



PROULSÉE PAR  
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# Fundraising Toolkit

**Every Step Matters.**  
September 20, 2025  
Valois Park, Pointe-Claire  
[coursepourlacompassion.com](http://coursepourlacompassion.com)

Benefitting the

Résidence  
de soins palliatifs  
Teresa-Dellar



Teresa Dellar  
Palliative Care  
Residence

Thank you for joining us for the 9th Course pour la Compassion, benefitting the Teresa Dellar Palliative Care Residence. Last year, thanks to the generosity of supporters like you, we raised over \$310,000 net, helping provide compassionate end-of-life care for individuals and their loved ones, free-of-charge.

This year, our goal is **\$325,000**, and your crowdfunding efforts are crucial to helping us reach this target. Every donation makes a difference, offering families the comfort, dignity, and support they need during life's most challenging moments.

To assist you in your fundraising, we've created a guide with helpful tips and messages you can share with your family, friends, and colleagues. If you need any support, please don't hesitate to reach out.

Thank you for your generosity and for being part of this meaningful mission. Together, we are bringing hope and compassion to those who need it most.

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*"To thank everyone for all that they did for us at the Teresa Dellar Palliative Care Residence, we participate in the Course pour la Compassion, to help them attain their fundraising goals.*

*I am a Volunteer in the kitchen, at reception, and in complementary services. I believe that everyone should have the opportunity to come to a place like the Teresa Dellar Palliative Care Residence, to be comforted and cared for in the final stage of their life. My best friend and my father were fortunate enough to benefit from their services."*

*- Anna Pizzi*



## TIPS FOR CROWDFUNDING SUCCESS:

1. **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.
2. **Make a self-donation**  
People are 80% more likely to donate to your fundraising page if there has already been a donation. Start things off with a self-donation!
3. **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!
4. **Make a Specific Ask**  
Ask people you know if they will support you for a specific amount, whether \$10, \$50, or \$250. This will make them more inclined to support your efforts.
5. **Use social media**  
Let people know where they can donate by sharing your personal page link on social media.
6. **Follow Up**  
A gentle reminder may nudge some people and bring it back to top of mind. People have busy lives and may have forgotten to donate, but they really want to help you.
7. **Thank Your Donors**  
Show gratitude to your donors by sending personalized thank you messages or acknowledgements. A little appreciation goes a long way in building long-term donor relationships.
8. **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.

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

Our videos go a long way in showing what the event is all about, and the impact it has:

[Course pour la Compassion 2024 Recap](#)  
[Residence's 2024 Testimonial Video](#)

## REGISTER

We use CrowdChange, an online fundraising platform, for the event.

### Create and Customize your Personal Page

Here are some easy steps to follow:

- Once you have registered, customize your personal page with a photo, description, and set a fundraising goal that motivates you to work towards it.
- Share your story in the description: Explain why you are participating in the Course pour la Compassion for the benefit of the Teresa Dellar Palliative Care Residence and what the cause means to you. Sharing your personal story can help people connect with your cause and be more likely to donate.
- Solicit donations in person, on social media and by email.

## Create a Team

Maximize your fundraising potential and have some fun by building a diverse and motivated team. Here are some easy steps to follow:

### First Ask Around

The first step is to form a team of colleagues and friends who are interested in participating in the event. Here are some easy steps to follow:

- Pick a team captain 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.

### After Making it Official

- Go to the Course pour la Compassion [CrowdChange page](#).
- Click on the "Register" button at the top of the page.
- Select "Create or Join a Team". Choose "+ Create a team"
- Follow the prompts, and fill in your info.
- Share the link to your team's fundraising page.
- Crowdfund to raise money for the event in person, on social media and with emails.

## 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 will be participating in the 8th Course pour la Compassion for the benefit of the Teresa Dellar Palliative Care Residence. The 1 km and 5 km charity walk/run takes place on September 21st, 2024, in Valois Park Pointe-Claire. To find out more, you can watch a [recap of last year's event](#).

I hope you can join me, or support me through a donation on my fundraising page [insert link]. Your contribution, no matter the size, will go a long way in helping me reach my fundraising goal.

I truly believe in the importance of this cause and the profound impact it has on the lives of those facing difficult times. To see the impact, [view the testimonial video](#). 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.

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 vital 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. 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.

## Social Media

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

**TIPS: Use social media effectively:**

- Use the hashtags #coursepourlacompassion #coursepourlacompassion2025 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

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I am excited to announce that on September 20, I will be taking part in the 9th @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 served 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 #coursepourlacompassion2025 #runforcompassion #charityrun #fundraising #familyevent #communityimpact #palliativecare #teresadellar #westisland #tdpcr

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## Instagram

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

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I am proud to announce that on September 20, I will be taking part in the 9th Annual @coursepourlacompassion in Valois Park, Pointe-Claire, raising money for @teresadellarpalliativecare!

This 1 km and 5 km Walk/Run is to help 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 relies on fundraising to keep providing its services free of charge!

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

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

#coursepourlacompassion #coursepourlacompassion2025 #runforcompassion #charityrun #fundraising #familyevent #communityimpact #palliativecare #teresadellar #westisland #tdpcr

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## LinkedIn

On September 20, I am excited to participate in the 9th 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 #coursepourlacompassion2025 #runforcompassion #charityrun #fundraising #familyevent #communityimpact #palliativecare #teresadellar #westisland #tdpcr

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## X - (Twitter)

I am challenging myself to a #charityrun for the @PalliativeRes on September 20th. Help me meet my challenge with a #donation on my personal #fundraising page: [Link to your page]

#runforacause #coursepourlacompassion #coursepourlacompassion2025 #teresadellar

## Images to share

We encourage you to use these images to go along with your social media messaging. You can copy and paste them directly into your posts.



## CONCLUSION

We wish you every success in your fundraising campaign, full of kind gestures and compassion. Rest assured that your event will have a positive impact and make a significant difference for those in need!

We appreciate your support and look forward to seeing you at the Course pour la Compassion!