

Virtual Fundraising



PennState Health
Children's Hospital



**Children's
Miracle Network
Hospitals**



Fundraising Coach

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PennState Health
Children's Hospital

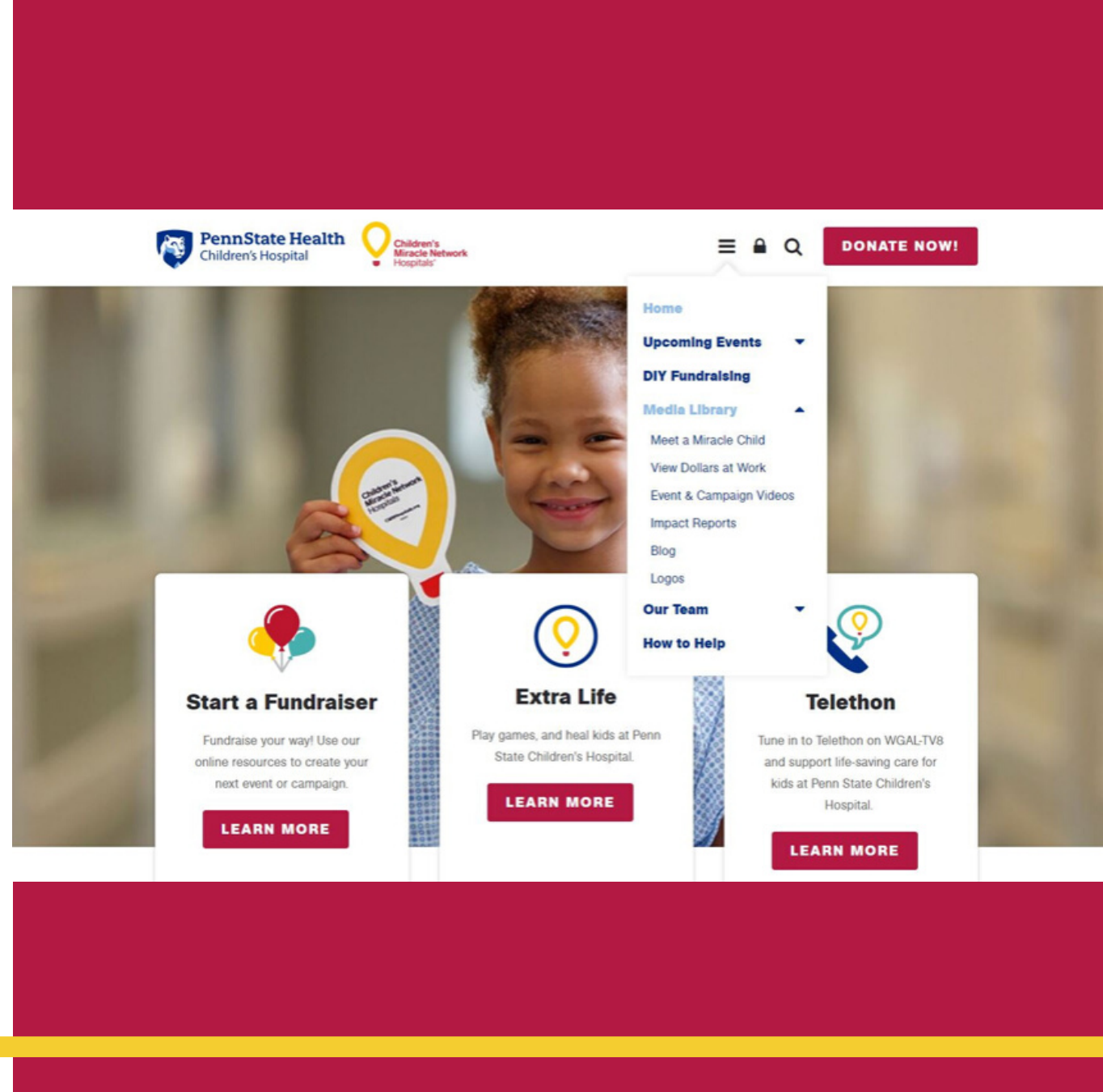


**Children's
Miracle Network
Hospitals**

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.



Media Library

Downloadable Video Resources

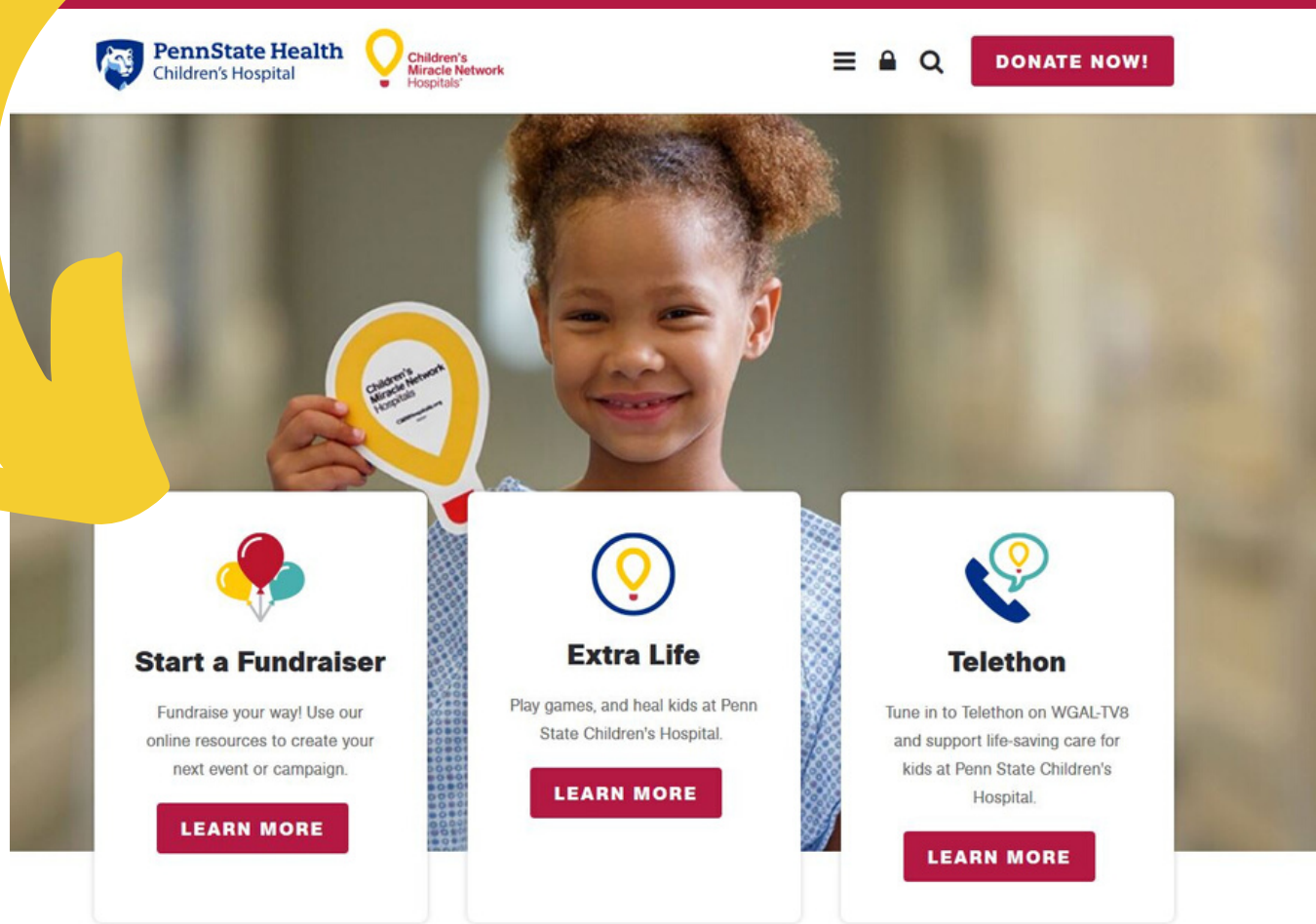
- Our video library also links to our YouTube channel which you are welcome to embed in your page or share as well.

Featured Videos



How to set up a DIY Fundraising page

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



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.



PennState Health
Children's Hospital



**Children's
Miracle Network
Hospitals**

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".



The screenshot shows the top navigation bar of the PennState Health Children's Hospital website. It includes the PennState Health Children's Hospital logo, the Children's Miracle Network Hospitals logo, a menu icon, a lock icon, a search icon, and a red "DONATE NOW!" button. Below the navigation bar is a large banner image of a man and a young girl. Overlaid on the banner is the word "Challenges" in white, and a red button with the text "CREATE A PAGE". Below the banner is a paragraph of text: "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* Jump Rope For Kids

Page Link* Jump-Rope-For-Kids

<https://www.cmnhershey.org/campaign/Jump-Rope-For-Kids>

Campaign Date (Optional) 08/18/2020

Show a date for your campaign on your fundraising page.

Fundraising Goal* \$ 500

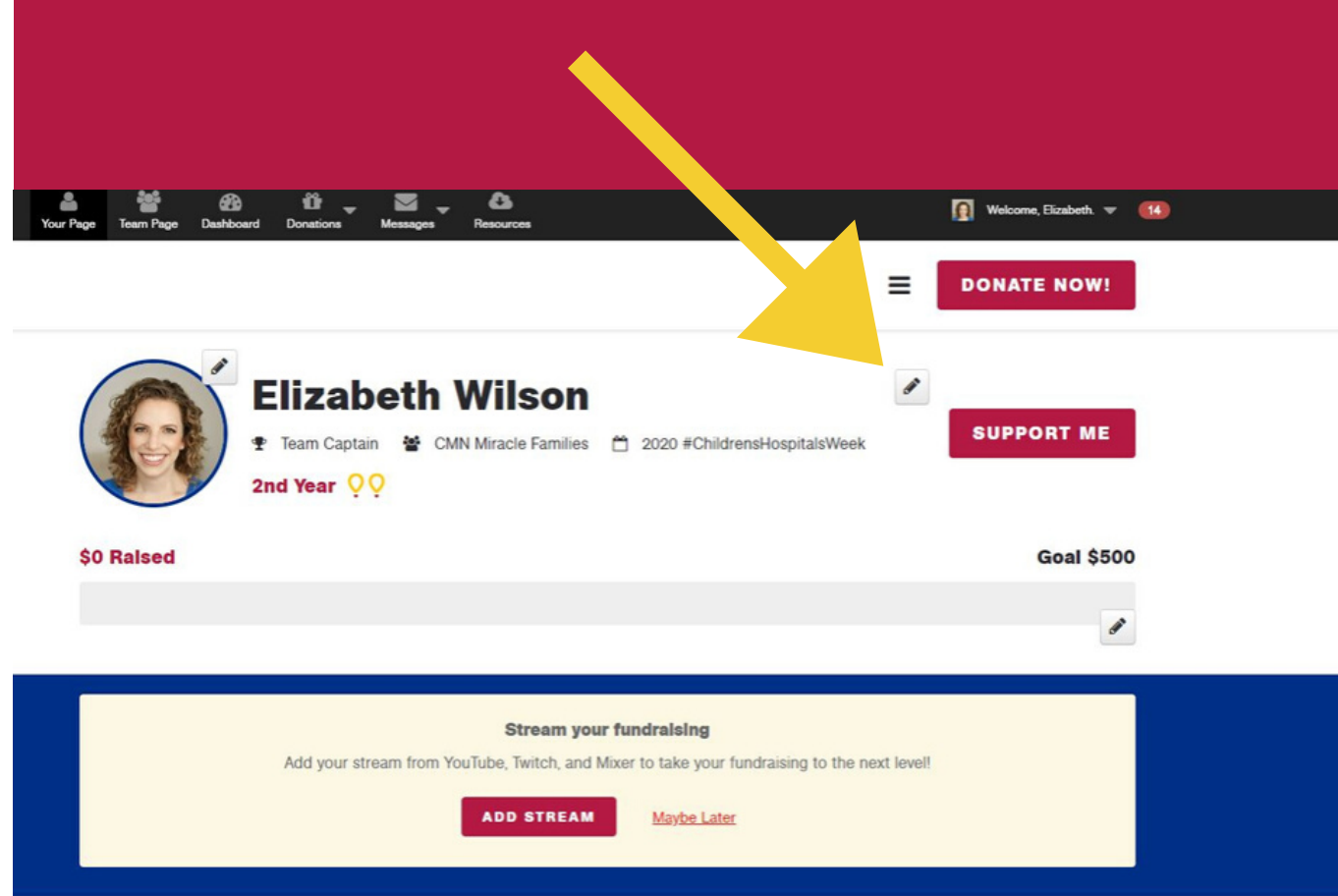
Make a Donation* ☐ Yes! I'd like to make a donation toward my fundraising goal.
☐ No thanks.

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.

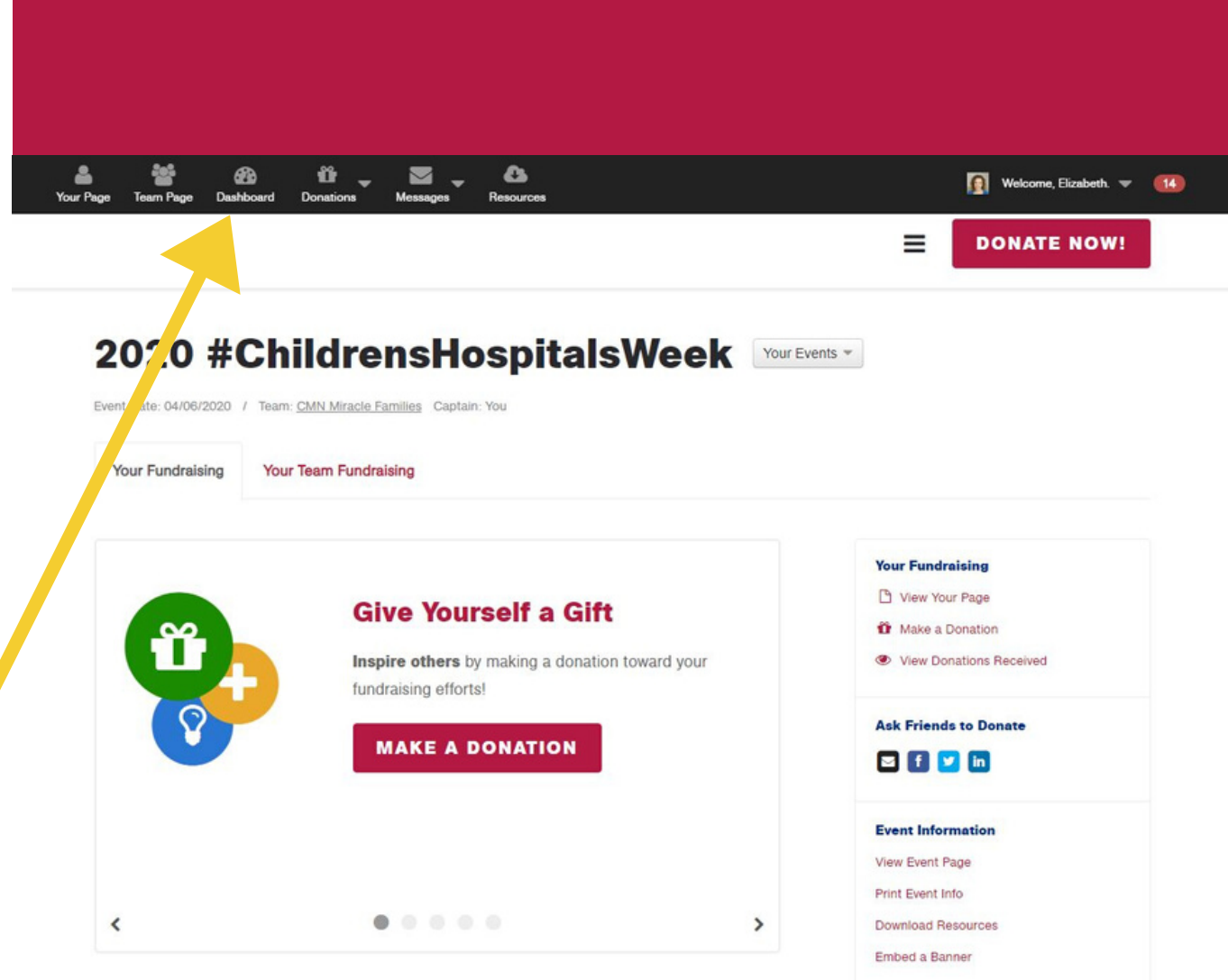


MY BADGES [See All Available](#)



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.

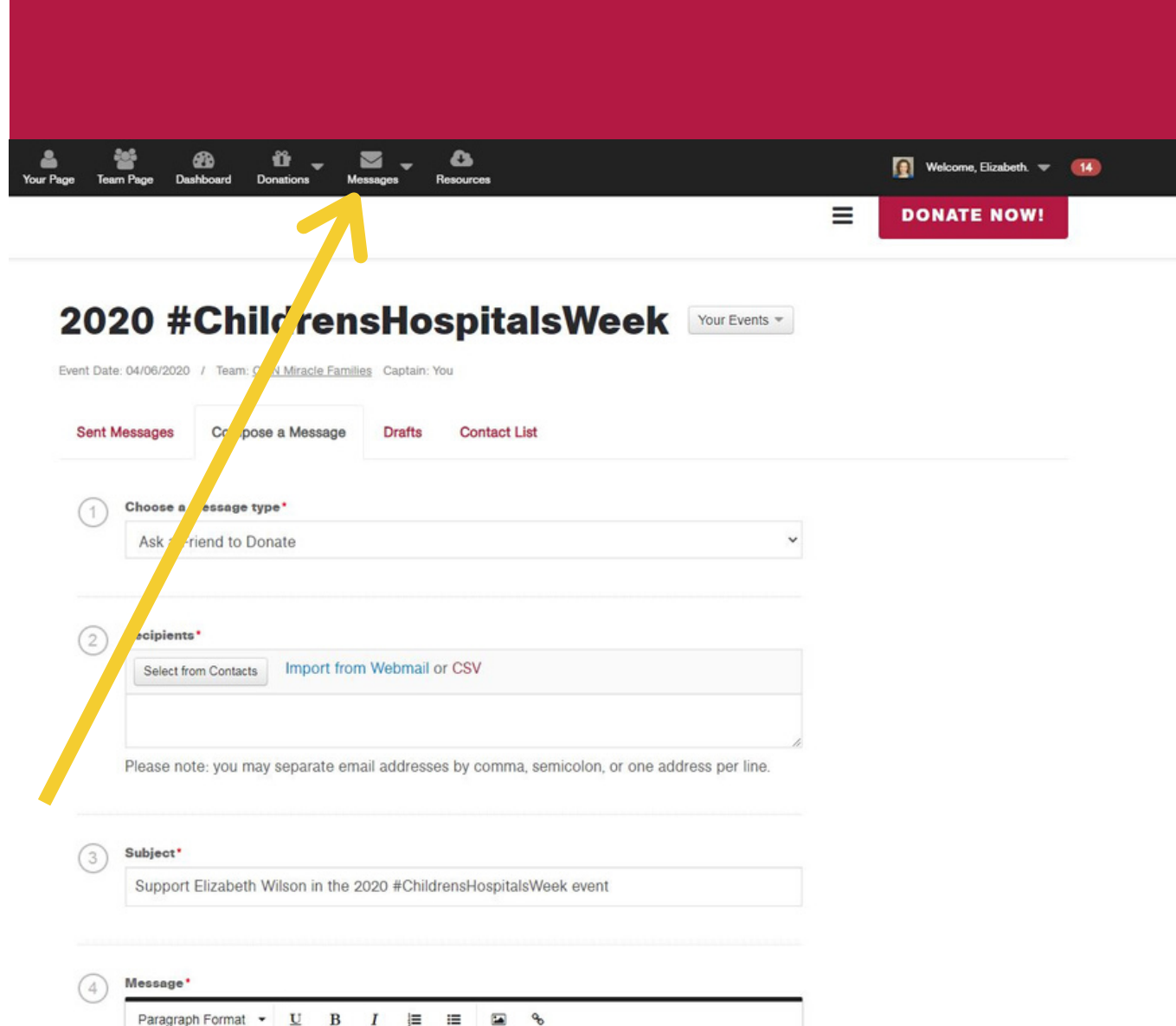


The screenshot shows a web dashboard for the 2020 #ChildrensHospitalsWeek event. At the top, a dark navigation bar contains links for 'Your Page', 'Team Page', 'Dashboard' (highlighted by a yellow arrow), 'Donations', 'Messages', and 'Resources'. On the right of this bar, it says 'Welcome, Elizabeth.' and shows a notification badge with the number '14'. Below the navigation bar is a red 'DONATE NOW!' button. The main content area features the event title '2020 #ChildrensHospitalsWeek' and a 'Your Events' dropdown. Below this, it shows 'Event Date: 04/06/2020 / Team: CMN Miracle Families / Captain: You'. There are two tabs: 'Your Fundraising' (active) and 'Your Team Fundraising'. The central section is titled 'Give Yourself a Gift' and encourages users to 'Inspire others by making a donation toward your fundraising efforts!' with a prominent red 'MAKE A DONATION' button. To the right, a sidebar contains sections for 'Your Fundraising' (with links to 'View Your Page', 'Make a Donation', and 'View Donations Received'), 'Ask Friends to Donate' (with social media icons for Facebook, Twitter, and LinkedIn), and 'Event Information' (with links to 'View Event Page', 'Print Event Info', 'Download Resources', and 'Embed a Banner').



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 the website's menu bar and the Messages page. The menu bar at the top has a dark background with white text and icons for "Your Page", "Team Page", "Dashboard", "Donations", "Messages", and "Resources". The "Messages" option is highlighted with a yellow arrow. To the right of the menu bar, there is a user profile section with a small avatar, the text "Welcome, Elizabeth.", a dropdown arrow, and a red circle with the number "14". Below the menu bar is a red button with white text that says "DONATE NOW!". The main content area has a white background. At the top of this area is the heading "2020 #ChildrensHospitalsWeek" in bold black text, followed by a dropdown menu labeled "Your Events". Below the heading is a line of text: "Event Date: 04/06/2020 / Team: C... Miracle Families Captain: You". Below this is a row of four tabs: "Sent Messages", "Compose a Message", "Drafts", and "Contact List". The "Compose a Message" tab is active. Below the tabs is a form with four numbered steps. Step 1 is "Choose a message type*" with a dropdown menu showing "Ask friend to Donate". Step 2 is "Recipients*" with a button "Select from Contacts" and a link "Import from Webmail or CSV". Below this is a text area for email addresses. Step 3 is "Subject*" with a text input field containing "Support Elizabeth Wilson in the 2020 #ChildrensHospitalsWeek event". Step 4 is "Message*" with a rich text editor showing "Paragraph Format" and various formatting icons. A yellow arrow points from the "Messages" menu item to the "Compose a Message" tab.

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

1

Recipients

0

Donated

\$0.00

Raised

[Copy](#)

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

Sent Message Totals

1 Recipients

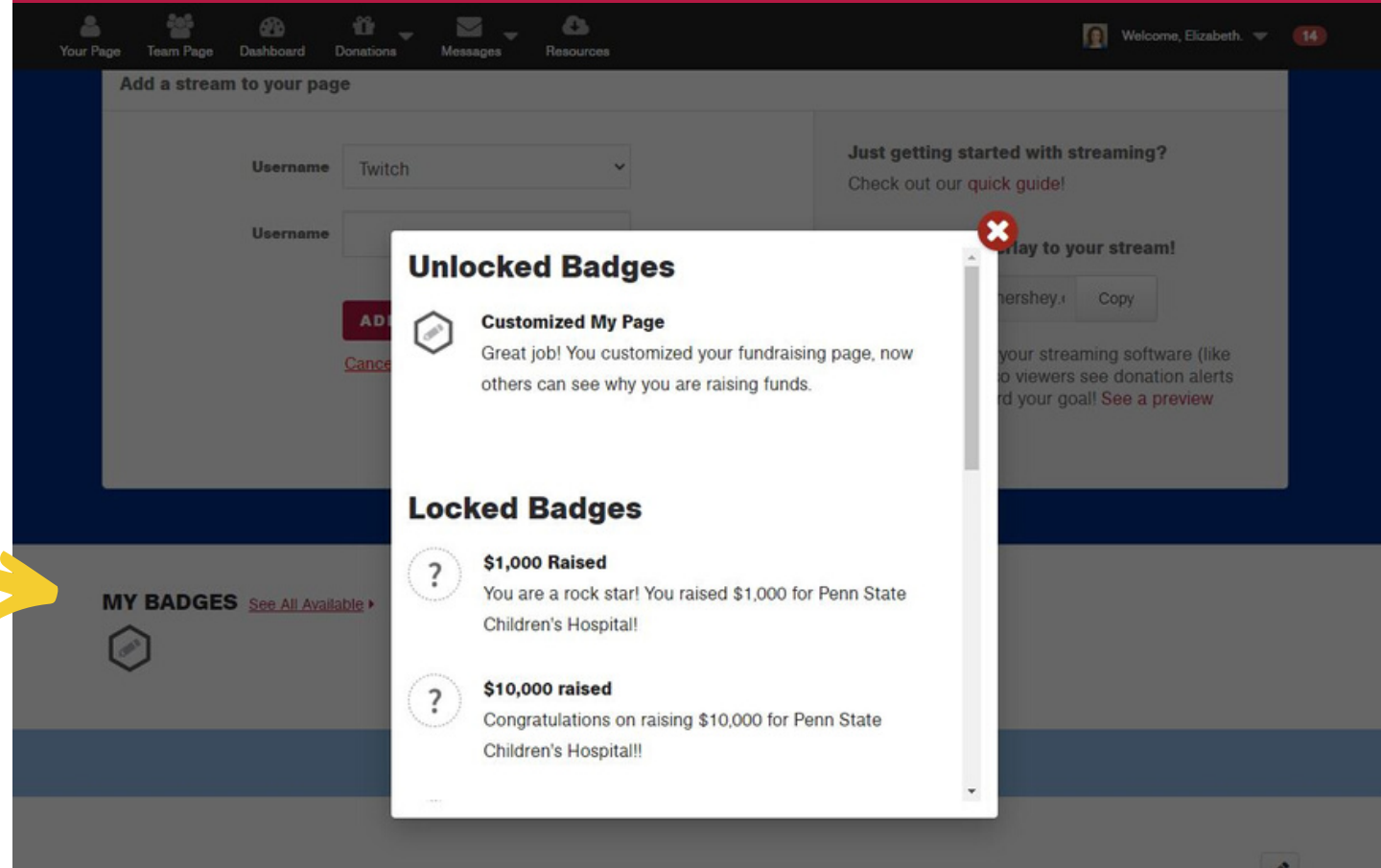
0 Donated

\$0.00 Raised



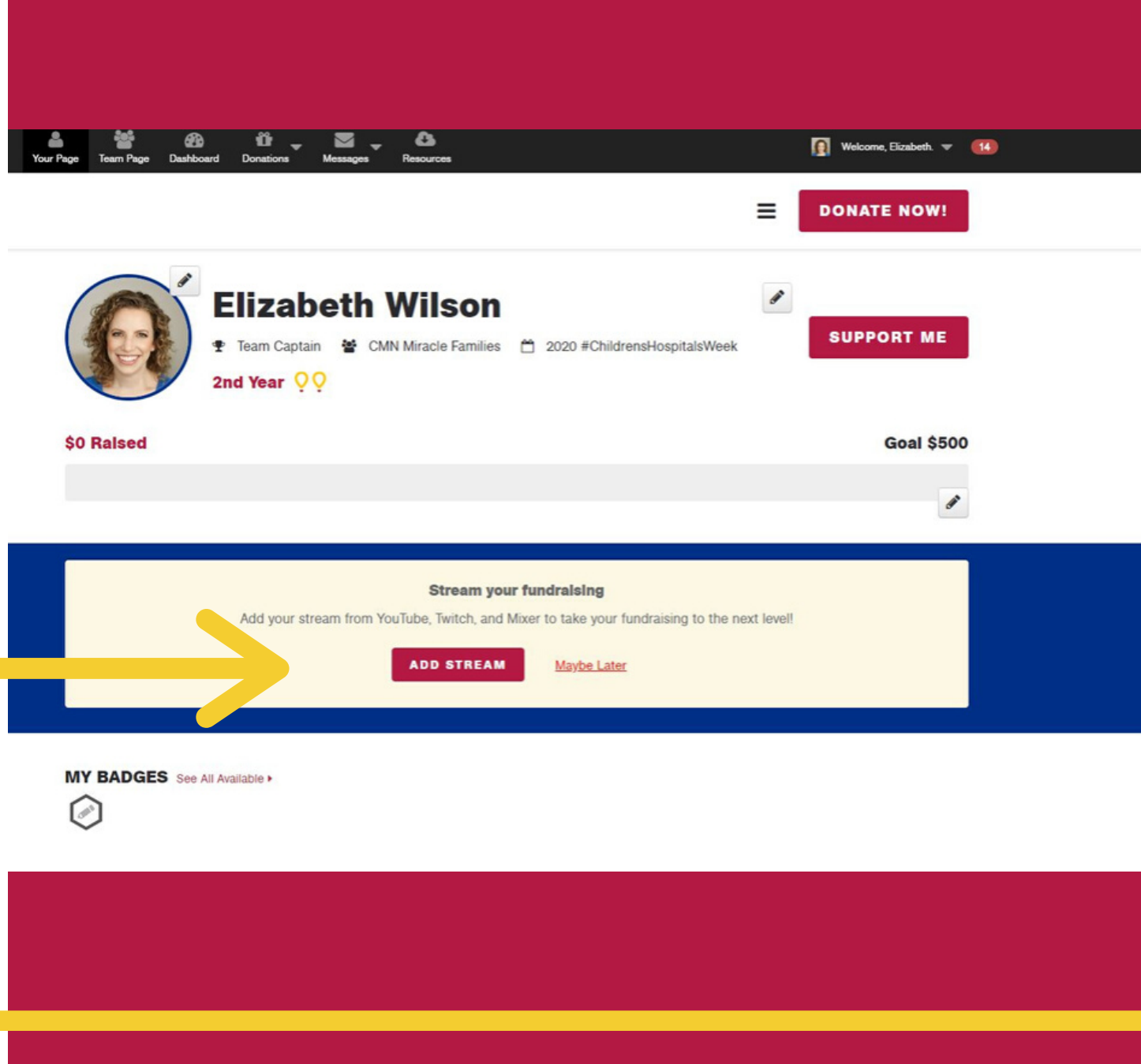
Badges

- 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.



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.



The screenshot shows a fundraising profile for Elizabeth Wilson. At the top, there is a navigation bar with links: Your Page, Team Page, Dashboard, Donations, Messages, and Resources. A welcome message "Welcome, Elizabeth." and a notification badge with the number 14 are on the right. Below the navigation bar is a "DONATE NOW!" button. The profile section includes a circular profile picture of Elizabeth Wilson, her name "Elizabeth Wilson", and her roles: Team Captain, CMN Miracle Families, and 2020 #ChildrensHospitalsWeek. It also shows "2nd Year" with two yellow lightbulb icons. To the right of the profile picture is a "SUPPORT ME" button. Below the profile picture, it says "\$0 Raised" and "Goal \$500". A progress bar is shown below this. A large yellow arrow points from the left towards a yellow box with the text "Stream your fundraising" and "Add your stream from YouTube, Twitch, and Mixer to take your fundraising to the next level!". Inside this box are two buttons: "ADD STREAM" and "Maybe Later". Below the yellow box is a section titled "MY BADGES" with a link "See All Available" and a single badge icon.

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 image is a composite showing a fundraising profile and a form. The top part shows the profile of Elizabeth Wilson, a Team Captain for CMN Miracle Families, with a goal of \$500 and \$0 raised. Below this is a form titled "Add a stream to your page". The form has two "Username" labels, each followed by a text input field. The first input field contains the word "Twitch". Below the input fields are two buttons: "ADD STREAM" (in red) and "Cancel" (in red). To the right of the form is a sidebar with the text "Just getting started with streaming? Check out our quick guide!" and "Add a graphic overlay to your stream!" followed by a text input field containing a URL and a "Copy" button. A yellow arrow points from the "Username" label in the form to the "Username" label in the profile header. Another yellow arrow points from the "ADD STREAM" button to the "Just getting started with streaming?" text.



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