

HELLO SUPERHERO!

You've signed up for Capes for Kids – now it's time to tell the world and raise donations! To make things easier, we're giving all Capes fundraisers easy-to-use outreach letter templates to send to your friends, family and coworkers. All you need to do is copy and paste the outreach letter text below and fill in the highlighted text to make the message more personal. We've provided a long and short version to choose from.

BONUS TIPS:

- Do you have a personal connection to Holland Bloorview, Capes for Kids or disability inclusion? If you are comfortable doing so, include your story in your letter.
- Are you a returning Capes for Kids super hero? Send photos of yourself wearing your cape to show your supporters just how fun Capes is!

Outreach Letter Version #1 (Long)

Hi [insert name/family/friends/etc.],

As you may know, I am passionate about making the world a better and more inclusive place for future generations – which is why I'm taking part in Capes for Kids.

[Capes for Kids](#) is a fun way to support kids and youth with disabilities and Holland Bloorview Kids Rehabilitation Hospital. Every year, Holland Bloorview helps over 8,500 kids and youth with disabilities and complex medical needs access care that focuses on their physical, mental and emotional well-being.

From March 3 to 10, 2023 I'll wear a red cape wherever I go in support of Holland Bloorview. This year's fundraiser is bigger than ever with a total goal of raising \$1 million!

Want to join forces with me? Here's how you can get involved:

Join Capes for Kids:

You can join my team, or start your own! [Register here.](#)

Once we each raise \$100, we'll earn our red capes and wear them every day from March 3 to 10, 2023.

Donate:

If you can't register, you can still help by making a donation, here: [insert link to your personal fundraising page].

My personal goal is to raise [insert \$ amount here]. All money raised helps kids with disabilities move, explore, play and heal.

Thank you for helping to create an accessible, inclusive and stigma-free world for kids and youth with disabilities.

With gratitude,

[Insert your name here]

Outreach Letter Version #2 (Short)

Hi [insert name/family/friends/etc.],

As you may know, I am passionate about making the world a better and more inclusive place for future generations – which is why I’m taking part in Capes for Kids.

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Want to join forces with me? Here’s how you can get involved:

Join Capes for Kids:

You can join my team, or start your own! [Register here.](#)

Once we each raise \$100, we’ll earn our red capes and wear them every day from March 3 to 10, 2023.

Donate:

If you can’t register, you can still help by making a donation, here: [\[insert link to your personal fundraising page\]](#).

Thank you for helping to create an accessible and inclusive world for kids and youth with disabilities.

With gratitude,

[Insert your name here]