

Email, Facebook and Tweet

Your way to your fundraising goal!

The easiest way to ask for donations is to let your fingers do the talking - here are some great tips!



Email

Email is one of the easiest ways to ask your friends and family to donate to your fundraising page. We suggest you use your personal email programs, that way it is more personal and is less likely to end up in your contacts' spam folder. Don't forget to send a thank you email to your donors too!

Example:

Dear Mary

Perhaps you've heard that our child *Johnny* was recently diagnosed with acute lymphoblastic leukemia and is being treated at the Jonathan Jaques Children's Cancer Center (JJCCC) at Miller Children's & Women's Hospital Long Beach. We appreciate the love and support our family & friends have extended us during this challenging time, and many have asked what else they can do.

We have formed a team of friends and family, nicknamed *Johnny Kicks Cancer* and invite you to join. One of the things our team will do is attend and support the annual fundraising event for JJCCC, the Torch Run - *Champions Run for Life* on Saturday, June 11, 2016 at Shoreline Aquatic Park in Long Beach. While there is no entry fee, we hope you will help us reach our goal of raising \$1,750 and, if you can, join us for a morning of celebration and inspiration. Donations can be made online by visiting my personal fundraising page: <http://supportlongbeach.memorialcare.org/SmithFamilyRules>

No amount is too small and adds up, so give whatever you can. If you'd like some fundraising ideas, please contact me for suggestions.

Thanks for your continued love and support.

Adding to your personal email:

Most email programs (gmail, aol, earthlink) allow you to create a signature line that will be included in all of your emails. Consider setting one up on your personal email with a link to your fundraising page.

Example:

Sincerely,
Judy Smith

I am fundraising for Johnny and the Jonathan Jaques Children's Cancer Center. Please consider supporting my efforts at <http://supportlongbeach.memorialcare.org/SmithFamilyRules>!

Facebook and Twitter



Use the social media icons on the left of all of the Torch Run webpages to share the different parts of your participation with the event. Use Twitter and **#JJCCCTorchRun** to link people to your fundraising page and the event.

➔ Once you have signed your child/patient up to participate ... post!

Example: Johnny and our family are celebrating our difficult journey with the Jonathan Jaques Children's Cancer Center. Please help us raise money to support the cancer center by donating to our fundraising page: <http://supportlongbeach.memorialcare.org/SmithFamilyRules>

➔ Once someone donated to your page ... post!

Example: Thanks to the Crawford Family for their support of me and the Jonathan Jaques Children's Cancer Center ... who wants to join them in their generosity! <http://supportlongbeach.memorialcare.org/SmithFamilyRules>

➔ When someone from Facebook donated ... post!

Example: Shout out to **John Lawrence!** Thank you for donating to the Torch Run! <http://supportlongbeach.memorialcare.org/SmithFamilyRules>

Tip: Tag the person in the post so it shows up on their timeline along with yours.

➔ When you hold a fundraiser ... post!

Example: Come on out to **The Pizzeria** tonight - the amazing staff is donating 10% of their proceeds to the Jonathan Jaques Children's Cancer Center. Can't make it? Donate directly to my fundraising page! <http://supportlongbeach.memorialcare.org/SmithFamilyRules>

Tip: Tag the venue in the post so it shows up on their page along with yours.

Tip: Create a Facebook event for your fundraiser and invite all of your friends to attend.

➔ When you are bored ... post!

Example: Today I've challenged myself to get 10 donations to my Torch Run fundraising page supporting Jonathan Jaques Children's Cancer Center - Friends, don't let me down! <http://supportlongbeach.memorialcare.org/SmithFamilyRules>

General Tips:

- › Ask your Facebook friends to share your posts on their websites - you will be amazed how far your reach can go.
- › **SHARE YOUR STORY - this is your greatest resource to help people understand why they should support you and your hospital!**
- › Post photos from the event during and after the event (on Instagram too!)

