

Northwell  
Health

**My Life.**  
**My Community.**

## DIY FUNDRAISING GUIDE



# DIY Fundraising: Step By Step

You've taken the first step. You've registered to fundraise to support Northwell Health's *My Life. My Community*. DIY campaign. Now it's time to get started.

Follow the steps below to fundraising success!

## Step 1: Choose a fundraising activity.

Use the list below, or feel free to get creative and think of your own fundraising activity that isn't on the list. There are hundreds of ways to fundraise, these are just a few ideas to get you started.

### Challenge

Run/Walk

Ride/Spin

Climb

Dance

Swim

Exercise Class

Sports Tournament

### Unite

BBQ

Bake Sale

Block Party

Happy Hour

Bowling

Wine Tasting

Golf Outing

Pancake Breakfast

### Honor

Start a fundraising page in honor of, or in memory of a patient receiving care at Northwell Health.

### Dedicate

Dedicate a special occasion to raising funds.

*Special occasions include:*

Wedding

Anniversary

Birthday

Graduation

## Step 2: Customize your fundraising page.

Once you decide what type of fundraiser you'd like to do, go ahead and customize your online fundraising page. Add a custom profile photo and feel free to include specifics about your fundraiser on your page, as well as why you're fundraising.

## Step 3: Spread the word.

Invite your friends, family, co-workers and neighbors to your fundraising page, and/or your fundraiser. You can easily include the link to your online fundraising page in a mailing, send it out via e-mail, or post it on social media. Our Fundraising Tools page on our website contains downloadable flyers and posters for you to use to post around your neighborhood or workplace.

## Step 4: Follow up.

Most of the time people need more than one reminder about an activity or an event before saying "yes" or donating. Don't be afraid to send a follow-up e-mail to those who haven't responded or give an update on your fundraising to those who have. The more people hear about your progress, the more they will want to get involved. Use our pre-written email templates in your online Participant Center or write your own and don't forget to include the URL to your fundraising page!

# DIY Fundraising: Event Logistics

So you're going to host an event to benefit Northwell Health's *My Life. My Community.* DIY campaign. Below are some tips to make sure your event goes off without a hitch!

These tips can be used whether you're setting up a small bake sale, hosting a happy hour, or throwing a block party.

## The Basics: Who, What, When, Where, & How

1. Who will you invite?
2. What is your fundraising goal & budget?
3. When and where will the event take place?
4. How will you spread the word?

## The Location:

- Choose a location and venue. Make sure you keep in mind capacity, weather, and convenience to those who will be in attendance.
- Get it for free. There are many venues who are willing to donate space for free, or at a discount once they hear about your cause, so don't be afraid to ask!

## The Guest List:

- Create a guest list of those who you want to invite your event.
- Invite people who may not be able to attend, but might donate to the cause instead.
- Make it easy to RSVP by creating your own online event invitation.

## Getting The Word Out:

- Send reminders about your event to those who have not RSVP'd.
- Send information out about the cause, and why you created the fundraiser.  
People are more likely to attend if they know why the cause is so important.
- Post about the event on social media.
- Post flyers around the neighborhood or near the location of your event.

## Event Day:

- Make sure the event is set up bright and early so you are ready for your first attendee.
- Make sure there is signage letting people know they are in the right place.
- Make sure there is a place for people to sign-in so you know who attended.
- Have a donation space where people can leave donations, or donate on an ipad/iphone.
- Take pictures and share on social media with a link to your fundraising page.

## Post-Event:

- Say thank you! E-mail all of your attendees with a thank you note and recap of the event. Customize the e-mail with a few event photos and remember to leave a link to your fundraising page for additional donations.

# DIY Fundraising: Sample Communications

## E-Mail: SOLICIT DONATIONS

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**Subject: Help Keep Our Communities Healthy**

Dear XXX,

This year, I am raising money to support Northwell Health's ***My Life. My Community.*** DIY campaign. This campaign will support Northwell Health by funding important research and innovative treatment plans so that every patient gets the care they deserve.

I am personally dedicated to this cause because INSERT YOUR STORY HERE

Here is a link to my fundraising page where you can easily make a donation:

INSERT A LINK TO YOUR FUNDRAISING PAGE HERE

Thank you so much for your donation. You are helping me support Northwell Health and ensuring that they can deliver exceptional care across New York City and beyond, creating healthier communities for all.

Sincerely,

YOUR NAME

## E-Mail: EVENT INVITE

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**Subject: You're Invited: Support Northwell Health**

Dear XXX,

This year, I am hosting a INSERT ACTIVITY HERE to raise money to support ***My Life. My Community.*** DIY campaign. This campaign will help keep our communities healthy by funding Northwell Health's general facilities and specialty care units which provide the best possible care to all in our community who need it.

The event will take place on INSERT EVENT DATE/TIME HERE at INSERT EVENT LOCATION.

For more information, and to RSVP to my event, please click here: INSERT LINK TO FUNDRAISER RSVP

If you can't make it to the event, you can still help me by making a donation to my fundraising page: INSERT A LINK TO YOUR FUNDRAISING PAGE HERE

Thank you so much for your support. You are helping me support Northwell Health and making our communities healthier.

Sincerely,

YOUR NAME

## E-mail: THANK YOU

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### Subject: Thank You For Supporting Northwell Health

Dear XXX,

Thank you for supporting my fundraiser and for recognizing the importance of supporting Northwell Health.

If you'd like to learn more about the work of Northwell Health, please visit: [Northwell.edu](http://Northwell.edu).

Thank you again for your donation. Together, we are supporting Northwell Health, and creating healthier communities.

Sincerely,

YOUR NAME

## Sample Social Posts:

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I am supporting Northwell Health and creating healthier communities. Support the ***My Life. My Community.*** DIY campaign by donating via the link in my profile. #mylifemycommunity #supportnorthwell

Whether you've received care at a Northwell Facility, watched a loved one receive care, or just want to make sure the care is there when you need it, you can help by supporting my DIY campaign for Northwell Health. Donate now via the link in my profile #mylifemycommunity #supportnorthwell

# DIY Fundraising: Additional Resources

**Social Graphics**

**Flyers/Posters**

**Sample Communications**

**FAQs**