thank you for your support and for helping me reach my fundraising goal!

Best regards, [Your name]"

Best practices: Always include information about the Course pour la Compassion event and the Teresa Dellar Palliative Care Residence in all your messaging. This will help create awareness about the cause and encourage people to participate or donate.

TIPS: What to include in your email:

1. It is key to mention WHY you have been inspired to participate in the Course pour la Compassion. Is it in memory of a loved one? To support the mission of the Residence?
2. Always include a link to your team's fundraising page in your messages.
3. Follow up with reminders to encourage people to donate.
4. Show gratitude to those who donate by sending personalized thank you messages or acknowledgements.

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Social Media

Social media is a great way to promote your participation in the event and to encourage people to donate to your page. Please find our sample posts below. 😊

TIPS: Use social media effectively:

- Use the hashtags #coursepourlacompassion #coursepourlacompassion2023 and tag us @TeresaDellarPalliativeCareResidence, @coursepourlacompassion
- Post regular updates on your team's progress towards its fundraising goal.
- Share photos and videos of your team training for the event, and during the event.
- Encourage your colleagues and friends to share your posts.
- Your likes and shares of our social media content (Facebook and Instagram) can go a long way in showcasing the event's essence and the profound impact it has on the lives of many.

Facebook

I am excited to announce that on September 23, I will be taking part in the 7th Annual @CoursePourLaCompassion 🏃🏃, a 1 km and 5 km Walk/Run to benefit the @TeresaDellarPalliativeCareResidence.

The Teresa Dellar Palliative Care Residence provides compassionate end-of-life care to individuals and their loved ones, and has been serving the community for over 20 years. They rely on fundraising to keep providing their services free of charge.

Help me meet my challenge with a donation to my page: [Link to your page]

Many thanks for your support! 🙏

#coursepourlacompassion #coursepourlacompassion2023 #runforcompassion #charityrun #fundraising #familyevent #communityimpact #palliativecare #teresadellar #westisland #tdpcr

Instagram

You can add your Course Pour la Compassion Page link into your Instagram bio

I am proud to announce that on September 23, I will be taking part in the 7th Annual @coursepourlacompassion in Valois Park, Pointe-Claire, raising money for @teresadellarpalliativecare!

This 1 km and 5 km Walk/Run is to support the Residence to continue providing compassionate end-of-life care to individuals and their loved ones. The Residence has been serving the community for over 20 years, and it relies on fundraising to keep providing its essential services free of charge!

Help me meet my challenge by making a donation to my page. You can find the link in my bio.

Many thanks for your support and see you there! 🏃🏃👉👉

#coursepourlacompassion #coursepourlacompassion2023 #runforcompassion #charityrun
#fundraising #familyevent #communityimpact #palliativecare #teresadellar #westisland
#tdpcr

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LinkedIn

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On September 23, I am excited to participate in the 7th Annual Course Pour La Compassion, a 1 km and 5 km Walk/Run, benefiting the @Teresa Dellar Palliative Care Residence - Résidence de soins palliatifs Teresa-Dellar.

For this upcoming event, I have taken on the challenge of raising funds to support compassionate end-of-life care for individuals and their loved ones. Having served the community for over 20 years, the Teresa Dellar Palliative Care Residence relies on fundraising efforts to continue offering compassionate end-of-life care, free of charge.

I kindly invite you to support my efforts by donating to my page: [Link to your page].

Thanks for your support!

#coursepourlacompassion #coursepourlacompassion2023 #runforcompassion #charityrun
#fundraising #familyevent #communityimpact #palliativecare #teresadellar #westisland
#tdpcr

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X - (Twitter)

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I am challenging myself to a #charityrun for the @PalliativeRes on September 23. Help me meet my challenge with a #donation on my personal #fundraising page: [Link to your page]

#runforacause #coursepourlacompassion #coursepourlacompassion2023 #teresadellar

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TIP: Make a simple video and share it on social media

You will inspire others to join you, support your team, and spread awareness about the event.

The video can be as straightforward as:

"Hi, my name is [Your Name], [Your Title], and I will be [running or walking] in the 7th Annual Course pour la Compassion on September 23rd in Valois Park Pointe-Claire.

[Explain why I'm taking part in the Course] "

IMAGES TO SHARE

We encourage you to use these images, to go along with your social media messaging.

Download them here.



BONUS SECTION: Team-Building Games and Challenges:

Looking for more ways to enhance the overall experience for your corporate team?

Here is a list of fun team-building games and challenges that your team can participate in before or after the Course pour la Compassion. These activities encourage collaboration, communication, and friendly competition.

- **Healthy Competition Among Departments:** Encourage different departments within your company to form their own teams and compete against each other in fundraising and team-building activities. Offer a prize or recognition for the department that raises the most funds or completes team challenges most effectively.
- **Corporate Matching Program:** If your company has a corporate matching program for charitable donations, highlight this in the toolkit. Explain how employees can take advantage of the program to amplify their impact and encourage greater participation.
- **Employee Testimonials:** Include testimonials from employees who have previously participated in the Course pour la Compassion. Their experiences and insights can inspire and motivate others to get involved.
- **Company Incentives for Top Fundraisers:** If possible, outline any additional incentives the company is providing for top fundraisers. This could include recognition in company newsletters, gift cards, or a special team celebration.
- **Company-Wide Fundraising Initiatives:** Consider organizing company-wide fundraising initiatives leading up to the event. These could include bake sales, casual dress days, or office challenges to boost team spirit and support the fundraising efforts.
- **Post-Event Team Reflection:** After the Course pour la Compassion, organize a team reflection session where employees can share their experiences, highlights, and lessons learned. This helps reinforce the team-building aspect of the event and strengthens the bonds among team members.

Conclusion

We hope this toolkit empowers your team to achieve your fundraising targets while enjoying a memorable and rewarding team-building experience. If you have any questions or need further assistance, please do not hesitate to reach out to Nancy Eperjesy at neperjesy@tdpcr.ca. Together, let's make the Course pour la Compassion a resounding success and create a positive impact on the lives of those in need. Good luck!