



# SICKKIDS ACTIVATORS

**BUILD YOUR BRAND. RAISE FUNDS FOR OURS.**

As a SickKids Activator, you give more than money, you give yourself. In return for all that sweat-equity, you get brand equity – your hard work is backed by a world-leading, life-changing reputable charity.

So tell your friends, co-workers, bosses, and future bosses that your personal brand stands for something selfless.

**Here's how to let them know:**



#### **ADD IT TO YOUR RESUME**

For example:  
SickKids Activator –  
led and organized a  
fundraising event that  
raised [dollar amount] to  
benefit Canada's leading  
paediatric hospital.



#### **UPDATE YOUR LINKEDIN PROFILE**

For example:  
[Event/ Committee Title],  
[Event Name], SickKids  
Activators. Planned and  
executed a fundraising  
event with [number  
of people] that raised  
[dollar amount] to  
help support all the  
amazing work that  
happens at SickKids.



#### **GET SOCIAL**

Add 'SickKids Activator'  
to your bio and/or post  
when you join the  
program, update  
friends and followers  
about your event, and  
don't forget to post pics.

#### **#SICKKIDSACTIVATORS**

Use the official hashtag  
– search it to stay in the  
loop, use it to share your  
event with the world and  
inspire others.



#### **PUT IT IN YOUR EMAIL SIGNATURE**

Sign off your emails  
with something like:  
Jane Smith,  
SickKids Activator.

#SickKidsActivators

Activators  Apathy