

MAKE

SOMEONE

SMILE



Fundraising Made Easy

Join
the **SMILE**
Movement
@ longestdayofsmiles.ca

MAKE SOMEONE SMILE

It feels great to smile and feels even better to make someone smile - especially a child with a cleft condition. Whether you're gathering a group, raising funds on your own, or celebrating a special occasion, join our Longest Day of SMILES movement and raise funds to deliver cleft surgeries to children in low and middle income countries.

We will celebrate your achievements - and everyone's - on Sunday, June 20, 2021 during our annual celebration of SMILES!

WHAT IS THE LONGEST DAY OF SMILES?

The Longest Day of SMILES (LDoS) is a smile movement helping to provide free cleft lip and/or cleft palate surgeries to children who need them most. With your help we know we can raise at least \$720,000 to fund 3000 new surgeries by June 20, 2021.

The idea is simple! Operation Smile is challenging communities, teams, groups, clubs across Canada to bring these life-changing cleft surgeries to children who desperately need them.

Get involved today and join our SMILE movement. You'll be glad you did!



GET INVOLVED

- Sign up as a LDoS fundraiser! You can register as a Community, Corporate or Student Group, fundraise individually, or fundraise in celebration of a special milestone or occasion!
- Learn more about Operation Smile so you can speak passionately about how the funds you raise will help children (see Page 4 and visit www.operationssmile.ca).
- Get focused on your WHY. You'll want to speak confidently about why you are motivated to work hard and make a difference for this cause. Build your confidence by practicing your "elevator pitch" about WHY people should support your fundraising initiative with a family member or friend.
- JUST ASK! The number one reason people give is because they are asked by someone they know.
- Rally support! Recruit friends, family and colleagues to join your team and help change lives today. Think BIG! See tips for building your list on Page 6.
- Challenge Yourself! Set a 'stretch' goal then make the first donation yourself. Now, reach out to your networks to ask for donations and tell them about your goal. People will want to help you! Don't underestimate your resources OR their willingness to support you towards your goal - this is the magic of peer to peer fundraising. Once you surpass your goal, celebrate, then set a new goal to deliver even more SMILES!
- Host a Longest Day of SMILES event online! Like a Facebook, YouTube, TikTok, SnapChat, Twitch, Discord or Instagram Live Event. Game Nights are always a good way to connect!

On June 20, 2021, it's time to celebrate! You can have your Longest Day of SMILES celebration wherever and whenever you want.

Don't forget to join with us on social media as we celebrate your collective achievements, across the country, on June 20, the longest day of the year. We can't wait to smile together with you!



Clara



Operation Smile Canada is part of a global medical charity providing free surgery and comprehensive care for patients born with cleft lip and cleft palate. With help from generous donors, medical volunteers and corporate partners, we transform lives with surgeries in as little as 45 minutes for as little as \$240.

With the help of our global partners and the skilled expertise of thousands of medical volunteers, we work in over 60 countries to deliver free, safe, effective and timely cleft surgery and related medical care directly to children and their families. We believe all children deserve to live with dignity. For those suffering from cleft lip, cleft palate or other facial differences, dignity begins with a smile.

Please find out more about the cause at operationsmile.ca

FOLLOW OPERATION SMILE & #LONGESTDAYOFSMILES ON SOCIAL MEDIA

When you use #LONGESTDAYOFSMILES your post will automatically upload on the www.longestdayofsmiles.ca homepage!

Please find us online at:



facebook.com/OperationSmileCanada



instagram.com/OperationSmileCanada



youtube.com/channel/UC4fGyfFHpRtz1LOftio1s8A






WHAT IS OUR GOAL?

The goal for #LongestDayofSMILES 2021 is ambitious, but with you on the team we know we can raise \$720,000 and deliver 3000 new cleft lip and cleft palate surgeries to children all over the world!

We are looking to engage caring Canadians to become SMILE Ambassadors who help raise funds and awareness each year. Funds raised, combined with our global partners and the expertise of our medical volunteers, will help us address the endless backlog of children with untreated cleft conditions.

GETTING STARTED

Here's how you can raise \$240 in 5 days! Remember that it can cost as little as \$240 to perform a cleft surgery and forever transform a child's life! Try the #LongestDayofSMILES 5 Day Challenge!

-  **Sponsor yourself for \$40** (or ask your spouse/partner to match your \$20 pledge)
-  **Ask three relatives to sponsor you for just \$25**
-  **Ask five friends to sponsor you for only \$10**
-  **Ask five co-workers, clients, or colleagues to sponsor you for \$10**
-  **Ask five neighbours or friends from your sports team, club, or any other group you are a part of, to sponsor you for \$5 each. That's like one latte!**

Now, tell everyone about how you collectively transformed a child's life forever!



RALLYING SUPPORT

Creating a team is the single best way to support the Longest Day of SMILES movement and can be the most rewarding experience of your year. As the team captain, we suggest you think about a really creative and catchy name, then recruit a few fundraisers. We have an email template you can use, you can write your own, or, you can pick up the phone and call or text a few people! Use the personal touch as often as possible. Talk about why you got involved in the LDoS movement with everyone you know!

Not sure who to ask? Building your list is key to your success! Even if people say no to joining your team, they become the perfect people to ask for donations! Be bold and go beyond immediate ideas to reach further. Never underestimate the power of your community!

Use this trigger list to write down as many people as you can in each category:

- Family and relatives
- Friends and social circles
- Colleagues and members of professional groups
- Service clubs and organizations
- Parent(s) of your child's friend
- Professionals or services you patron - e.g. doctor, lawyer, dentist, financial advisor, insurance agent, mechanic, etc.
- Neighbours
- School acquaintances
- Local businesses
- Sports teammates
- Places of worship
- Anyone who owes you a favour!
- Other people who's causes you've supported!

TEAM CAPTAIN TIPS

- Start fundraising challenges within your team - a little friendly competition goes a long way!
- Ask your team to ask everyone they know for donations (refer them to the trigger list above).
- Communicate often! Share successes and challenges! Keep people motivated towards the goal!
- Invite lots of people to join you for your event, even if they aren't on your team. Spread the word and spread smiles! Consider charging a small fee for your event to raise more money.



FUNDRAISING IDEAS

There are many ways to become a SMILE Ambassador and help raise funds to ensure children receive the life-changing cleft surgeries they need and deserve!

It can be as simple as inviting friends and family over for a BBQ, or a potluck dinner on June 20 to celebrate the Summer Solstice (and the #LongestDayofSMILES). If physical distancing is still in effect, consider making your events virtual where possible. It could be a more planned event like the suggestions on Page 8. We encourage you to raise funds right up until June 20, the longest day of the year!

Here are some ideas to get your personal fundraising going:

- **First, set up your own Longest Day of SMILES fundraising page**, add your personal story, and a compelling photo, or use the default settings.
- **Next, set your goal.** We encourage a minimum \$240 to start, or multiples thereof.
- **Make your own gift** to demonstrate to your potential supporters how much you personally believe in this cause as well.
- **Make a list of people** you can ask (see Page 6 for ideas).
- **Compose your own email** or use one of our email templates.
- **Plan a mix of approaches.** Don't rely on one post, one email, one event, one speech, etc. That's usually not enough. Ask often and in various ways and don't be afraid to do so - a child is counting on it.
- **Be direct and ask your list personally.** You'll be surprised at how generous friends and family can be!
- **Ask for specific amounts!** If you know they can give more ask for \$100 not just \$25.
- **Communicate often!** Send progress updates to those that have given and those who haven't yet. This helps donors feel appreciated while reminding others.
- **Challenge yourself!** An easy way to raise money is to cut some daily or weekly luxuries out of your routine and donate what you would have spent! For example, make coffee at home just once a week, bring lunch to work one extra day or turn any of the team ideas into one that works for you!



Rogerio, age 4 is cheering you on from Brazil!

TEAM FUNDRAISING IDEAS

Encourage all team members to do some personal fundraising, then use these ideas to put the FUN in FUNdraising! If social distancing measures are still in place, come up with creative ways to do some of these activities virtually.

LACE UP YOUR RUNNERS!

Gather your group and hit the road! Set a goal around a distance or time for a walk/run and fundraise with a promise to reach it.

HOST A PARTY

Gourmet Dinner Party, Ethnic Food Sampler, Progressive Feast (different courses of the meal in different homes), Wine Tasting Party, Special Holidays or Event Themed Party (Oscars, Super Bowl, Stanley Cup, Winter Beach Party, Street Party, etc.).

CREATIVE CHALLENGES

Challenge your network to cut something out for the duration of your fundraising efforts and donate what they would have spent. This can be anything from bad habits to favourite snacks.

BAKE SALE

Cookies = smiles. Who doesn't love freshly baked cookies? Pick a date, notify your neighbours or colleagues and host a bake sale with proceeds going to help give a child a new smile.

POTLUCK

Organize a potluck where each person is asked to donate just \$5 and bring in a food dish that brings them joy and makes them smile! Celebrate your fundraising achievements by chowing down as a group. Invite co-workers who didn't cook to the potluck and charge \$10 per person for a delicious, smile-sharing lunch.

GAMES NIGHT or MOVIE NIGHT

What better way to share a smile (and some laughs)! On June 20, get a group together for a games or movie afternoon or night. You could charge a small admission fee to raise funds.

BAKING / COOK-OFF

Who doesn't love fresh baked goods or amazing chili? Challenge your friends or colleagues to each bring in their favourite treat and get your scorecards ready! You could charge a contest entry fee and donate the proceeds and have a lot of fun.

GARAGE SALE

Gather all your extra household items and turn them into smiles! Host a spring garage sale with all proceeds to your fundraising campaign.

CELEBRATE AND SMILE

Even if you can't join or start a team, there are still plenty of opportunities for you to transform the life of a child with a cleft condition. Mark a milestone or special occasion - birthday, anniversary or retirement and ask your friends and family for donations in lieu of gifts. We love new, creative, unique ideas - be sure to share your ideas with us!

EVENT CHECKLIST

- STEP ONE**
Decide on your personal or team activity or event. Plan for your campaign or event day/night between now and June 20 and don't forget to use #LongestDayofSMILES #SmileMovement & #MakeSomeoneSmile on your social posts.
- STEP TWO**
Name your event. The catchier the better!
- STEP THREE**
Visit longestdayofsmiles.ca to access your Participant Centre, create and customize your team page and plan your Longest Day of SMILES promotion.
- STEP FOUR**
Ask your company or family if they will match funds raised by you and your teammates. Many companies have a matching program – it's a great way to double your impact!
- STEP FIVE**
Create a list and send out your invitations. Grow your teammates and fundraising network. Ask your team members to do the same.
- STEP SIX**
Create a poster or flyer and place it around your office, school, community centre – anywhere you visit.
- STEP SEVEN**
Post the event on your social media channels and ask your team to do the same. Challenge others to help you by donating or joining your team – don't forget to tell them how their gift can change a child's life.
- STEP EIGHT**
Follow up on your #LongestDayofSMILES invitation list. Encourage people who can't attend to make a donation in lieu of attending.
- STEP NINE**
Let your team know what goals have been achieved – keep them motivated!
- STEP TEN**
Thank everyone who participated in and donated to your event.

Share with the
SMILE
Movement
just use
#longestdayofsmiles

SUBMITTING FUNDS

Direct people making charitable donations to your online fundraising page where possible. This ensures safe and secure transactions and they will receive their tax receipt immediately.

Event proceeds (ticket fees, auction sales, general collections at events) are NOT charitable donations and do not qualify for tax receipts. All event proceeds should be entered as "anonymous event proceeds". If hosting an event, please ensure you understand receipting rules by speaking with one of our friendly staff members (details below).

Collect **cash*** and cheque donations and keep track of them using the donation tracking form found at the end of the toolkit. Submit your list of 'offline' donations with full addresses and corresponding funds to:

Operation Smile Canada
375 University Ave, Suite 204
Toronto, ON M5G 2J5
Attn: Longest Day of SMILES

** **Note:** Please do not send cash by mail. You can write a cheque and keep the cash or take the cash to the bank and get a money order.*

CONTACT US

Have questions? Need help brainstorming? Our Community & Corporate Engagement Team is here to support you and help you succeed.

Please call us at **647-696-0600** or toll-free at **1-844-376-4530**
or email givesmiles@operationsmile.org.



Maria, from Brazil, is far more confident now that she has her forever smile!

SAMPLE MESSAGING

ABOUT OPERATION SMILE CANADA

Every three minutes a child is born with a cleft lip or cleft palate. These children are often unable to eat, speak or even smile. With support from donors and volunteers around the world, **@OperationSmileCanada** helps by providing free life-changing surgery and complete care.

@OperationSmileCanada transforms lives by providing free cleft surgeries for children that can take as little as 45 minutes and cost as little as \$240.

SUPPORT “ME / MY TEAM” MESSAGING

Support me / my team as I / we raise funds for **@OperationSmileCanada's #LongestDayofSMILES**. Come **#JointheSMILEmovement** and together, we can **#MakeSomeoneSMILE!**

#JointheSMILEmovement as I / we strive **#MakeSomeoneSMILE** & provide life-changing surgeries to 3000 children living with cleft conditions around the world. Sign-up or donate to **#LongestDayofSMILES**

Support me / my team as I / we raise funds for **@OperationSmileCanada's #LongestDayofSMILES**. A child's cleft lip or cleft palate can be repaired for as little as \$240 and in as little as 45 minutes in middle-to low-income countries.

#JointheSMILEmovement & #MakeSomeoneSMILE as I / we donate \$5 every week, which is about the cost of one latte! For **@OperationSmileCanada's #LongestDayofSMILES**. Let's help a child get the life-changing cleft surgery they have been waiting for!

Remember: Don't take no's personally! Do not fear rejection. When someone says no, they are not rejecting you personally, they may have other causes they support or they may not be in a financial position to support at this time. Remember, with every conversation you are raising awareness. Think of every 'no' as one step closer to your next YES!

EMAIL SAMPLE - “Join Me.”

Dear [insert name],

I have committed to fundraise for Operation Smile Canada by engaging in activities that make me smile, and I want you to join me!

The idea is simple. From now until the longest day of the year (June 20, 2021), Operation Smile Canada is challenging individuals and communities across the country to deliver 3,000 cleft surgeries to children who desperately need them.

There are a few ways you can get involved, I've listed them below:

- 1) Sign up as a fundraiser on my team! Help me ensure that children in middle to low income countries living with a cleft condition can have happy, normal lives by reaching out to your networks for donations. Incredibly, one surgery costs as little as \$240!
- 2) Start your own team (I dare you!) and help change lives today. [insert link to team signup page]
- 3) Donate to my personal page and help transform the life of a child in need. [insert link to personal page]

On June 20th, the Longest Day of SMILES, we want you to #MakeSomeoneSmile by gathering your community and celebrating the start of summer by hosting a SMILE event of their choice. Whether that be a (virtual) group yoga class, corporate BBQ lunch or an afternoon coffee break, share how you are celebrating the Longest Day of SMILES and the start of summer with everyone. Take a photo of the person(s) you made smile, post it, tag them and share with @operationsmilecanada on Instagram and Facebook using the hashtags #LongestDay-ofSMILES #SmileMovement & #MakeSomeoneSmile.

Join my team or start your own! All I ask is that you make someone smile and help give children living with a cleft condition around the world an opportunity to smile too.

In as little as 45 minutes and for as low as \$240, a child can receive free, safe, effective and timely surgery to repair their cleft lip or cleft palate and live a brighter, happier life.

So, are you in? Have questions?

Feel free to reach out to me or to the Longest Day of SMILES team at Operation Smile

Canada by emailing givesmiles@operationsmile.org for more details.

Check out their website to learn more: longestdayofsmiles.ca

Can't wait to smile with you,
[your name]

SAMPLE EMAIL - “Thank You.”

Dear [insert name],

Thank you for supporting my Longest Day of SMILES fundraiser and for being a part of the SMILE movement! Your generous gift will help provide free life-changing surgery and complete care to children with cleft conditions in over 60 countries around the world. Together, we are giving new smiles and new hope to children, their families and communities.

Consider joining the Longest Day of SMILES movement and turn your passion into action. Visit www.longestdayofsmiles.ca to set up your fundraiser today.

Thanks again for your support and making someone smile!

Sincerely,
[your name]

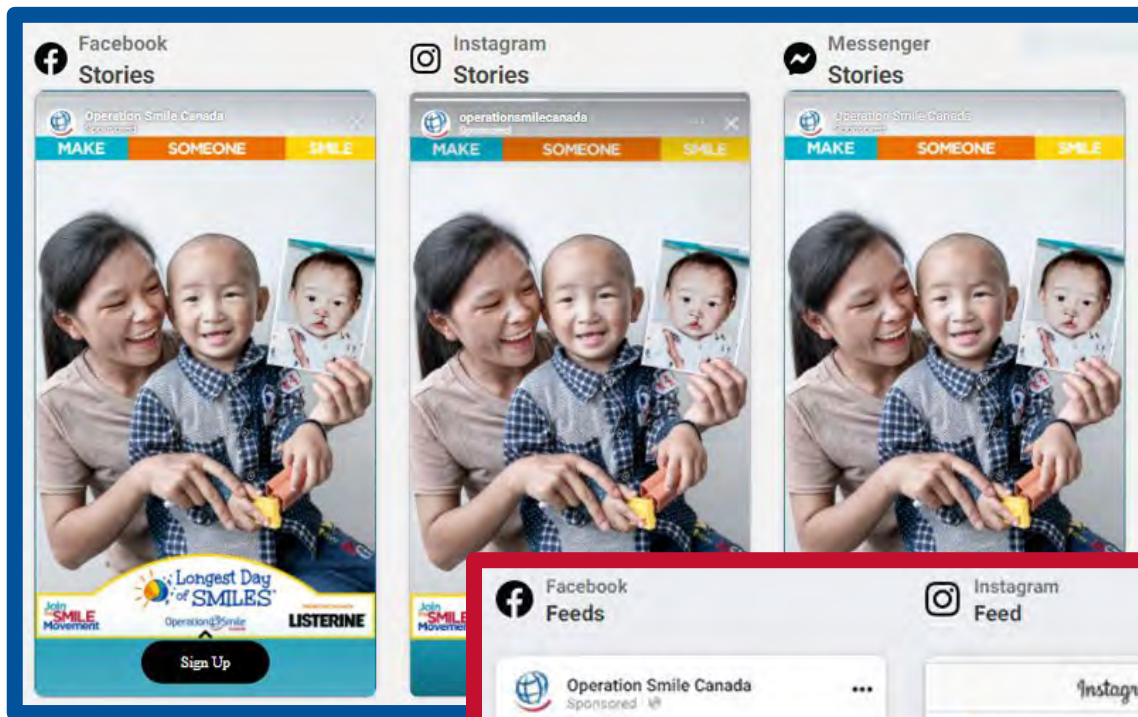
Remember: Remember to thank those who donate to your fundraiser promptly to ensure they know how grateful you are for their support!



Relate your messaging back to how you will be helping children like Raulin!

SOCIAL MEDIA SUPPORT

Example Posts



Facebook & Instagram Stories vs. Feed:

Stories are primarily a vertical format. You can try using portrait, or vertical image and/or video.

Facebook feeds accept Horizontal and Square images, while Instagram also accepts images in vertical 4:5 aspect ratios. Check your camera or Photo Editing cropping tool for more options!



TIP: Share fundraising milestones to create a sense of urgency for your network to give. "I've reached 50% of my goal! Can I count on you to help me reach my goal?"

SOCIAL MEDIA SUPPORT

SUGGESTED POSTS

ONE

What are you doing for the next 45 minutes? Often that's all the time it takes to provide a life-changing surgery to a child with a cleft lip. Help me give a child a new smile!

Please support me today at **(add your personal page shortcut URL)**

**#LongestDayofSMILES #JointheSMILEmovement #MakeSomeoneSMILE
@OperationSmileCanada**

TWO

Did I see you smile? Imagine if you couldn't or you were too embarrassed to smile. Every three minutes, a child is born with a cleft condition and may suffer from bullying, malnutrition and difficulty speaking. You can help change that!

Support me at **(add your personal page shortcut URL)** and
#JointheSMILEmovement

**#LongestDayofSMILES #MakeSomeoneSMILE
@OperationSmileCanada**

Tip: Mix up your approaches and remember to ASK and ask often!

Share with
the **SMILE**
Movement
with **#longestdayofsmiles**

SOCIAL MEDIA SUPPORT

Check the **FUNDRAISING RESOURCES** section of the Longest Day of SMILES® website for full resolution downloads of prepared Facebook, Instagram and Twitter artwork for you to use!

HERE ARE SOME EXAMPLES



Facebook Cover Image



Twitter Cover Image



Horizontal Feed Image



Square Image

SAMPLE THANK YOU POST

Thank you for joining the #SmileMovement! We're so happy to have you on the team. Remember to #MakeSomeoneSmile and we look forward to celebrating your success on the #LongestDayofSMILES!

Tip: Try to always use your personal page short URL as well as the #LongestDayofSMILES hashtag!

