



*Hip Hip Hooray!*, the signature fundraising event of the Canadian Orthopaedic Foundation is being re-launched this September 2011. This event has returned in a new and exciting format to ensure more of your dollars raised go towards providing free patient education and resources. This new format significantly reduces overhead.

## The Corporate Challenge

We are celebrating the re-launch of Hip Hip Hooray within the business community. Your organization is invited to create a team of participants. The corporate team that raises the most dollars wins a pizza lunch and is recognized on the [hiphiphooray.org](http://hiphiphooray.org) and [canorth.org](http://canorth.org) websites.

### ***Hip Hip Hooray! Is Back***

#### **Mark Your Calendars**

- The event will take place from September 21 – 25, 2011.

#### **Event Format**

- Through the use of pedometers – provided at no cost, Participants will be counting their steps to raise funds for bone and joint health.
- Participants start counting steps on September 21, 2011.

#### **Location:**

- The event location takes place right inside your organization and during your regular day.
- On September 21<sup>st</sup> reset your pedometer to zero and carry on with your week until you have reached your step goal.

#### **How to Register a Team:**

- Register online at [www.hiphiphooray.org](http://www.hiphiphooray.org) or by emailing [jennifer@canorth.org](mailto:jennifer@canorth.org) or by calling 1-800-461-3639 ext. 2 to obtain your pedometer and tool kit
- Create a team name and be sure to email all employees within your organization and invite them to join in. In order to account for all dollars raised by your organization, all team members **MUST** indicate the team name in the section “Message for Charity”.

Your Support Matters. **Register today.**

Visit [www.hiphiphooray.org](http://www.hiphiphooray.org) or call 1-800-461-3639 ext. 2



# Fundraising Tips

## 1. Create a Team

Create your own team by inviting fellow colleagues to participate with you. Below is a sample email to recruit team members:

Hello Team!

Our organization has accepted a corporate challenge and has made a commitment to walk for the Canadian Orthopaedic Foundation Hip Hip Hooray fundraiser September 21 – 25, 2011. If our organization raises the most funds, we are awarded with a pizza lunch and will be recognized in the orthopaedic community. All walkers will also receive a free pedometer.

Today, millions of Canadians face mobility challenges due to bone and joint conditions including osteoarthritis, rheumatoid arthritis, osteoporosis and injury. Every penny raised counts towards helping Canadians cope with, and recover from, their orthopaedic journey, with an ultimate goal of regaining a quality, pain free life of mobility and independence.

I am writing to you to ask for your support by joining our team of walkers. Simply go to [www.hiphiphooray.org](http://www.hiphiphooray.org) and click Register. **IMPORTANT:** Be sure to enter the team name \_\_\_\_\_ in the box called "Message for Charity."

Once you have registered, email your family, friends and business associates the link to your giving page to ask for their support. You can find a sample email at <http://www.hiphiphooray.org/fundraising-tips.php>.

All participants receive a free pedometer with their first donation of \$25.

Help give new life through mobility. Please help us reach our goal by supporting this great cause.

Sincerely,

## 2. Promote internally

Display the event posters throughout your office. This is a great opportunity to build internal team spirit. Consider lunch walks and departmental challenges. Invite your Social Committee or Health and Wellness Committee to get involved. Wear your pedometer every day.

## 3. Have fun

Take videos and photos of your team and share them with the Foundation by emailing them to [Jennifer@canorth.org](mailto:Jennifer@canorth.org). Your team photos will be shared on the event website and on the Foundation's facebook page.

## 4. Take advantage of the power of email

Add a message to your email signature such as:

HELP GIVE NEW LIFE THROUGH THE GIFT OF MOBILITY. Click the below link to sponsor my participation in *Hip Hip Hooray!* and help to raise funds for the Canadian Orthopaedic Foundation.

[www.\[insert your giving page URL\]](http://www.[insert your giving page URL])