

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 patients across our footprint. 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.

CONTENTS

Launch Your Fundraiser

- Points to keep in mind
- Creating your fundraising page

Kick-start the Momentum

- Email messaging templates

Celebrate Your Success

- Thank-you messaging template

ADDITIONAL RESOURCES

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

Launch Your Fundraiser

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? The “why” behind your fundraiser is what will inspire others to participate!

SET A GOAL

Motivate your supporters by establishing a goal 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.

USE SOCIAL MEDIA

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.

- Drive engagement: Post photos and videos that include a clear call to action.
- Use stats and facts: Highlight the importance of your fundraiser by sharing the impact of philanthropy.
- Celebrate milestones: Highlight the achievements of your fundraiser through posts that celebrate donations, share fundraiser milestones and thank supporters.
- Tag people: Increase your social reach by tagging your supporters, your volunteers and the Sanford Health Foundation.

Creating Your Fundraiser Page

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

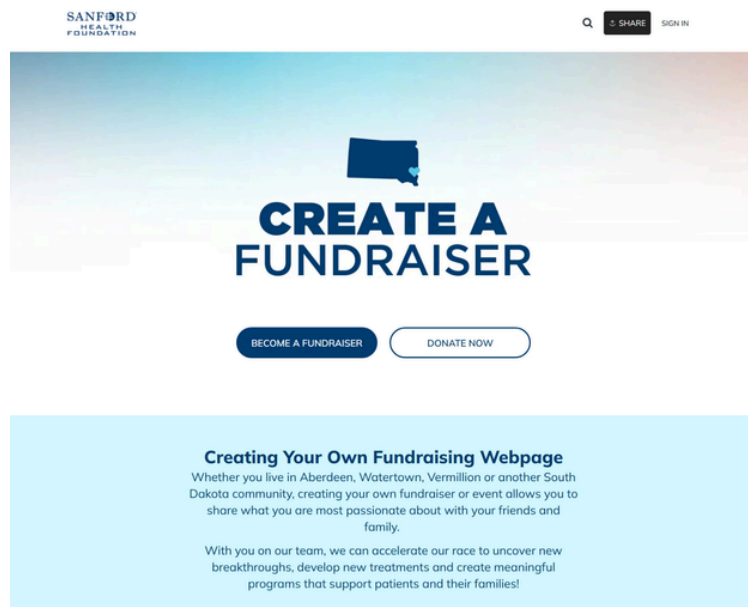
STEP 1: SELECT THE REGION YOU'D LIKE TO SUPPORT

Create your personalized fundraising page by clicking the region you are planning to support below or by visiting sanfordhealthfoundation.org/fundraise.

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



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

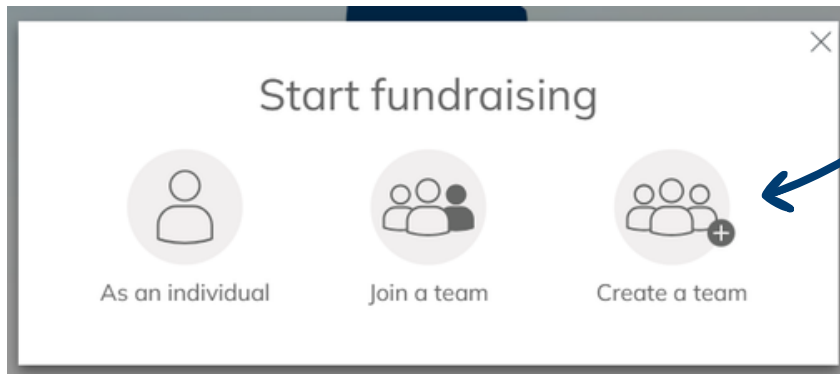


STEP 2: SELECT THE 'BECOME A FUNDRAISER' BUTTON

You will be given three options to start fundraising:

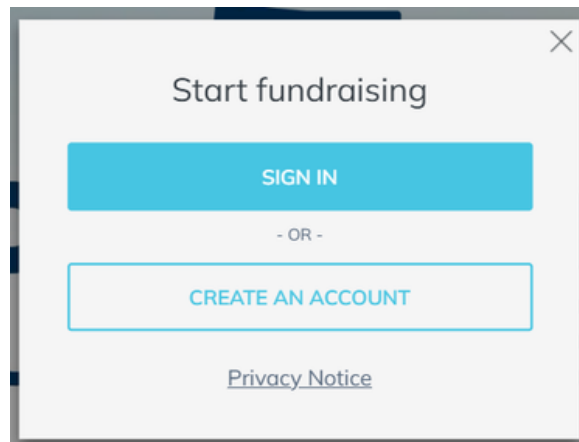
- As an individual
- Join a team
- Create a team

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*

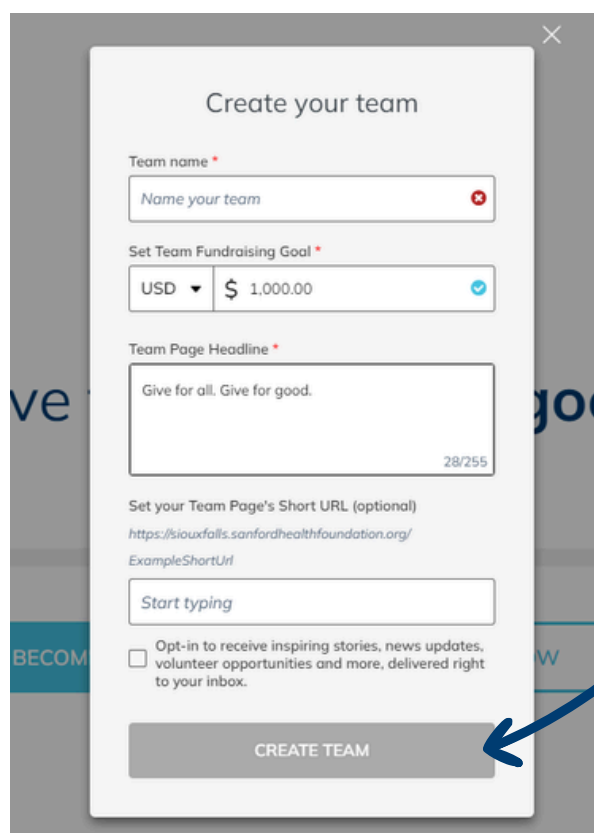


STEP 3: CREATE YOUR TEAM

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 'x' icon.
- Set Team Fundraising Goal ***: A dropdown menu set to 'USD' and a text input field with '\$ 1,000.00' and a blue checkmark icon.
- Team Page Headline ***: A text area with the placeholder 'Give for all. Give for good.' and a character count '29/255'.
- Set your Team Page's Short URL (optional)**: A text input field with the placeholder 'Start typing' and a URL example: <https://siouxfalls.sanfordhealthfoundation.org/ExampleShortUrl>.
- Opt-in to receive inspiring stories, news updates, volunteer opportunities and more, delivered right to your inbox.**
- CREATE TEAM**: A grey button at the bottom of the form.

A blue arrow points from the right side of the form towards the 'CREATE TEAM' button.

STEP 4: CHANGE YOUR TEAM PHOTO

While this isn't required, we recommend adding an image as it helps 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!

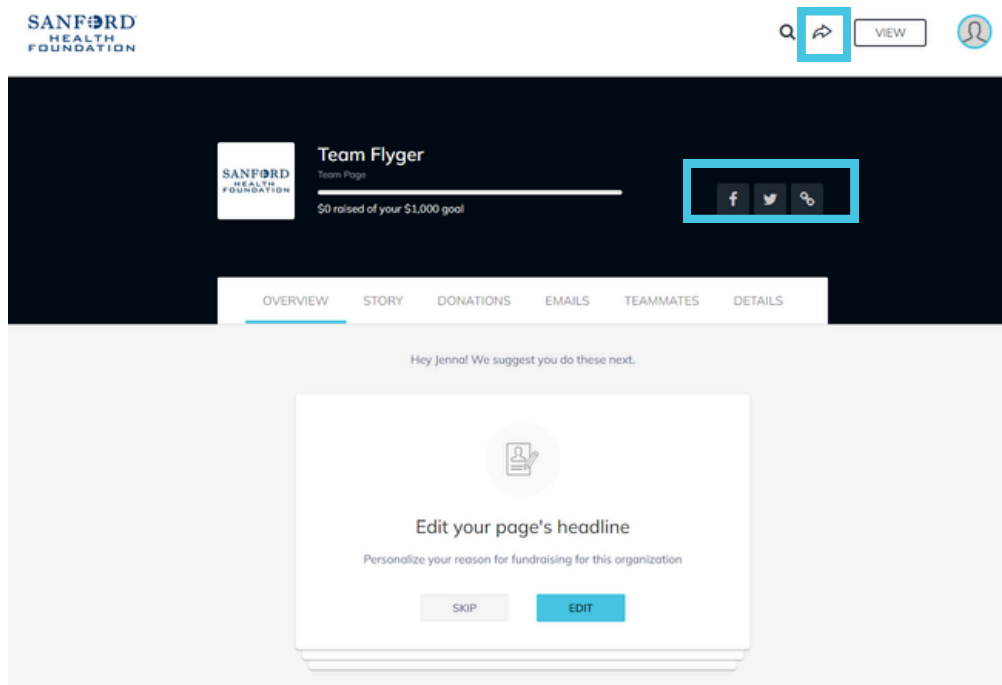
STEP 6: CONTINUE PERSONALIZING YOUR PAGE

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

- To edit items associated with your page (story, donations, emails, teammates, etc.), select the 'manage' button in the top right corner.
- To edit 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, select the arrow icon or the social media icons.*



*Should any questions arise, reach out to our team at foundation@sanfordhealth.org

Kick-start the Momentum

Once your campaign is established, it's time to tell everyone you know.

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 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

Celebrate Your Success Through Words of Thanks

Thanking your donors is just as important as asking them for donations. 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 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