



# FUNDRAISING TOOLKIT

Tips and resources to help you inspire  
others to give for *good.*

# Welcome to the team!

At Sanford Health, our doctors, researchers and caregivers are working to bring health, hope and healing to more than 1.2 million people across the Upper Midwest every day. With you on our team, we can accelerate our race to uncover new breakthroughs, develop new treatments and create meaningful programs that support patients and their families.

We're glad to have you with us, we're excited to help you launch your fundraiser and we can't wait to see how you'll inspire others to give for good!

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[Sanford Health Foundation Fundraising Terms & Conditions](#)

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## Launch Your Fundraiser

Consider these easy tips to get your fundraiser started.

### TELL YOUR STORY

Why are you inspired to support Sanford Health? Did you or someone you love receive lifesaving care? Did a caregiver go above and beyond to make a difference in your life? Has your life, or the life of a loved one, been enhanced thanks to a medical breakthrough or innovative treatment? The “why” behind your fundraiser is what will inspire others to participate; it will fuel the success of your fundraiser.

### SET A GOAL

Motivate your supporters by establishing a goal for your fundraiser and encourage additional participation by sharing progress along the way.

### MAKE THE FIRST GIFT

Show your supporters how serious you are — and that you’re in it to win it — by making the first gift to your fundraiser.

### SHARING IS CARING

Use the power of social media to promote your fundraiser, inspire participation and fuel support. Use your own words and personal photos to share the “why” behind your fundraiser. From there, create a social media plan to engage with your supporters, grow your audience and activate more involvement.

- Drive engagement through content: Post photos and videos that include a clear call to action with reminders that every gift matters.
- Use stats and facts: Highlight the importance of your fundraiser by sharing information about the impact of philanthropy.
- Recognize and celebrate: Highlight the achievements of your fundraiser in real time through posts that celebrate donations, share fundraiser milestones and thank supporters.
- Don’t forget to tag: Increase your social reach, amplify your message and inspire donations by tagging others in your posts. Tag your supporters, your volunteers and the Sanford Health Foundation.

## Creating Your Fundraiser Page

Start creating a Classy page that allows you to collect donations and support Sanford Health Foundation initiatives online.

### STEP 1: SELECT THE REGION YOU'D LIKE TO SUPPORT

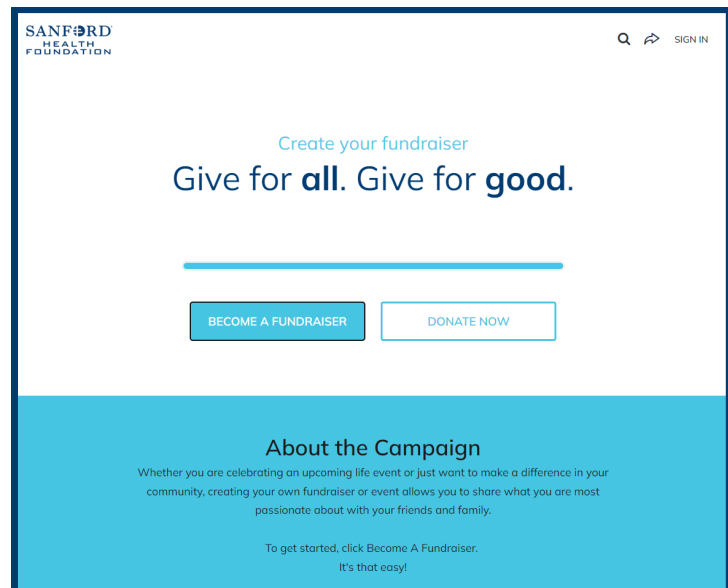
Begin creating your personalized fundraising page by clicking the region you are planning to support below.

- [Bemidji, MN](#)
- [Bismarck, ND](#)
- [Fargo, ND](#)
- [Sioux Falls, SD](#)

(Create Your Own Fundraiser capabilities are also available via [sanfordhealthfoundation.org](https://www.sanfordhealthfoundation.org) on the Fundraise page <https://www.sanfordhealthfoundation.org/get-involved/fundraise/>)



You will be brought to a webpage that looks like this:

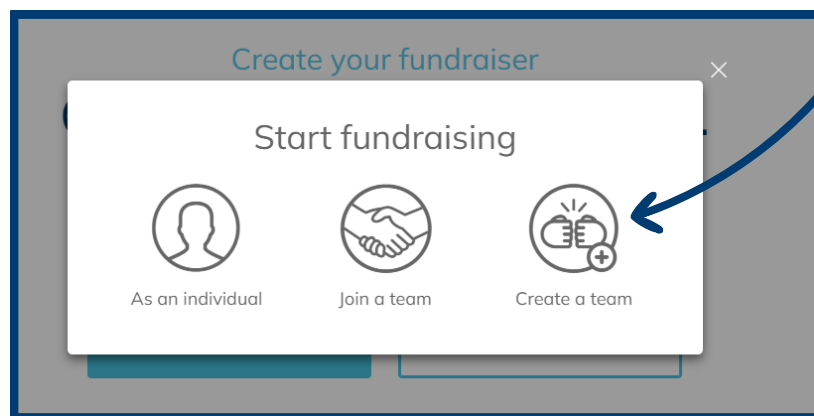


## STEP 2: SELECT THE 'BECOME A FUNDRAISER' BUTTON

You will be given three options to start fundraising:

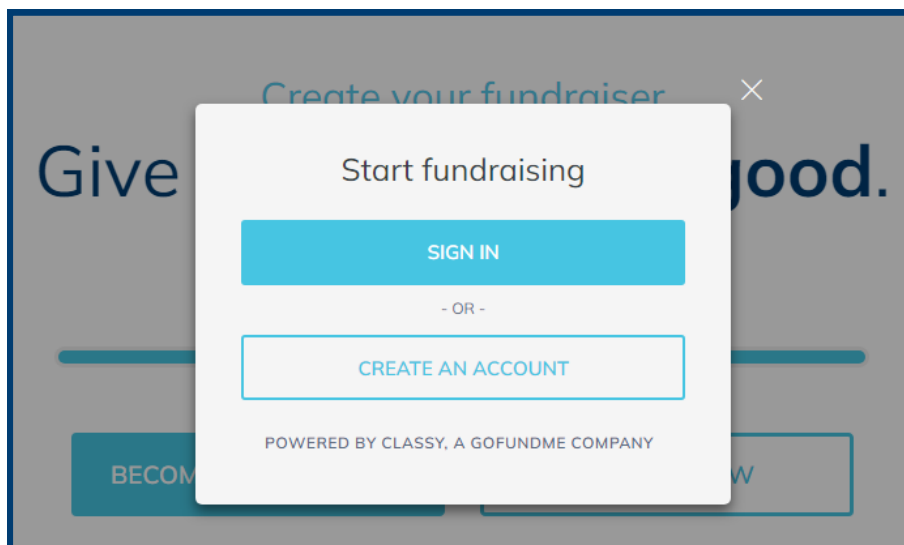
- As an individual
- Join a team
- Create a team

Please select 'Create a Team' if you are creating your own fundraiser.



You will then be prompted to 'Log in' or 'Create An Account.' Select 'Create An Account' if you haven't fundraised with us before and follow the on-screen prompts.\*

*\*If you are notified your email address is already associated with an account but unsure your password, select "forgot password?" and continue to login through that process*

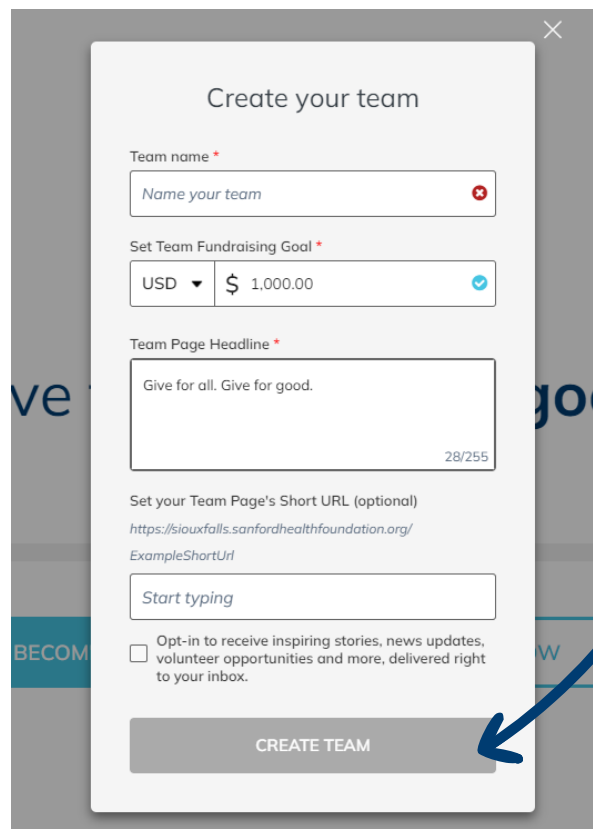


### STEP 3: CREATE YOUR TEAM

You will next see a screen asking for the following:

- Team Name
- Fundraising Goal
- Team Page Headline

Once you have filled out this information, select the 'Create Team' button



The screenshot shows a 'Create your team' form with the following fields and options:

- Team name \***: A text input field with the placeholder 'Name your team' and a red plus icon.
- Set Team Fundraising Goal \***: A dropdown menu set to 'USD' and a text input field with '\$ 1,000.00' and a blue checkmark.
- Team Page Headline \***: A text area with the placeholder 'Give for all. Give for good.' and a character count '28/255'.
- Set your Team Page's Short URL (optional)**: A text input field with the placeholder 'Start typing' and an example URL 'https://siouxfalls.sanfordhealthfoundation.org/ExampleShortUrl'.
- Opt-in to receive inspiring stories, news updates, volunteer opportunities and more, delivered right to your inbox.**: An unchecked checkbox.
- CREATE TEAM**: A grey button at the bottom.

A blue arrow points from the top right towards the 'CREATE TEAM' button.

### STEP 4: CHANGE YOUR TEAM PHOTO

You will have the option to change your team photo. While this isn't required, we do recommend adding an image as it helps your participants find your page and differentiates your fundraiser from others.

## STEP 5: FILL OUT YOUR ANSWER TO “WHAT WOULD YOU LIKE YOUR FUNDRAISING TO SUPPORT?”

You will be prompted to fill out the above question. Once you do so, you'll arrive at your new team page!

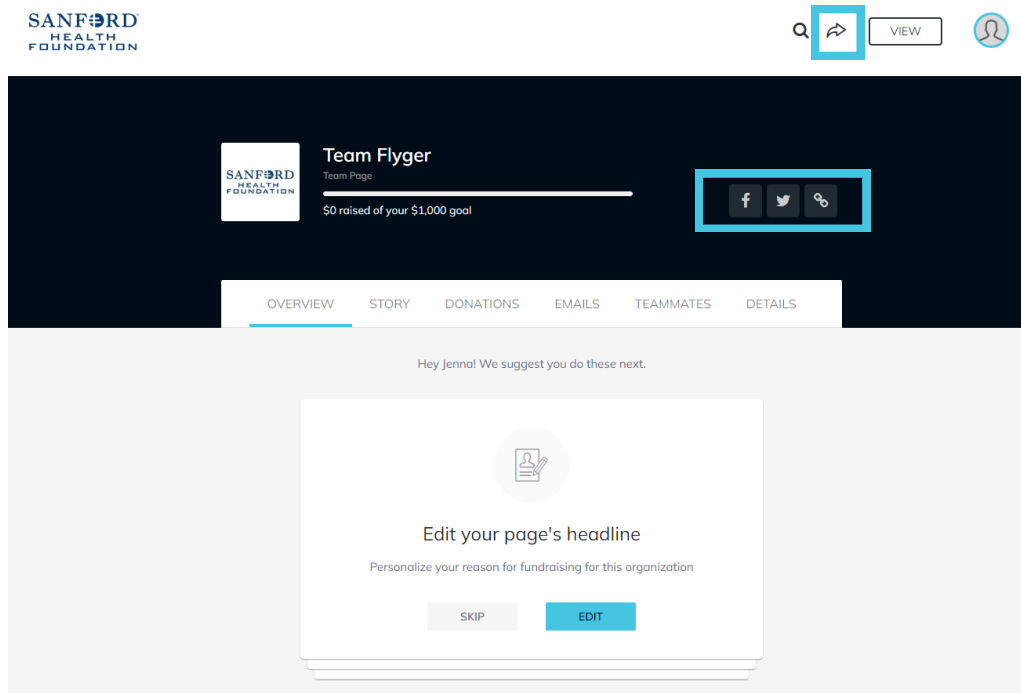
## STEP 6: CONTINUE PERSONALIZING YOUR PAGE

This step is optional if you're happy with what you have!

- To edit and manage items associated with your page (story, donations, emails, teammates, etc.), select the 'manage' button in the top right corner.
- To edit and manage other details of your page, follow the prompts on the screen like 'Edit your page's headline' by clicking the 'Edit' button.

## STEP 7: SHARE YOUR FUNDRAISER

When you're ready to share your page with family and friends, select the link icon or the social media icons. You're all set!\*



\*Should any questions arise while creating your fundraising page, please reach out to Bree LeBrun at [bree.lebrun@sanfordhealth.org](mailto:bree.lebrun@sanfordhealth.org).

## Kick-start the Momentum

Once your campaign is established, it's time to tell everyone you know. From family members to friends from way back when — the more people you tell, the greater your impact.

When reaching out to your network, it's important to remember that you're not just asking for money; you're inviting people to join you on a mission — a mission to accelerate new breakthroughs, new treatments and new cures.

Use these customizable email and text messages to help spread the word about your fundraiser and start your progress today:

### FUNDRAISING EMAIL MESSAGE

Dear **NAME**,

I'm reaching out with some exciting news! I recently launched a fundraiser to advance care for \_\_\_\_\_ [insert the focus of your fundraiser here: pediatric patients OR cancer patients OR patients] at Sanford Health and I'd love your support.

I'm personally dedicated to this cause because \_\_\_\_\_ [insert your "why" here].

I know this area is important to you as well, which is why I'm hoping you'll join me in this effort to help accelerate new breakthroughs, develop new treatments and services, and create new programs for \_\_\_\_\_ [insert the focus of your fundraiser here: pediatric patients OR cancer patients OR patients] right here in our community.

Here's a link to my fundraising page through the Sanford Health Foundation where you can easily make a tax-deductible donation:  
[insert link to your fundraising page here]

Thank you in advance for your support. Together, we can bring health, hope and healing to local patients and families who are navigating some of life's most challenging moments.

With gratitude,  
**NAME**



## FUNDRAISING EVENT MESSAGE

Dear NAME,

I'm reaching out with some exciting news! I'm hosting a \_\_\_\_\_ [insert fundraising activity] to raise support for \_\_\_\_\_ [insert the focus of your fundraiser here: pediatric patients OR cancer patients OR patients] at Sanford Health. I'd love to see you there! Here are the details:

- Event name
- Time | Date | Place

I'm personally dedicated to this cause because \_\_\_\_\_ [insert your "why" here].

I know this area is important to you as well, which is why I'm hoping you'll join me in this effort to help accelerate new breakthroughs, develop new treatments and services, and create new programs for \_\_\_\_\_ [insert the focus of your fundraiser here: pediatric patients OR cancer patients OR patients] right here in our community. If you can't attend the event, you can still help me by making a donation to the Sanford Health Foundation.

Thank you in advance for your support. Together, we can bring health, hope and healing to local patients and families who are navigating some of life's most challenging moments.

With gratitude,  
NAME

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## Stats & Facts About the Impact of Philanthropy at Sanford Health

### ABOUT SANFORD HEALTH

At Sanford Health, our vision to improve the human condition is fueled by philanthropy.

Thanks to gifts of gratitude and support from our growing community of donors, today Sanford Health stands as one of the largest nonprofit rural health systems in the nation, serving 1.2 million people across the Upper Midwest through 46 medical centers, 22 clinic locations and more than 180 senior living centers.

Because of those who invest in our mission through philanthropy, we are:

- Providing leading edge care for every patient at every age and stage of life.
- Finding new insights and advancing new treatments thanks to breakthroughs in research.
- Giving strength to those impacted by cancer thanks to 3D early-detection technology, lifesaving screenings, and support from our Nurse Navigator and survivorship programs.
- Bringing imagination and play to the healing process for pediatric patients thanks to our team of Child Life specialists, art and music therapy, and on-site educators.
- Making it easier for families to focus on what's important — helping their loved ones heal — by providing assistance for lodging, transportation and meals.

### GIVE FOR HOPE. GIVE FOR GOOD.

A gift through the Sanford Health Foundation is a donation to your local health care. 100% of every gift stays local, changing the lives of people and families in your community through the work of health, healing and comfort.

## Celebrate Your Success Through Words of Thanks

Thanking your donors is just as important as asking them for donations. Take the time to show your donors sincere gratitude through personal, thoughtful expressions of thanks. Use the language below to help craft messages you can send via a handwritten note or by email.

### THANK YOU MESSAGE

Dear **NAME**,

Thank you for your donation to my fundraiser in support of Sanford Health! With your generosity, we are one step closer to bringing health, hope and healing to patients and families right here at home.

Your support means so much — to me personally, and to all those this fundraiser will impact.

Gifts like yours can do amazing things to help advance the future of health care in our community. I encourage you to visit [www.sanfordhealthfoundation.org](http://www.sanfordhealthfoundation.org) to learn more about how philanthropy is impacting care today, and fueling new treatments for tomorrow.

Thanks again for your support!

In appreciation,  
**YOUR NAME**