

# Virtual Fundraising



**PennState Health**  
Children's Hospital



**Children's  
Miracle Network**  
Hospitals



**Fundraising Coach**

**Elizabeth Wilson**

**Assistant Director, Community  
and Digital Fundraising**

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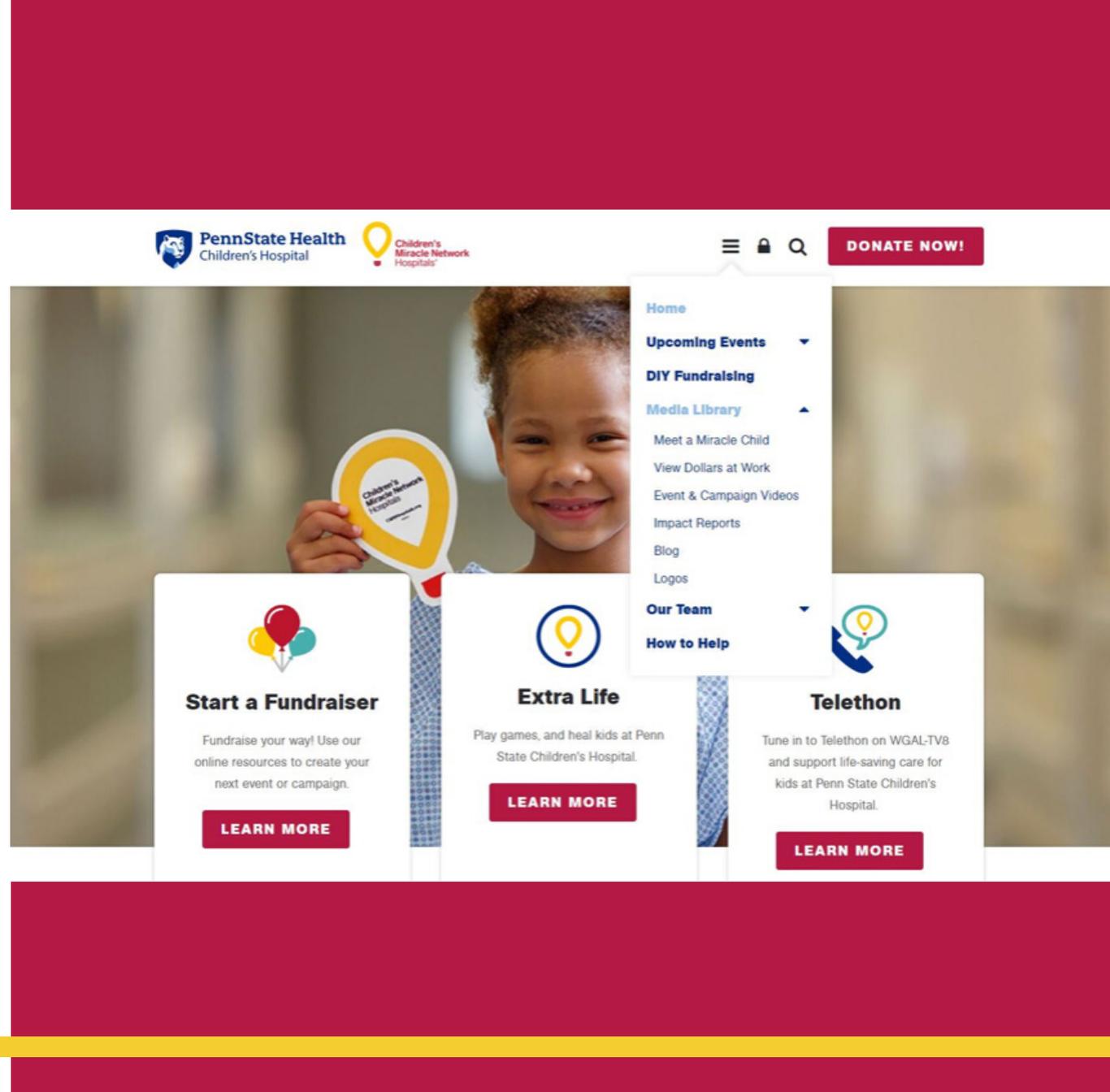
717-531-0003 extension 282087  
ewilson4@pennstatehealth.psu.edu



# CMNHershey.org

## Media Library

- This section of our website includes a wide variety of print and video materials.



# Media Library

## Downloadable Print Resources

- Our media library is open and accessible for you to gather content.
- We have both print and video content and a variety of Miracle Child stories. This is a great place to start if you want to share the mission of Children's Miracle Network with your family and friends.



[DONATE NOW!](#)



### Family Stories

[2020 Miracle Child Flyers \(Print\)](#)

[2020 Miracle Child Stories \(Print\)](#)

[2019 Miracle Child Stories \(Print\)](#)

[2018 Miracle Stories \(Print\)](#)



# Media Library

## Downloadable Video Resources

- Our video library also links to our YouTube channel which you are welcome to embed in your page or share as well.

### Featured Videos



Lilly's story



Henry's story



Corbin's story



Addison's story



Nick's story



Taylor's story



# How to set up a DIY Fundraising page

- Click "start a fundraiser" to begin setting up your online fundraising page.



A screenshot of the website's fundraising page. At the top, there are logos for PennState Health Children's Hospital and Children's Miracle Network Hospitals, along with navigation icons (hamburger menu, lock, search) and a red "DONATE NOW!" button. The main content area features a background image of a smiling young girl holding a yellow lightbulb-shaped sign. Below this are three white cards with rounded corners. The first card, "Start a Fundraiser", has a balloon icon and a red "LEARN MORE" button. The second card, "Extra Life", has a lightbulb icon and a red "LEARN MORE" button. The third card, "Telethon", has a telephone icon and a red "LEARN MORE" button. A large yellow arrow from the left points to the "Start a Fundraiser" button.



**DONATE NOW!**



## Start a Fundraiser

Fundraise your way! Use our online resources to create your next event or campaign.

**LEARN MORE**



## Extra Life

Play games, and heal kids at Penn State Children's Hospital.

**LEARN MORE**



## Telethon

Tune in to Telethon on WGAL-TV8 and support life-saving care for kids at Penn State Children's Hospital.

**LEARN MORE**

# Choose your virtual event

- Select your fundraiser type.
- Each type has the same features available whichever type you choose.
- Milestones
  - Select this option if you want to do a fundraiser to celebrate a birthday or anniversary.
- Challenge
  - This option can coincide with your training for a marathon or maybe you want to break the world record for the longest ever Netflix marathon. The choice is yours.
- In Honor/Memory
  - This is a great way to honor a loved one or someone special in your life.
- Give a Miracle
  - Our last option is a more general theme that outlines dollars at work examples.



Be a miracle maker  
**For The Kids.**



There's no limit to the unique ways you can help support Children's Miracle Network at Penn State Children's Hospital, and we are here to help!

## Choose Your Virtual Event



### Milestones

Turn your birthday or graduation into a fundraiser

**GET STARTED**



### Challenges

Run a marathon, bike, participate in a triathlon

**GET STARTED**



### In Honor/Memory

Create a campaign in honor or memory of a loved one

**GET STARTED**



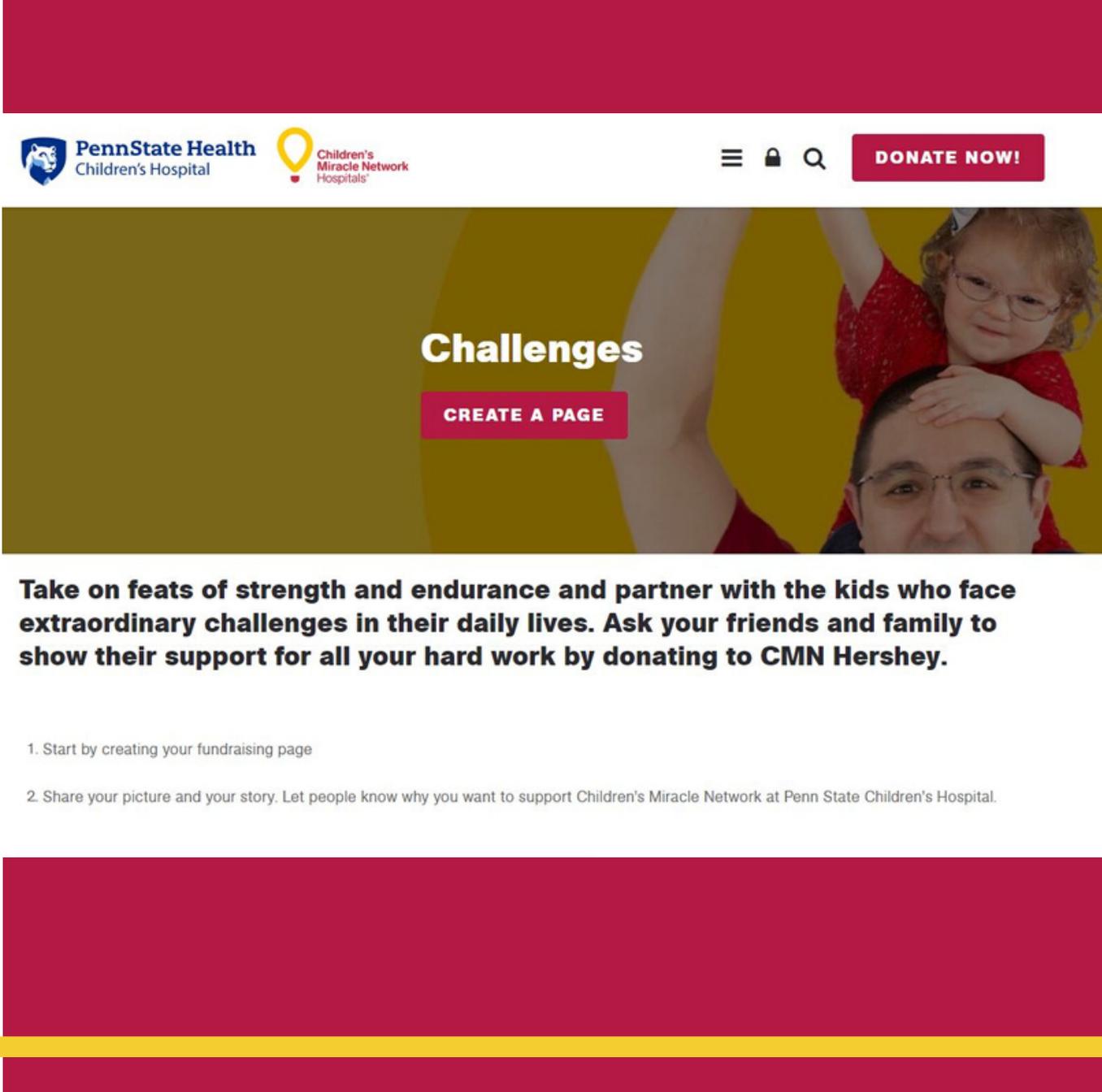
### Give a Miracle

See what items your dollars could buy

**GET STARTED**

# Create your page

- Once you have selected your fundraiser or virtual event type, click "create your page".



[DONATE NOW!](#)

## Challenges

[CREATE A PAGE](#)

**Take on feats of strength and endurance and partner with the kids who face extraordinary challenges in their daily lives. Ask your friends and family to show their support for all your hard work by donating to CMN Hershey.**

1. Start by creating your fundraising page
2. Share your picture and your story. Let people know why you want to support Children's Miracle Network at Penn State Children's Hospital.

# Create your page

- Create a title for your fundraiser or campaign.
- Your fundraiser name or "campaign title" is automatically generated into a custom URL or web link.
- And lastly, you have the option to donate to your own fundraiser. We find that fundraisers that have at least one donation are far more appealing to donors.



- Create a title
- Create a custom link
- Choose your date
- Select a goal

## Challenges

Fundraising Page Information

**Campaign Title \***

**Page Link \***   
<https://www.cmnhershey.org/campaign/Jump-Rope-For-Kids>

**Campaign Date (Optional)**    
Show a date for your campaign on your fundraising page.

**Fundraising Goal \***

**Make a Donation \***  Yes! I'd like to make a donation toward my fundraising goal.  
 No thanks.

**CONTINUE TO NEXT STEP** [Cancel](#)

## How to customize your page

- Now once you have set up your fundraiser the time has come to customize your page.
- Your page is 50 x more likely to receive donations if you have it customized.
- When you log onto your fundraising page you will see little pencil icons that indicate that field can be customized.
- Most things can be customized, you can add a profile picture, text video, or pictures.



A screenshot of a fundraising profile page for Elizabeth Wilson. The page has a dark blue header with navigation links: "Your Page", "Team Page", "Dashboard", "Donations", "Messages", and "Resources". On the right, it says "Welcome, Elizabeth." and "14". Below the header, there's a "DONATE NOW!" button. The profile section shows a circular profile picture of Elizabeth Wilson, her name "Elizabeth Wilson", and roles: "Team Captain", "CMN Miracle Families", and "2020 #ChildrensHospitalsWeek". It also indicates "2nd Year" with two yellow lightbulb icons. Below this, it shows "\$0 Raised" and "Goal \$500" with a progress bar. A yellow arrow points to a pencil icon next to the profile picture. Below the progress bar, there's a section titled "Stream your fundraising" with the text "Add your stream from YouTube, Twitch, and Mixer to take your fundraising to the next level!". It includes an "ADD STREAM" button and a "Maybe Later" link. At the bottom, there's a "MY BADGES" section with a "See All Available" link and a single badge icon.



# Dashboard

- Now that your page is set up you will have access to your dashboard which shows you all of the great features that are available to you.

The screenshot shows a fundraising dashboard for the 2020 #ChildrensHospitalsWeek event. The top navigation bar includes links for 'Your Page', 'Team Page', 'Dashboard', 'Donations', 'Messages', and 'Resources'. A yellow arrow points to the 'Dashboard' link. The main content area features a 'Give Yourself a Gift' section with a 'MAKE A DONATION' button. The right sidebar contains sections for 'Your Fundraising', 'Ask Friends to Donate', and 'Event Information'.



# Messages

- In your menu bar you will see the Messages option.
- This is a great feature of our website. It allows you to send emails directly from the site.
- You can draft messages and input email addresses of your family, friends, coworkers or classmates and send them a personal message and an invitation to donate to your fundraising page.

A screenshot of a web application interface for sending messages. The top navigation bar includes "Your Page", "Team Page", "Dashboard", "Donations", "Messages", and "Resources". A yellow arrow points to the "Messages" menu item. The main content area is titled "2020 #ChildrensHospitalsWeek" and includes a "Your Events" dropdown. Below the title, there are tabs for "Sent Messages", "Compose a Message", "Drafts", and "Contact List". The "Compose a Message" tab is active, showing a form with four numbered steps: 1. "Choose a message type\*" with a dropdown menu showing "Ask a friend to Donate"; 2. "Recipients\*" with a text input field and buttons for "Select from Contacts" and "Import from Webmail or CSV"; 3. "Subject\*" with a text input field containing "Support Elizabeth Wilson in the 2020 #ChildrensHospitalsWeek event"; 4. "Message\*" with a rich text editor toolbar showing options like Paragraph Format, Underline, Bold, Italic, Bulleted List, Numbered List, Image, and Link. The top right of the page shows a user profile for "Elizabeth" and a "DONATE NOW!" button.

# Messages

- Once you have sent messages you can track how many donations you have received from your messages.
- Another great feature here, you can resend your original message you drafted and send it to recipients who have not yet donated.
  - You can resend your message as a gentle reminder to those who have not yet given.

2020 #ChildrensHospitalsWeek Your Events ▾

Event Date: 04/06/2020 / Team: [CMN Miracle Families](#) Captain: You

[Sent Messages](#) [Compose a Message](#) [Drafts](#) [Contact List](#)

**Support Elizabeth Wilson in the 2020 #ChildrensHospitalsWeek event**

✓ Sent On: 06/17/2020 9:57 AM

<b>1</b>	<b>0</b>	<b>\$0.00</b>
Recipients	Donated	Raised

[Copy](#) [Resend to those who haven't donated](#)

**Sent Message Totals**

<b>1</b>	Recipients
<b>0</b>	Donated
<b>\$0.00</b>	Raised



# Badges

- This is a fun feature that gives recognition of your achievements on your fundraising page.
- You can receive badges for hitting fundraising milestones, customizing your page, or sending messages.



A screenshot of a fundraising dashboard. At the top, there's a navigation bar with icons for "Your Page", "Team Page", "Dashboard", "Donations", "Messages", and "Resources". Below this is a section titled "Add a stream to your page" with a "Username" dropdown set to "Twitch". A modal window titled "Unlocked Badges" is open in the foreground. It has a close button (red X) in the top right. The modal is divided into two sections: "Unlocked Badges" and "Locked Badges". Under "Unlocked Badges", there is one badge: "Customized My Page" with a hexagonal icon containing a checkmark. The text says: "Great job! You customized your fundraising page, now others can see why you are raising funds." Under "Locked Badges", there are two badges, each with a question mark icon: "\$1,000 Raised" with the text "You are a rock star! You raised \$1,000 for Penn State Children's Hospital!" and "\$10,000 raised" with the text "Congratulations on raising \$10,000 for Penn State Children's Hospital!!". In the background, there's a "MY BADGES" section with a link "See All Available" and a hexagonal badge icon. A yellow arrow points from the bottom left towards this "MY BADGES" section.

MY BADGES [See All Available](#)



## Unlocked Badges



### Customized My Page

Great job! You customized your fundraising page, now others can see why you are raising funds.

## Locked Badges



### \$1,000 Raised

You are a rock star! You raised \$1,000 for Penn State Children's Hospital!



### \$10,000 raised

Congratulations on raising \$10,000 for Penn State Children's Hospital!!

## Embed a Live Stream

- Live Streams can be emedded into your fundraising page.
- This is an added element that will engage donors who visit your page.



**DONATE NOW!**



**Elizabeth Wilson**

Team Captain CMN Miracle Families 2020 #ChildrensHospitalsWeek

2nd Year

**SUPPORT ME**

\$0 Raised

Goal \$500

### Stream your fundraising

Add your stream from YouTube, Twitch, and Mixer to take your fundraising to the next level!

**ADD STREAM**

[Maybe Later](#)

### MY BADGES [See All Available](#)



## Embed a Live Stream

- To embed your live stream from Twitch or YouTube simply select your streaming service and include your username.
- Our quick guide is also available to use if you have any questions.



The screenshot shows a fundraising profile for Elizabeth Wilson. At the top, there is a circular profile picture of a woman with curly hair, her name "Elizabeth Wilson", and a "SUPPORT ME" button. Below the name are icons for "Team Captain", "CMN Miracle Families", and "2020 #ChildrensHospitalsWeek". A progress bar shows "\$0 Raised" and a goal of "\$500". A modal window titled "Add a stream to your page" is open, showing a dropdown menu for "Username" with "Twitch" selected, an empty text input for "Username", and "ADD STREAM" and "Cancel" buttons. A yellow arrow points from the "ADD STREAM" button to the "Username" dropdown. Another yellow arrow points from the "SUPPORT ME" button to the "Just getting started with streaming?" section of the modal.

**Elizabeth Wilson**

Team Captain CMN Miracle Families 2020 #ChildrensHospitalsWeek

2nd Year

\$0 Raised Goal \$500

**Add a stream to your page**

Username Twitch

Username

**ADD STREAM**

[Cancel](#)

**Just getting started with streaming?**  
Check out our [quick guide!](#)

**Add a graphic overlay to your stream!**

<https://www.cmnhershey.com> Copy

Paste this link into your streaming software (like Streamlabs OBS) so viewers see donation alerts and progress toward your goal! [See a preview](#)



**PennState Health**  
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Hospitals**