

Online Fundraiser Toolkit

For Health, Hope and Healing

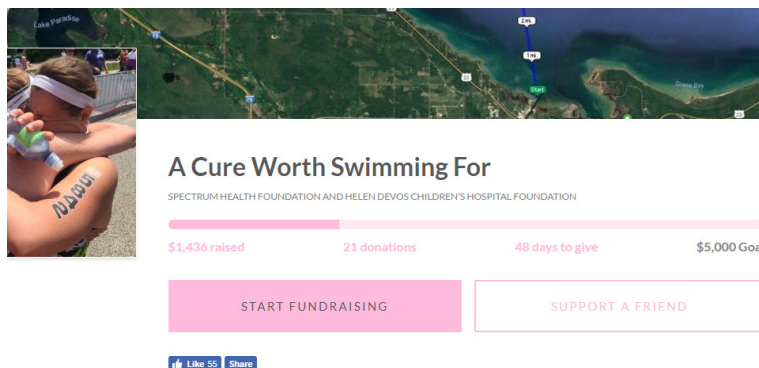
Getting Started with Online Fundraising

What is peer-to-peer fundraising?

Peer-to-peer fundraising is a method of fundraising where individuals make use of their peers and social media to raise money for a cause they care about.

Steps for Success with Online Fundraising

1. Set a fundraising goal
2. Tell your story—let people know what motivated you to start fundraising
3. Be the first to donate to your page—by doing this, you're showing your commitment to your fundraising
4. Start sharing and asking for support—share via email and social media
5. Thank your donors—let them know their donation has been noticed and appreciated
6. Continue to share and ask—people often need reminding



A Cure Worth Swimming For
SPECTRUM HEALTH FOUNDATION AND HELEN DEVOS CHILDREN'S HOSPITAL FOUNDATION

\$1,436 raised | 21 donations | 48 days to give | \$5,000 Goal

START FUNDRAISING | SUPPORT A FRIEND

Like 55 | Share



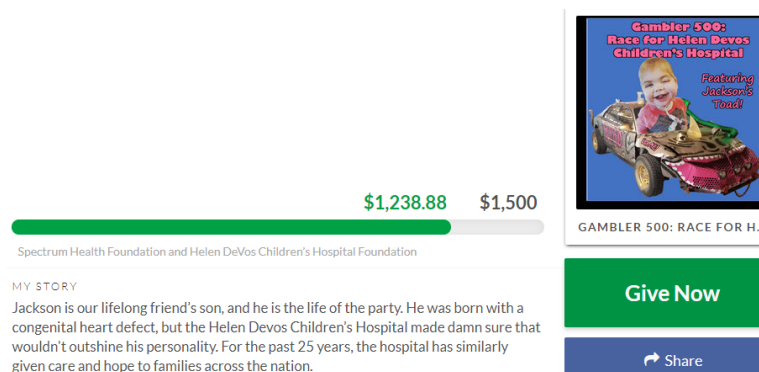
5k for Gray
Saturday, May 18, 2019 | 10 a.m.
Millennium Park, Shelter B
1415 Maynard Avenue SW
Walker, MI 49534

5k For Gray
SPECTRUM HEALTH FOUNDATION AND HELEN DEVOS CHILDREN'S HOSPITAL FOUNDATION

\$4,444 raised | 48 CONTRIBUTORS | 59 donations

START FUNDRAISING | SUPPORT A FRIEND

Like 0 | Share



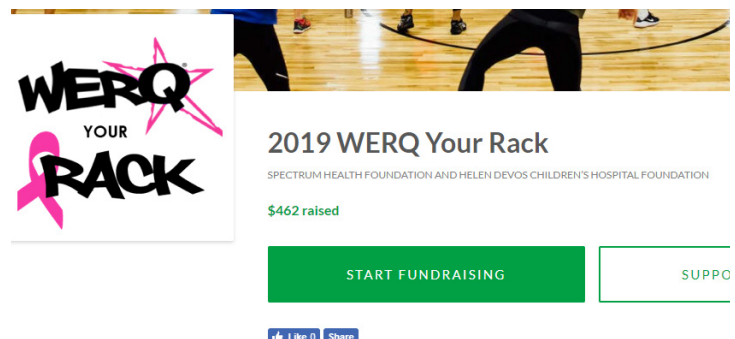
Gambler 500: Race for Helen DeVos Children's Hospital
Featuring Jackson's Truck!

\$1,238.88 | \$1,500

GAMBLER 500: RACE FOR H...

Give Now | Share

MY STORY
Jackson is our lifelong friend's son, and he is the life of the party. He was born with a congenital heart defect, but the Helen DeVos Children's Hospital made damn sure that wouldn't outshine his personality. For the past 25 years, the hospital has similarly given care and hope to families across the nation.



2019 WERQ Your Rack
SPECTRUM HEALTH FOUNDATION AND HELEN DEVOS CHILDREN'S HOSPITAL FOUNDATION

\$462 raised

START FUNDRAISING | SUPPORT A FRIEND

Like 0 | Share

How to raise \$1,000 in 10 days

Asking for donations can be a daunting task at first, but with these steps you will reach your goal in no time.

Day 1 \$25	Day 2 \$125	Day 3 \$250	Day 4 \$450	Day 5 \$500
Kick start your fundraising and lead by example! Make a donation to your page.	Post a link to your fundraising page on all your social media channels. Let everyone know that no donation is too small.	Reach out to five family members and ask them to donate \$25.	Ask ten close friends to each give a \$20 donation.	Ask your boss for a company donation of \$50 or if your company will match what you raise.
Day 6 \$525	Day 7 \$775	Day 8 \$875	Day 9 \$925	Day 10 \$1,000
Ask five of your co-workers to to donate \$5 each.	Ask five local businesses to sponsor you for \$50 to raise \$250.	Ask four neighbors to make a \$25 donation each.	Ask ten members from a club or house of worship if they will each donate \$5.	Ask three more business that you use a lot (dry cleaners, salon, coffee vendor, etc.) to give \$25 for the cause.

Remember to share the impact their donation is making and your personal story of why this is so important.

Want to start now?

spectrumofhope.everydayhero.do



Social Media Tips and Tricks

Share Your Story and Market Your Event

Social media is a powerful tool for fundraising and marketing events. Consider using Facebook, Instagram, Twitter, LinkedIn, Snapchat, Youtube, a blog, or other platforms when marketing your fundraiser for Spectrum Health, including Helen DeVos Children's Hospital. These are great channels to recognize your sponsors, ask for donations, provide updates and share the story.

Follow Spectrum Health Foundations on [Facebook](#) and [Instagram](#).

We encourage you to tag us in your posts as well as share, like and comment on our posts.

Facebook

facebook.com/shfoundations

- Make a Facebook event and invite friends and family to attend. You could also create a Facebook Fundraiser to raise additional funds.
- Share your fundraising page—Include the link where supporters can go to donate.
- Share the story of Spectrum Health and/or Helen DeVos Children's Hospital and why you are fundraising. Stories of individuals and families who have personally been impacted are great ways to showcase your fundraiser.
- Give a shoutout to your donors. Tag them if possible.
- Use a lot of videos and photos when posting.
- Facebook Live leading up to the event and/or during the event.
- Don't be afraid to use messenger when asking for donations.
- Tag @SHFoundations in your posts.

Instagram

instagram.com/shfoundations

- Include the link to your fundraising page or website in your Instagram bio.
- Take lots of photos of your fundraiser!
- Capture memories throughout the planning and implementing of your fundraiser.
- Use Instagram Stories.
- Share personal impact stories.
- Give a shoutout to your donors. Tag them if possible.
- Use a lot of videos and photos when posting.
- Instagram Live leading up to the event and/or during the event.
- Don't be afraid to use messenger when asking for donations.

Sample Social Media Posts

Will you help to end cancer? Please consider making a \$10 donation to Spectrum Health. 100% of every dollar you donate is directed to cancer research! [\[LINK\]](#) #GivingMatters #SpectrumHealth

This spring I'm participating in the Grand Rapids Marathon. Anyone want to join? Rather hang out on the couch? Throw me a donation for each mile I'm running [\[LINK\]](#). #GivingMatters #SpectrumHealth

Do you want to make a difference? Sign up to participate in my fundraiser for Helen DeVos Children's Hospital. 100% of every donation will help to save children's lives right here in our community [\[LINK\]](#).

I am trying to raise \$XX to help save lives and advance the health and well-being of kids—right here in our backyard and around the world! Want to help? Donate to my fundraiser for Helen DeVos Children's Hospital. [\[LINK\]](#)

For my birthday this year, I want to help end breast cancer. Visit [\[LINK\]](#) to help me celebrate my birthday AND end breast cancer!

Today is the last day of my fundraiser for Helen DeVos Children's Hospital. Every donation matters! If you can't donate, please share this with your friends. Together we can end #ChildhoodCancer! [\[LINK\]](#)

This is my grandma. She lost her battle to breast cancer five years ago. Let's fight to end breast cancer together for future generations. Donate today to my fundraiser – [\[LINK\]](#).

Will you help to end breast cancer? Join us next week at our Volley for the Cure game benefitting Spectrum Health Betty Ford Breast Care Services. Can't make it to the game? Give to my online fundraiser - [\[LINK\]](#). #GivingMatters #SpectrumHealth

This is Calvin. At 3 months old, his heart stopped beating. It regained its rhythm thanks to people and place, timing and technology. You can help more children like Calvin by donating to my fundraiser – [\[LINK\]](#).

This is Emily. At 24 years old, she was diagnosed with breast cancer. Her biggest fear was not dying, but that she might never have children. She now has 2 beautiful children and knows that life is so precious.

You can help more women like Emily by making a donation to my fundraiser - [\[LINK\]](#).

Meet little Kamryn! Kamryn is managing cystic fibrosis at Helen DeVos Children's Hospital. Unlike in the past, the future is bright for Kamryn and other children living with CF. Help continue medicationation and treatment breakthroughs by making a donation to my fundraiser - [\[LINK\]](#).

Madison Pagel's brain tumor nearly took her life—until a clinical trial gave her a second chance and a whole lot of hope. End #ChildhoodCancer by donating to Helen DeVos Children's Hospital - [\[LINK\]](#).



Emily



Calvin



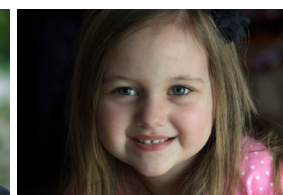
Michelle



Isaiah



Mark



Maddie

Sample Email

**Remember, the copy below is a sample just to get you started.
The more you customize and personalize the more reactions you will receive.**

Subject lines

- Help me reach my fundraising goal for my birthday (race, swim, competition, etc.)
- I need your help
- Help me help kids at Helen DeVos Children's Hospital
- Together, we can help end cancer
- These cute kiddos need your help

Email body

Dear [FirstName], (customize this intro according to your relationship with the person)

As you may already know, I'm raising funds for [PROGRAM] at [Helen DeVos Children's Hospital or Spectrum Health]. I'm really excited about reaching my fundraising goal and making an impact in our community.

1. Helen DeVos Children's Hospital knows that children are unique and special—they have different physical, developmental and emotional needs. Donations launch, expand and sustain important programs and services. By donating, we can save lives and advance the health and well-being of young patients and families—right here in our backyard and around the world!

OR

2. Your donation to Spectrum Health will help launch, expand and sustain life-changing and lifesaving services otherwise unavailable. You sustain clinical programs to meet the needs of the community, provide supportive services not covered by insurance and ensure staff have the necessary expertise to care for patients and their families.

I would really appreciate it if you would join me in my online fundraiser. My goal is to raise [\$\$\$] and I can't do it without you. Every dollar counts and even a donation of as little as \$5 will provide the best health care possible to our friends, family and neighbors.

It's really easy to give online and you get a receipt emailed straight to you. Just click on the link to visit my page and save a life today - [Page URL].

Thank you so much for your support.

[Signature]

Please email foundation@spectrumhealth.org if you would like verbiage for a specific program or fund you are supporting.