

Community Fundraising Social Media Toolkit

St. Paul's Foundation — Fundraising Together. Powered by You.

Purpose

At St. Paul's Foundation, we believe the most powerful moments begin with individual passion. This toolkit is here to help you share your fundraiser with heart — and invite your friends, family, and community to be part of the impact you're making. Whether you're honouring someone special, supporting a program close to your heart, or giving back, these tools will help you inspire others to give, spread the word, and support compassionate care through St. Paul's Foundation.

We are Fundraising Together. Powered by You.

This toolkit will help you:

- Tell your story with heart and clarity
- Share your fundraiser on social media with confidence
- Inspire donations and reach your fundraising goals
- Maximize engagement through meaningful posts
- Connect with St. Paul's Foundation's community

Why We Fundraise

St. Paul's Foundation raises funds to support compassionate, inspired care at Providence Health Care's 18 sites across British Columbia, including:

- St. Paul's Hospital
- Mount Saint Joseph Hospital
- Holy Family Hospital
- Providence Living
- Specialized clinics

Your fundraiser helps support:

- Enhanced Patient Care
- Medical Equipment
- Research and Innovation
- Education and Training
- Capital Projects like the new St. Paul's Hospital on the Jim Pattison Medical Campus

The funds you raise help deliver exceptional care to those who need it most, while also supporting the essential operations that make that care possible.

Why Your Support Matters

Every fundraiser begins with someone who believes in better health care for all. By stepping forward, you're helping to advance compassionate care, innovative research, and vital programs at St. Paul's Hospital and across Providence Health Care. Your efforts bring people together and create meaningful change — one donation, one story, one act of generosity at a time.

Messaging Guide

Be Authentic

Speak from the heart. People connect with real voices and personal stories.

Be Personal and Concise

Short, heartfelt posts are more likely to capture attention.

Be Respectful

Use inclusive, thoughtful language. Avoid medical jargon or assumptions.

Support the Vision of Compassionate, Inspired Care

Your contributions support excellence in care — from bedside comfort to world-leading research.

Storytelling Prompts

Need help crafting your post? Start here:

- What inspired you to take part in Fundraising Together?
- Are you fundraising in honour of someone, or to celebrate your care journey?
- What program or area of care are you most passionate about?
- What do you want people to feel or do after reading your post?
- What does compassionate care mean to you?
- What's one moment you're looking forward to at your fundraiser?

Sample Social Media Captions

Why I'm Fundraising

"I'm proud to support compassionate, life-changing care at St. Paul's Hospital. This cause is close to my heart — every donation helps @ProvidenceHealthCare deliver comfort, healing, and hope to those who need it most. Join me in supporting @helpstpauls and make a difference today."

Before Your Event

“In just one week, we’ll be hosting a fundraiser in support of Indigenous Wellness and Reconciliation at St. Paul’s Hospital. I’m honoured to be part of Fundraising Together, in support of @helpstpauls. Powered by You — and I hope you’ll join us.”

Live Update

“We’re halfway through our hike for cardiac care! Thank you to everyone cheering us on. Fundraising Together truly is powered by each of you who’s donated or shared. Let’s keep the momentum going with @helpstpauls!”

Post-Event Impact

“Our community came together and raised \$6,200 for long COVID research. Together, we showed what Fundraising Together looks like — powered by love, memory, and hope. Thank you for supporting @helpstpauls and making this possible!”

When to Promote Your Event

Here’s a helpful guide for what to post before, during, and after your fundraiser or campaign.

Before the Event (1–2 Weeks Out)

- Share your “why” — what inspired your fundraiser or who you’re honouring
- Announce how and when people can get involved
- Include a link to your campaign page

During the Event (Day Of)

- Post behind-the-scenes photos or videos of your efforts
- Share updates as donations come in
- Thank donors in real-time
- Tag @helpstpauls and use #FundraisingTogether

After the Event (1–3 Days Later)

- Celebrate your fundraising total
- Reflect on the experience and why it mattered to you
- Share how the funds will support patient care, research, or a specific program
- Thank your supporters and acknowledge their impact

Visuals and Videos

Great visuals help tell your story.

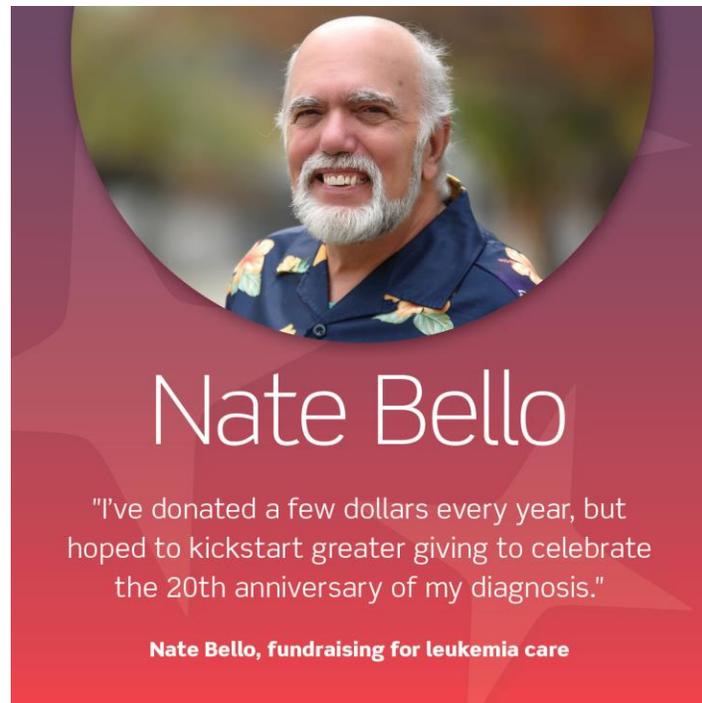
Tips for Success:

- Use natural lighting and clear audio
- Keep videos under one minute
- Include yourself and others on camera if you're comfortable
- Share why the cause matters to you
- Mention St. Paul's Foundation and your fundraiser's purpose
- Tag us with your post – we'd love to help amplify your fundraiser on our channels

Real Examples: Powered by You

Nate's Journey

Nate held a virtual fundraiser to honour the care he received after he completed treatment at St. Paul's Hospital. He raised over \$4,000 — a powerful story of hope and resilience. Read more [here](#).

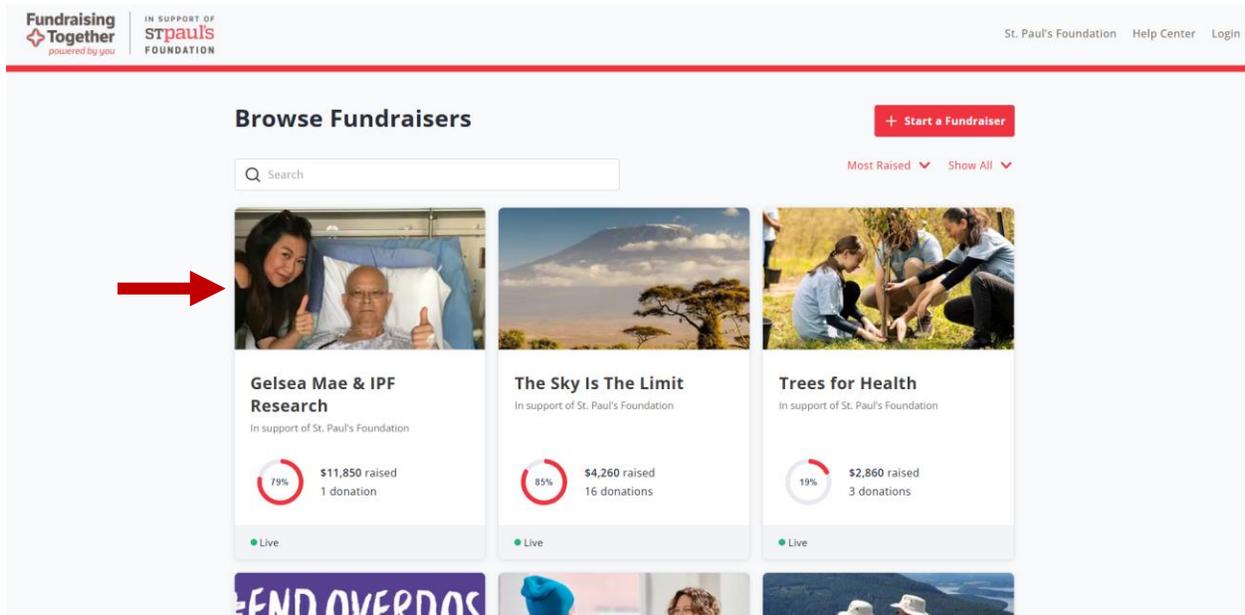


*An example of a post from one of our beloved community fundraisers at St. Paul's Foundation:
Nate Bello marks 20 years since his leukemia diagnosis by inspiring greater giving.*

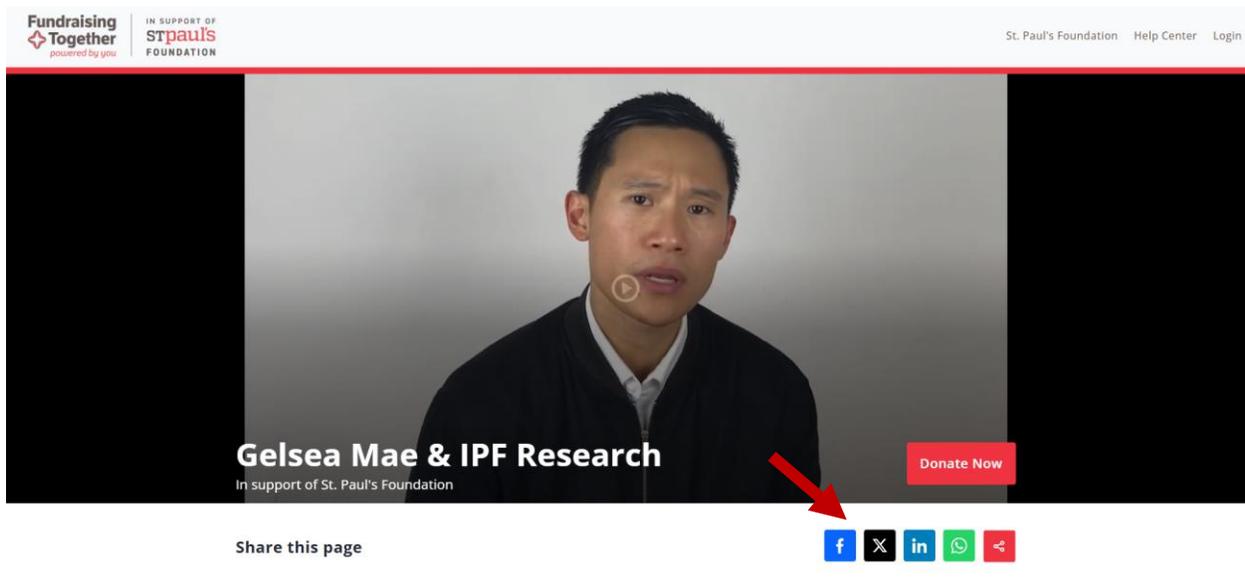
How to Share Your Fundraiser Online

If you're using CrowdChange:

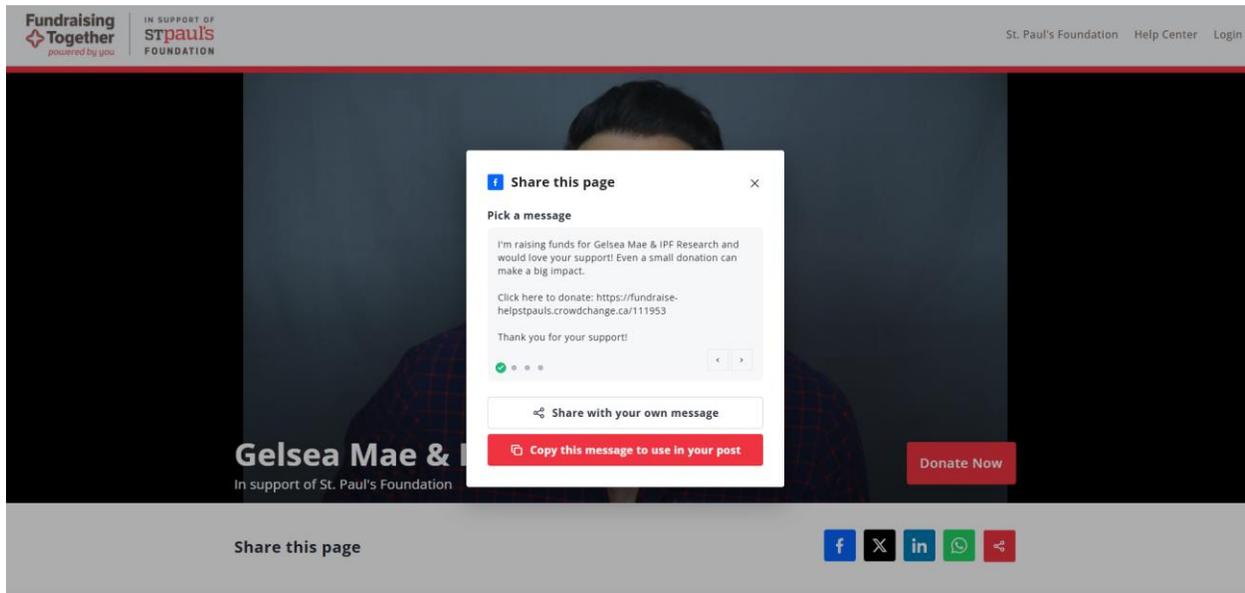
1. Go to your campaign page



2. Click on the social sharing icons (Facebook, Instagram, LinkedIn, etc.)



3. Add a personal message or use one of the sample captions



4. Tag @helpstpauls and use the hashtag #FundraisingTogether

Follow Us on Social Media

- **Facebook:** [@helpstpauls](#)
- **Instagram:** [@helpstpauls](#)
- **LinkedIn:** [St. Paul's Foundation](#) (@st-pauls-foundation)
- **X:** [@helpstpauls](#)

Questions? We're Here to Help

Thank you for choosing to support compassionate, inspired care through your community fundraiser. If you have questions about your campaign, need support with your fundraising page, or want to explore ways to amplify your impact, reach out to the St. Paul's Foundation team — we're just a call or email away.

Contact Us:

Community Fundraising Team

St. Paul's Foundation

Email: aoldershaw@providencehealth.bc.ca

- Website: [Community Fundraising Page](#)