



**Secondary & Post-secondary  
Toque Campaign  
Toolkit 2018**



## Toque Campaign Overview

### What it's all about?

The Toque Campaign is a high-profile national fund-and-awareness-raising campaign by Raising the Roof, Canada's national homelessness charity. Find out more about Raising the Roof at [www.raisingtheroof.org](http://www.raisingtheroof.org)

Each winter, trademark Raising the Roof toque items are sold for \$15-\$20 each (depending on the item) by community and organization volunteers as well as online, giving Canadians an easy, fun and engaging way to support long-term solutions to homelessness.

### Where does the money go?

50% of toque sales fund community agencies working directly with people experiencing homelessness across the country; the remaining proceeds (after campaign costs) support Raising the Roof's national initiatives focused on long-term solutions to homelessness. The Toque Campaign has raised more than \$8 million to date, supporting over 200 Partner Agencies nation-wide.

### When does the campaign take place?

Toques will be available for purchase from November 21, 2017 through the end of February 2018.

February 6, 2018 is **Toque Tuesday**, Raising the Roof's national awareness day and the occasion for high-profile public 'sales blitzes' and media relations campaigns in many communities across Canada.

### Who supports the Toque Campaign?

Community volunteers, student organizations, businesses, corporations, schools and faith groups are just some examples of supporters that make the Toque Campaign happen by selling toques in their communities.

Our 2017 National Partners were the Canadian Traffic Network (CTN) and Paul Davis.

Major media outlets across the country also lend their support by running the campaign's popular PSAs (Public Service Announcements) on television, radio, billboards, newspapers, magazines and online.

### Why take part?

The Toque Campaign is a fun opportunity to connect and engage your association members with each other and your local community. This is an especially fitting campaign to gain leadership experience, while at the same time aligning your association with a cause that matters to Canadians.

**The Bottom Line:** 235,000 people experience homelessness in Canada per year.  
Participating in the Toque Campaign is an easy and rewarding way to show that you care!



## Organizing Your Toque Campaign

### 1. How many toques do you think you can sell?

- Toques items are \$15 - \$20 each (depending on the item) and must be ordered in multiples of 10
- Stay tuned for the new release of the 2018 Toque! To see photos of the toque items for 2017, click [here](#)
- When you determine your sales estimate, fill out and send the Toque Order Form (page 4) to Raising the Roof
  - Pre-payment is preferred, but in some circumstances toques may be ordered on consignment and paid for after you have sold them
  - If you run out of toque items, we will happily ship you more!

### 2. When do you want to run your Toque Campaign?

- **February 6, 2018 is Toque Tuesday**, Raising the Roof's national public awareness day
- Toques are available from November 21, 2017 to the end of February 2017
- Your sales campaign can take place any time within this period
- The holiday season is a perfect time for toque sales – toques make great stocking stuffers, gifts for family and friends, etc.!
- Raising the Roof's national toque marketing campaign – with PSAs aired by major media outlets – is concentrated in January through early February
- Sales should be wrapped up and proceeds returned to Raising the Roof by mid-March at the latest

### 3. Who is involved in your Toque Team?

- Depending on the size of your student organization, it may be possible to coordinate your campaign solo, but also consider collaborating with other campus groups or recruiting a few passionate volunteers
- Plug into existing social, fundraising, or other on-campus events
- Encourage your members to endorse the campaign through the appropriate communications vehicles – including social channels (Facebook, Twitter, YouTube, Instagram, etc.)

### 4. How do you want to promote the Toque Campaign?

- Raising the Roof can provide electronic material for your social channels, including our logo, Raising the Roof background information, visuals and other marketing materials
- Note that all promotional material including the Raising the Roof logo must be approved by us prior to use
- There are endless ways to promote toque sales while having fun; we encourage you to be creative!

### 5. ASK US!

Whether it's deciding how many toques you need, sorting out distribution logistics or coming up with creative ways to sell your toques, feel free to consult with us. We're here to help!

Joe Goulart, Director of Development & Communications,  
[joe@raisingtheroof.org](mailto:joe@raisingtheroof.org) or 416-481-1838



**2018 TOQUE ORDER FORM**

Company/Individual: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

\_\_\_\_\_ Postal Code: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Telephone #: \_\_\_\_\_ Email: \_\_\_\_\_

Item		Sale Price	Quantity Required
Grey Ball Cap		\$20 /ea	
Black Cuffed Toque		\$15 /ea	
Grey Toque		\$15 /ea	
Premium Toque with pompom		\$20 /ea	
White Sport Socks		\$10 /pair	

**FREE SHIPPING for 100 or more**

**➔ Please complete and send this sheet to Paula Patryluk at:**

Fax: 416-481-1872

Phone: 416-481-1838

Email: paula@raisingtheroof.org

Mailing address: 720 Bathurst Street, Suite 201, Toronto, ON M5S 2R4

<b>Office Use Only:</b>	
Date Rec'd : _____	Processed By: _____
Date toques Sent: _____	Date toques picked up: _____