



Fundraise Your Way

For Health, Hope and Healing

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 breast cancer? Join us next week at our Volley for the Cure game benefitting Spectrum Health Betty Ford Breast Care Services. [\[LINK\]](#) #GivingMatters #SpectrumHealth

On [\[DATE\]](#), we will be hosting a car wash fundraiser for Helen DeVos Children's Hospital. Click the link for details - [\[LINK\]](#). #GivingMatters #HelenDeVosChildrensHospital

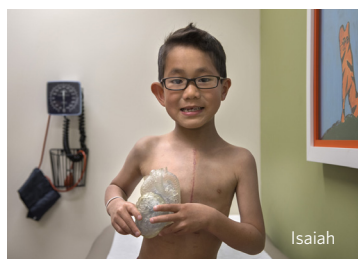
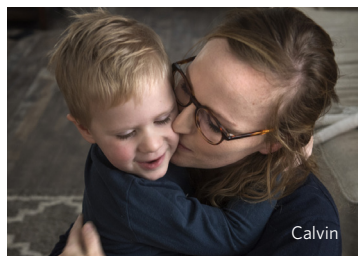
Do you want to make a difference? Sign up to be a sponsor for our 2019 Holiday Talent Show. Proceeds will help to save children's lives right here in our community at Helen DeVos Children's Hospital. [\[LINK\]](#)

Our basketball team is 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? Join us at our fundraiser game on [\[DATE\]](#) for Helen DeVos Children's Hospital. [\[LINK\]](#)

Today is the last day to bring in change 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!

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 attending the upcoming Spaghetti Dinner. Visit the link for details – [\[LINK\]](#).

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 - [\[LINK\]](#).



Media List

WZZM TV 13

news@wzzm13.com | www.wzzm13.com | 616.559.1300

WOOD TV 8

newsroom@woodtv.com | www.woodtv.com | 616.771.9633

WXMI TV 17

news@fox17online.com | www.fox17online.com | 616.364.1717

MLive

grnews@mlive.com | www.mlive.com/grand-rapids | 616.222.5455

On The Town Magazine

mlive.com/myevent

WOOD Radio

news@woodradio.com | www.woodradio.com | 616.458.9663

Community Calendars

Experience Grand Rapids - www.experiencegr.com/events

Grand Rapids Magazine - caleditor@geminipub.com

To have your non-profit community event submitted for consideration, send information via email. Include your name, email address, address, phone number, organization, name of event, organization your event benefits, start/end date of event, location of event, address of event, web link of organization and a description of event two months prior to the publication date.

GR Now - grnow.com

MLive - myevent.mlive.com/web/event.php

Women's Lifestyle Magazine - womenslifestyle.com/add-event

WOOD TV 8 – Two Options

1. Log onto woodtv.com/community/calendar to submit your event.
2. "Connecting with Community" during noon news

To have your non-profit community event submitted for consideration send information in writing by email to community@woodtv.com at least four weeks in advance. Include your name, email address, address, phone number, organization, name of event, organization your event benefits, start/end date of event, location of event, address of event, city of event, Web link of organization and a description of event.

WXMI TV 17 - www.spingo.com/submit/?partnerId=2223

WZZM TV 13 - events.wzzm13.com

Media List

The following information will help prepare you to promote your event to the media and/or be interviewed by the media.

- Know your audience. Not all events are appropriate for all media outlets. Do you want media coverage to drive attendance to your event or media coverage at your event? Your event must be relevant to viewers, listeners and readers.
- Start planning early. If you wish to submit your event to a community calendar, some require at least two months notice.
- If you want media coverage at the actual event, send a press release or media advisory two days in advance. Remember the media is under constant deadline pressure. Keep the five W's in mind—who, what, where, when and why. Ask yourself "who cares and why should the media cover my event."
- Identify an event spokesperson. Make their contact information clear on any media advisories or news releases. The spokesperson should have a warm demeanor and the ability to speak in conversational, layperson terms.
- Speak in sound bites. The average TV news story is no longer than two minutes. Don't use technical jargon. Be concise and clear. For TV interviews, look at the reporter, not the cameraman.
- State the most important information first; then provide background information. Avoid saying "yes" or "no" – expand and provide details that help tell the story.
- Remember you are hosting an event to benefit Spectrum Health or Helen DeVos Children's Hospital. You are not representing Spectrum Health or Helen DeVos Children's Hospital. If media are interested in speaking to physicians, staff, etc., please direct them to the Rick Jensen at richard.jensen@spectrumhealth.org or 616.391.5291.
- Keep track of any coverage you receive. Email it to: foundation@spectrumhealth.org.



Man to run cross-state to raise money for children's hospital

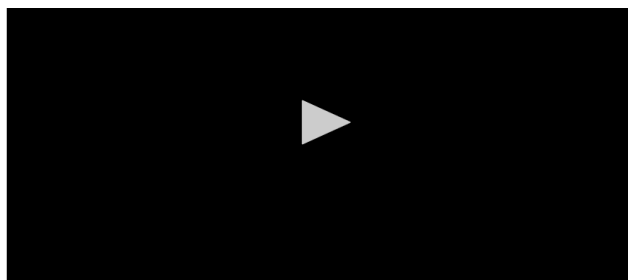
An East Grand Rapids man and emergency room physician will run 163 miles Friday to raise money for the Injury Prevention Program at Helen DeVos Children's Hospital.

Author: Meghan A Bunchman - WZZM
Published: 7:20 PM EDT July 12, 2015
Updated: 7:20 PM EDT July 12, 2015



EAST GRAND RAPIDS, Mich. (WZZM) -- An East Grand Rapids man and emergency room physician will run 163 miles Friday to raise money for the Injury Prevention Program at Helen DeVos Children's Hospital.

Jim Trout, an ultra-marathoner, has been setting and breaking records all of his life. Participating in dozens of races, bike rides and marathons, Trout's new focus: exploring a part of Michigan he has yet to see.



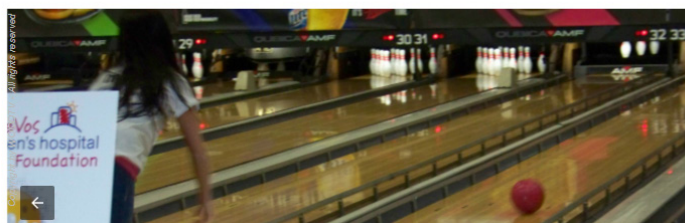
COMMUNITY

'The Polo Event' fundraiser held for DeVos Children's Hospital

An equine sporting event helped out a local hospital tonight.



An evening of bowling to help kids



Gaming event raises money for kids

By: Elissa Belknap

Posted: Jul 01, 2016 12:07 PM EDT
Updated: Jul 01, 2016 12:07 PM EDT

