

FUNDRAISING

TOOLKIT



SANFORD[®]
HEALTH
FOUNDATION

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PHASE 1: GETTING STARTED

Start fundraising right away

Why not today? The sooner you get started, the more success you'll have.

Be the first to donate

Inspire others by making the first donation yourself. Donating shows potential supporters that you are serious about the cause. Consider asking others to match your gift.

Personalize your fundraising page

Add text, pictures or video. Remember, while your potential donors will be interested in the cause, they will be more interested in you. Tell them why you are getting involved and share your connection to the cause.

Ask!

Don't feel guilty about asking. Most people will feel honored to be included in your fundraiser. If you are passionate about this cause and proud to be fundraising, your community will be proud to support you.

PHASE 1: GETTING STARTED

Plan a fundraiser

To help kick-start your fundraising efforts, organize an event or fundraising activity that's as unique as you are.

- Bake sale
- Yard sale
- Private concert
- Raffle
- Auction
- Guess your finishing time
- Host a picnic
- Jeans day at work
- Host a group run
- CrossFit or Zumba fundraiser
- Bachelor/bachelorette auction
- Sell a parking spot at work
- International night with themed food/drink
- Ask 10 people to each donate \$10
- Sell homemade items (soap, greeting cards, jewelry, etc.)
- Trivia night
- Guessing jar
- Car wash
- Bean bag tournament
- Donation jars
- Chili cook-off
- Yard clean up
- Gift wrap for a donation
- Penny drive at work
- Race kickoff party
- Ask donors to sponsor miles of your race
- Secure a matching or corporate gift
- Donations in lieu of gifts (birthday, holidays)
- Competition (bartender battle, battle of the bands)
- Partner with a restaurant, bar or store for a percentage of sales

PHASE 2: MAKING YOUR ASKS

Meet FRANK

This easy-to-remember acronym will show you where to start when you're reaching out and making your asks.

- Friends
- Relatives
- At work
- Neighbors
- Kids' connections

Consider these connections your key to successful fundraising.

Reach out

The easiest way to do this is through email. Here are some important points to include in your communication:

- Explain what you are doing and why it is important to you.
- Tell them what Sanford Health Foundation is all about.
- Ask for a donation.
- Include a link to your fundraising page.
- Say thank you.
- If comfortable, ask your friends to pass the message on to others who may also be interested in donating.

PHASE 2: MAKING YOUR ASKS

Sample emails

On average, it takes three asks via email, post or other communication before someone will give to your cause. Personalize the messages by telling your story or one that has inspired you.

Ask a friend to donate

As you may know, I am training for the Sioux Falls Marathon, Half Marathon, 10K & Miracle 5K and fundraising for Sanford Children's Miracle Network to help families in our community. I'm so excited to share this important cause with you. As I work to reach my fundraising goal, I could use your help getting there.

(Add your own personal story or connection to the cause.) That's why I'm thankful to have a support system of friends, family and neighbors like you who are willing to help me fight for this cause.

Thank you for supporting my efforts!

Sincerely,

(Your name)

Fundraising Update (Short of Goal)

Thank you for following my journey as I prepare for the Sioux Falls Marathon, Half Marathon & Miracle 5K! We are inching closer to the event date, and while I've made great strides towards my fundraising goal, I still need your help.

(Add your own personal story or connection to the cause.) That is why I'm supporting the cause, and I hope I can count on you to help bring health and healing to our community.

I am just short of my goal. To keep my momentum going, please consider a donation today! Every dollar will stay local to help kids and families.

Thank you for your support!

(Your name)

Fundraising Update (Surpassed Goal)

With the support of family, friends and neighbors like you, I've just surpassed my fundraising goal! Thank you!

I'm so excited I've met this goal, but every dollar counts when it comes to helping families in our community. Will you help me make an even bigger impact?

(Add your own personal story or connection to the cause.) That is why I'm supporting the cause, and I'm glad I can count on your help.

Every dollar will stay local to help local kids and families.

Thank you for your support!

(Your name)

PHASE 3: GOING SOCIAL

Log in

Post on Facebook, Twitter, Instagram, Snapchat or wherever your friends are.



Don't forget to tag

Tag people who have already donated to you and thank them for their support. Also make sure to tag [Sanford Children's Miracle Network](#) in your posts to increase social reach.

Set a goal

Announce goals (ex: I want to reach \$500 by the end of this week) and ask for help.

Share your story

Don't make every post an ask. Keep friends and family updated on your progress in training AND fundraising. Also share inspiring news and relevant articles about the cause you're championing.

PHASE 4: FINISHING STRONG

Continue updating

Keep people updated on your progress in person, through email and on social media. Let them share the journey with you.

Follow up

Follow up with people who don't respond initially. Not everyone donates the first time you ask (on average, it takes three asks).

Say thank you

Call or send a personalized note to every contributor. Thank them for being a part of the journey.

WHO WE ARE

Sanford Children's Hospital, the region's only Children's Miracle Network Hospital, joined Children's Miracle Network Hospitals in 1986, making it the exclusive Children's Miracle Network Hospital in eastern South Dakota, southwest Minnesota, northwest Iowa and northern Nebraska.

100% stays local

Every patient at Sanford Children's Hospital and the Sanford Boekelheide NICU has benefited from CMN funding, often without realizing it. Funds help provide:

- Specialized equipment
- Important unbilled programs
- Direct child and family assistance for expenses not covered by insurance

HOW YOUR DOLLAR MAKES MIRACLES AT CHILDREN'S HOSPITALS



50¢

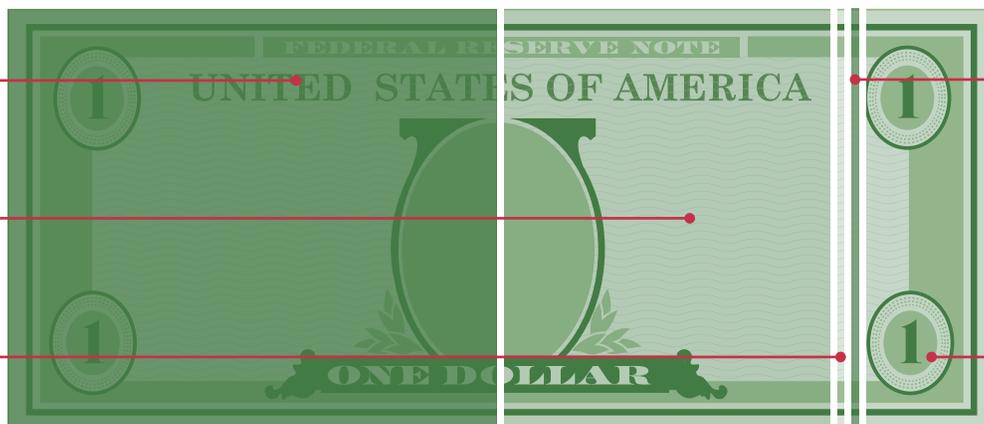
CHARITABLE CARE

34¢

EQUIPMENT

1¢

RESEARCH



1¢

EDUCATION

14¢

PATIENT SERVICES

\$1,130,627

CHARITABLE CARE

\$768,826

EQUIPMENT

\$22,613

RESEARCH

\$22,613

EDUCATION

\$316,576

PATIENT SERVICES

In 2018, Sanford Children's Hospital - Sioux Falls raised \$2,261,255.



CHARITABLE CARE FOR KIDS LIKE ELLIE

Just months after finishing treatment for acute lymphoblastic leukemia, Ellie attended Camp Bring it On!, a week-long camp for children who have had cancer, covered entirely by Children's Miracle Network Hospitals donations. It's a unique escape where kids hold talent shows, learn archery, go boating, fishing and more, all at no cost to their families.



EDUCATION FOR KIDS LIKE BEN

Ben's cancer journey has included chemotherapy, surgery, a leg amputation and more. Through everything, Ben is thankful for his friendship with his pediatric physical therapist, Dr. Dan Steventon, who, thanks to funding, attends continuing education to help his patients face cancer at their best.



CHARITABLE CARE FOR KIDS LIKE AVERY

Avery was born prematurely and diagnosed with two Grade 2 brain bleeds, and diagnosed with Cerebral Palsy shortly after she was 1. She is active in physical therapy and occupational therapy at Sanford, but what her parents are especially thankful for are the meals that CMN Hospitals have provided to them along the way.



PATIENT SERVICES FOR KIDS LIKE SAIGE

For Saige, who was born with esophageal atresia and tracheoesophageal fistula, her Child Life specialists make each and every hospital stay a little more enjoyable. Saige will have a feeding tube until she is able to consume enough calories on her own. We know with her Child Life cheerleaders standing by, little Saige will soar!