



#PennStateHealthChildrensWeek

Thank you for participating in #PennStateHealthChildrensWeek March 7-11. We look forward to celebrating miracles that take place everyday at Penn State Health Children's Hospital and fundraising to support CMN's patient assistance endowment to help families with the unexpected cost of medication, medical devices, travel expenses, food boxes and more.



This year, our goal is to raise \$125,000 which will help 250 families! Thanks to your commitment, we are well on our way. Below are tips to help maximize your impact. Together, we will give the #GiftofGrowingUp to more children in our community!

1 Create A Personal Fundraising Page

- Create your page at CMNHershey.org/CHW22. Click "Register Now."
- Personalize your page and include why you support CMN
- Make a donation to your page to kick-off your fundraising
 - Ask company for a matching gift (Contact [Angela Linton](#) for more details)

2 Spread the Word

Let your friends, family, and co-workers know what you are doing and how they can support you and the event! Reach out via text, email, social media, etc.

RECOMMENDATIONS



Always include the general event page link or your personalized donation page link



Adding pictures & videos will help draw attention to your post. Feel free to use the CMN graphics provided in your confirmation email



Make direct asks one on one for more success



Follow Children's Miracle Network on social media and re-share posts leading up to and throughout the event.

Facebook: @childrensmiraclenetworkhershey | **Instagram & LinkedIn:** @CMNHershey

Sample Social Media Posts:

#PennStateHealthChildrensWeek kicks off today! As a proud @CMNHershey supporter, I am excited to celebrate by fundraising on behalf of the CMN Patient Assistance Endowment. All donations will provide meal vouchers, medication, and medical devices for families in need. Help me reach my goal of \$<goal> by making a gift today and your donation will be doubled!
<Personal Fundraising Page URL>

In honor of #PennStateHealthChildrensWeek I am fundraising to support the CMN Patient Assistance Endowment which will help families with the unexpected cost of medication, medical devices, travel expenses, food vouchers, and more. YOU can make a difference today! Donate now and your gift will be matched by local businesses! \$25 = \$50. <Personal Fundraising Page URL>

Optional: Add details of your connection to CMN and the impact of this endowment