



GABR

CYCLING FOR LOCAL KIDS

FUNDRAISING TOOLKIT



TABLE OF CONTENTS

You're on your way to making a big difference for local kids and families. In the pages that follow, you'll find everything you need to partner with the Sanford Health Foundation to raise funds and awareness for the Great American Bike Race (GABR).

YOUR IMPACT

ONLINE FUNDRAISING TOOLS

PLAN A FUNDRAISER

TIPS FOR SUCCESS

GET SOCIAL

YOUR IMPACT

This year, more than 5,000 local kids of all ages will turn to Sanford Children's Hospital and clinics across the Bismarck region for extra or unexpected care. Together, we can give each child the best chance to heal, thrive and go home healthy.

YOUR SUPPORT CAN CHANGE LIVES BY FUELING:

- Direct assistance for qualifying kids in our community through the GABR Children's and GABR Legacy funds
- Programs and services like Child Life
- Lifesaving medical equipment
- Specialized staff education and training, and so much more!

100%

OF EVERY GIFT CARES FOR KIDS, CLOSE TO HOME

Whatever brings a child through our doors—whether it's cerebral palsy, pediatric cancer, severe trauma or another devastating diagnosis or injury—your generosity helps provide the highest level of care, close to home. Philanthropy supports everything from major lifesaving equipment to services like Child Life and meaningful details that make all the difference for kids and families, but wouldn't otherwise be possible.



ONLINE FUNDRAISING TOOLS

Use our online donation platform to create and personalize your fundraising page, send emails, spread the word on social media and track donations made toward your fundraising goal.

YOUR FUNDRAISING ACCOUNT

- Log in at gabr.sanfordhealth.org with the email address and password you used when you registered online.

PERSONALIZE YOUR FUNDRAISING PAGE

- Upload photos
- Edit your display name
- Increase your fundraising goal
- Tell your story by sharing why you support GABR. You can include photos and embed or link to videos. This is also a great place to include details about any fundraising activities you have planned.
- Be the first to donate. Give a gift to your fundraising page

SPREAD THE WORD

- Use our email and social media tools to share your fundraiser with friends and family, and keep followers updated on your progress.

SAY THANK YOU

- When you receive a donation, send a personalized thank you note right from your fundraising page.

Keep reading for more tips to maximize your impact.

PLAN A FUNDRAISER

Organize a fundraising event or activity that's as unique as you are.

HERE ARE SOME IDEAS TO GET YOU STARTED:

- Ask for donations in lieu of gifts for your birthday, wedding or a holiday.
- Set a fitness goal and ask donors to sponsor your distance or time.
- Sell homemade items like baked goods, to-go meals, greeting cards, jewelry and other hand-crafted goodies.
- Host a concert, fitness class, cocktail hour, beanbag tournament or other event outdoors or virtually. You can even partner with a local business to help in this effort.
- Engage your coworkers with a guessing jar, penny drive, parking spot sale or jeans day. You can also ask your employer to make a gift or match donations.
- Work for your donors by hosting a car wash or offering to do yard cleanup.
- Donate proceeds from a yard sale, silent auction or raffle.
- Simply ask 10 people to each donate \$10.

TIPS FOR SUCCESS

START FUNDRAISING RIGHT AWAY

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.

WHO TO 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.

CONSIDER THESE CONNECTIONS YOUR KEY TO SUCCESSFUL FUNDRAISING:

- Friends and their family members
- Your parents, grandparents, aunts, uncles and cousins
- Co-workers, classmates and teachers
- Neighbors and other connections

REACH OUT

One of the easiest ways to do this is through email or text message. Here are some important points to include in your communication:

- Explain what you are doing and why it is important to you.
- Share what GABR is all about and emphasize that 100% of funds raised stay local to support kids and young adults in central and western North Dakota.
- Ask for a donation.
- Include a link to your fundraising page.
- Say thank you.
- If you feel comfortable, ask your friends to pass the message on to others who may also be interested in donating to support you.

LET'S GET SOCIAL



SHARE

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 use #GABR and tag the Sanford Health Foundation Bismarck 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 fundraising progress, and share your personal connection and passion for GABR.

EXAMPLES

Here are some examples of posts you can use to get the word out:



- I'm riding in the upcoming Great American Bike Race (GABR), and I've set a big fundraising goal! Can I count on your support? 100% of every dollar will stay local to care for kids and families at Sanford Children's.
- Our kids=our future. Please consider a gift to my fundraiser for the Great American Bike Race (GABR). 100% of every gift will do world of good for local kids, close to home.
- When we all give a little good, we make great things happen. Thanks to everyone who has supported my GABR fundraising goal so far—we're nearly there! If you can, please contribute today! 100% of every dollar helps care for kids, close to home.

QUESTIONS?

CONTACT A MEMBER OF OUR TEAM!

BISMARCK

(701) 323-8450

shfoundation.bismarck@sanfordhealth.org

MAIL GIFTS TO:

Sanford Health Foundation

PO Box 5525

Bismarck, ND 58506-5525

CONNECT WITH US!

THERE'S SO MUCH MORE TO SHARE!

Follow us on social media or visit our website
for more stories of impact, opportunity and hope.

- **Facebook:** facebook.com/sanfordhealthfoundationBismarck
- **Instagram:** instagram.com/sanfordhealthfoundation
- **LinkedIn:** linkedin.com/showcase/sanford-health-foundation
- **Website:** sanfordhealthfoundation.org

**For more information and to register,
please visit: gabr.sanfordhealth.org**