



Fundraiser's Toolkit

Lurie Children's Marathon Team
October 13, 2024

 Ann & Robert H. Lurie
Children's Hospital of Chicago®



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WELCOME

Welcome to Lurie Children's Marathon Team!

Running the Bank of America Chicago Marathon is an amazing accomplishment. Choosing to fundraise for the patients and families at Ann & Robert H. Lurie Children's Hospital of Chicago throughout your experience is even more incredible! We are here to help every step of the way so your marathon journey is as successful and rewarding as possible.

We encourage you to get creative when it comes to your fundraising efforts. Any type of fundraiser can make a difference and get you closer to your goal. The Lurie Children's Marathon Team Fundraising Toolkit is designed to make fundraising as easy as possible and to help spark ideas to help you meet your goal. We hope that you find this planning guide to be a valuable resource as you start your fundraising efforts!

Thank you for going the distance for kids!

Lurie Children's Campaign for every child

WHERE THE MONEY GOES

Lurie Children's is on a mission to fulfill three promises to every child: the promise of a cure, the promise of a safer space and the promise of a healthier future. But we can't do it alone. As a nonprofit medical center, donations power everything that we do. Whether it's \$25 or \$2,500, every single donation helps us discover cures, strengthen communities and change the future for every child.



FUNDRAISING TIPS

MAKING THE MOST OUT OF YOUR PERSONAL PAGE

Fundraising can be easier than you think! Here are some tips and ideas to get you started.



Tip #1: Check out the Participant Center on your Personal Fundraising Page

- Find helpful tools including an email center, email templates, blog and more!
- **Track your fundraising progress** and see a list of all donors that made a donation through your page.



Tip #2: Personalize your Fundraising Page

- Download a step-by-step guide on how to personalize your page.
- Add an image or photo to your page to make it more personal.
- **Share your story and your reasons for choosing to fundraise for Lurie Children's.**



Tip #3: Set a Fundraising Goal

- **Make your goal challenging but attainable.**
- **Kickstart your fundraising efforts by making a self-donation.**
- Once you've reached your goal, continue to increase it. Donors may feel inclined to donate more if they see that you're almost to your goal.



Tip #4: Inspire Others to Make a Donation so that they can Help Shape the Future for Kids

- **You are providing an opportunity for family and friends to make a difference in the life of a child.** Their donations make a large impact – so don't be afraid to ask for their support!
- **Start with the sample email** within your Participant Center to message your network. Download a [step-by-step guide](#) on accessing your email center.
- **Utilize social media** for an easy way to notify your friends and family of your fundraiser. Take a look at our social media tips on the next page.
- **Ask often!** It can take donors 5-7 times to see your message before they act, so share often!
- **Try personal and targeted communication too.** Develop a list of people that you can directly ask and tailor your communication for each of them.
- Utilize offline techniques as well – **make phone calls, send letters and ask in person.**
- Remind everyone how impactful their donations can be for our patients and families. Share photos and videos from our content page.



Tip #5: Get Creative in your Fundraising Efforts!

- Fun challenges or activities can help incentivize your family and friends to donate – check out our fundraising ideas page to get started.
- Keep your supporters updated on your progress and dedication to the cause by taking advantage of the blog feature on your personal fundraising page.
- **Maximize donations through matching gift programs.** Encourage friends and family to check with their Human Resources department to see if their company has a corporate matching gift program. Our [Matching Gifts Tool](#) can be helpful in determining which companies match donations.



Tip #6: Thank your Supporters







- Don't forget to **send thank you messages** to your friends and family for their support! A sample thank you e-mail can be found in your Participant Center.
- **Tag and thank those who donated publicly through your social media accounts.** When you tag someone, not only does it show up on your activity feed, but on the other person's as well—allowing you to reach a wider audience!

SOCIAL MEDIA

TIPS AND TRICKS

Social media is a powerful tool to amplify your message and get more people involved in your fundraiser.

Top 3 Social Media Tips

 #1 Share Your Story  Your personal story is the most powerful tool in generating support and excitement. Share your connection to Lurie Children's and why you care.	 #2 Draw in Donors  Photos and videos are the most popular social media content to attract attention and get the most shares.	 #3 Tag and Thank Publicly  Giving special shout outs makes people feel appreciated and inspires others to give. By tagging your friends, you can potentially reach a wider audience also!
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More Tips and Tricks

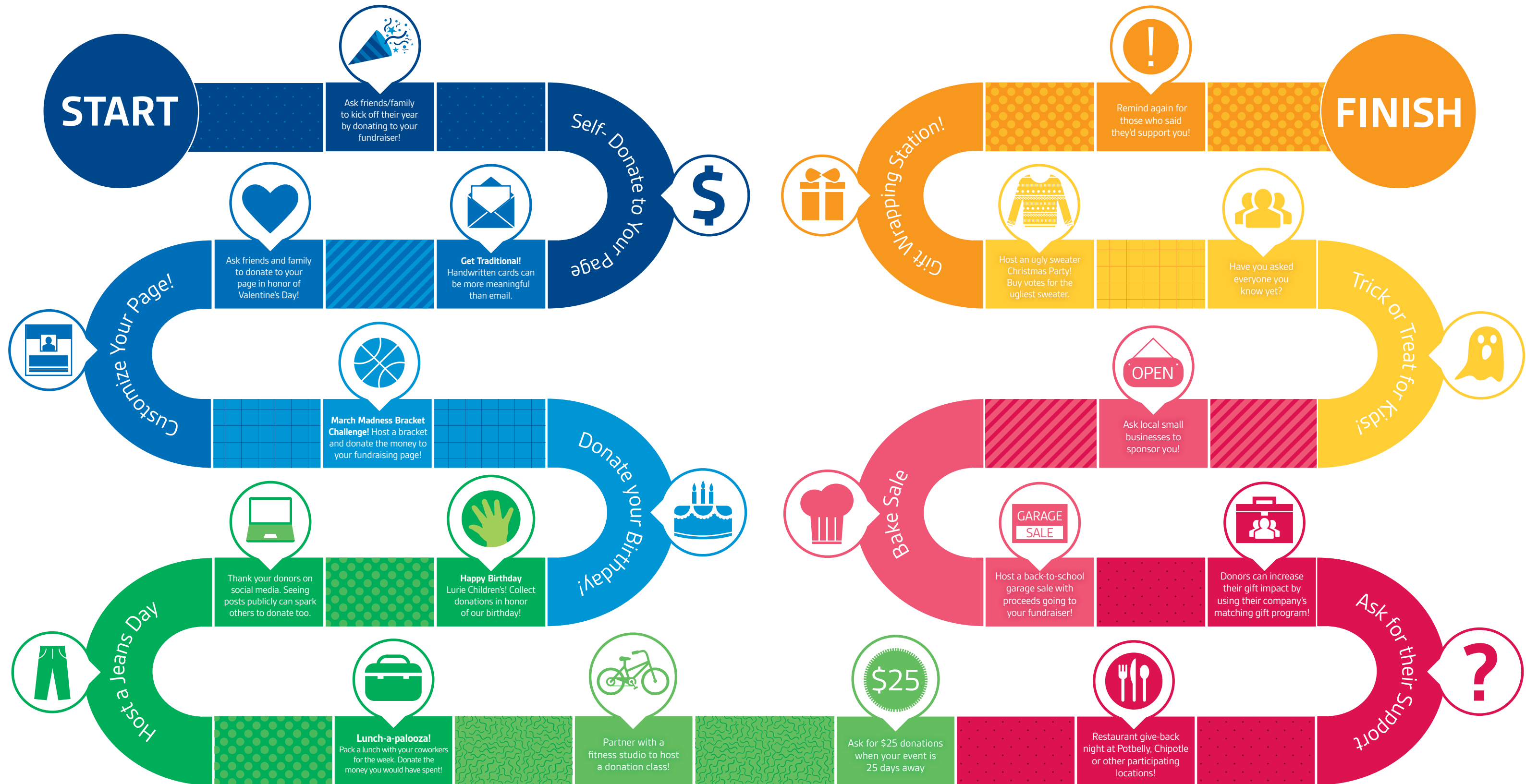
- Tell your friends and followers why you created your fundraiser. Be specific about fundraiser details, your fundraising goal and how your fundraiser will make a difference for kids.
- **Include "behind the scenes" images or videos** as you prepare for your fundraiser.
- Post as often as possible (daily is ideal). Remember, your audience may be following hundreds of other people - don't get lost in the shuffle!
- **Be creative.** Keep your audience engaged by posting a variety of messages, images, videos, etc.
- **Keep it short.** You have 8 seconds to catch the attention of your audience.
- **Create a challenge.** For example, ask for a donation in the amount for the day, June 1 = \$1...June 30 = \$30. The challenge is up to you, but challenges get your audience to take action and spread awareness!
- **Include a call to action.** What do you need your supporters to do? Don't be afraid to ask!
- **Interact with your audience.** Social media is designed for conversations and engaging with others. Reply to people's posts, retweet, like posts and use @ mentions.
- **Capitalize on hashtags.** Research popular hashtags that speak to your fundraising efforts. Using hashtags will give you a better chance of showing up on search results. Don't forget to include Lurie Children's hashtag: #teamluriechildrens
- **Recruit social media ambassadors.** Recruit your friends and family to spread the word through their networks.
- **Tag Lurie Children's.** Include us in your posts and check out our shareable content page for photos and videos to share.
- **Check out Lurie Children's social media templates.** Facebook, Instagram, Twitter and LinkedIn!

Remember to include a link to your fundraising page in all of your social media posts!

Best Times to Post on Social Media (12PM, 3PM, 6PM)

FUNDRAISING IDEAS

Check out some fun ideas and best practices below to boost success of your fundraiser! Getting creative with your fundraising can help you exceed your goal quicker.



THANK YOUR DONORS TIPS FOR SAYING “THANK YOU!”

However small the gesture, a thoughtful thank you helps show your donors that their impact is meaningful and appreciated.

1. Send a Handwritten Thank You Note

Taking the time to write down why you appreciate your donors conveys thoughtfulness.

2. Tag Them in your Social Media Post

Show gratitude to your donors by tagging them in a social media post. By doing so, you are allowing them to be seen by their friends and receive public recognition.

3. Broadcast your Appreciation

Show your donors how their contributions are directly impacting your cause. Consider creating a Facebook Live video to broadcast your appreciation.

4. Make Special Donor Gifts

Use your skills to make a gift as a way to show your gratitude. Consider hand making holiday wreaths, knitting scarves, or brainstorm unique donor gift ideas.

5. Pay it Forward

When your supporters have a cause they are fundraising for, offer your help. Even if you can't donate to their cause, you can still offer to volunteer, to help with their campaign, and share their fundraiser with your social network.

6. Spotlight a Donor

If you have a personal website or blog, consider writing a profile on some of your donors. This simple act of kindness serves as an opportunity to get to know some of your supporters more personally.

7. Send Postcards

Pick a few fun postcards, or use some of your fundraising photos to create your own, and write a heartfelt thank you message on the back of each before mailing it off to your donors.

