



DIY Fundraising: Step By Step

You've taken the first step. You've registered to fundraise to support Northwell Health's COVID-19 Emergency Fund. Now it's time to get started.

Follow the steps below to help you raise as much money as possible to help the Northwell Health team win the battle against COVID-19 and save lives.

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, or take a virtual exercise class while raising money to support Northwell Health's COVID-19 Emergency Fund. You can invite others to join you and complete the same or different physical challenges from home on the same day. Tell people what you're doing via social media or e-mail and ask them to support you by donating to your fundraising page.

Unite (Virtually!)

Host a virtual dinner party on zoom or google hangout. Provide dinner recipes for everyone to try from home and then enjoy those recipes together online! Have a suggested donation to join the fun with all donations going to help Northwell Health's fight against COVID-19.

Honor

Start a fundraising page in honor of, or in memory of someone impacted by COVID-19. Spread the word via an e-mail or social media and let people know you're raising money in honor of a family member or friend.

Thank You

Start a fundraising page to say 'thank you' to a healthcare worker or a group of healthcare workers (nurses, doctors etc.) who are on the front lines in the battle against COVID-19. Spread the word via social media or e-mail and let people know they can say 'thank you' too by donating to your fundraising page.

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.

Step 4: Follow up.

Most of the time people need more than one reminder about an activity or a campaign 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: Sample Communications

E-Mail: SOLICIT DONATIONS

Subject: Help Northwell Health win the fight against COVID-19

Dear (First Name),

As you know, we're in the middle of an international health emergency. There are thousands of confirmed COVID-19 cases in New York State alone and the healthcare system is being stretched to its limit to provide the necessary care. Northwell Health is leading the charge against the virus in our communities and our state.

That's why I signed up to raise money for Northwell Health's COVID-19 Emergency Fund. 100% of the funds raised for this campaign will go directly toward providing resources and supplies for our dedicated frontline caregivers on the front lines in the fight against the virus.

I hope you'll join me and make a donation to my fundraising page. With your help, Northwell Health can help protect our communities against COVID-19 and keep us safe.

Click here to donate: (Fundraising Page URL).

Thank you.

YOUR NAME

E-Mail: VIRTUAL EVENT INVITE

Subject: You're Invited: Help Fight COVID-19

Dear XXX,

This year, I am hosting a INSERT ACTIVITY HERE to raise money for Northwell Health's COVID-19 Emergency Fund. 100% of the funds raised for this campaign will go directly toward providing resources and supplies for our dedicated frontline caregivers on the front lines in the fight against the virus. The event will take place on INSERT EVENT DATE/TIME HERE.

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 protect our communities against COVID-19 and keep us safe.

Sincerely,

YOUR NAME

E-mail: THANK YOU

Subject: Thank You

Dear (First Name),

Thank you for donating to my fundraising page for the Northwell Health COVID-19 Emergency Fund.

Thanks to your donation, Northwell Health will be getting more of the much needed resources and supplies that fuel the fight against COVID-19. You're helping to keep Northwell Health going strong and that means you're helping to keep our communities healthier.

I'm so grateful for your support. Thank you and I hope you are staying healthy and safe.

YOUR NAME

DIY Fundraising: Sample Social Posts

The Northwell Health team is on the front lines in the fight against COVID-19. Help me raise money for the Northwell Health COVID-19 Emergency Fund by donating to my fundraising page today. INSERT FUNDRAISING PAGE URL #northwellhealth #northwellagainstcovid

I'm helping Northwell Health win the battle against COVID-19. 100% of the dollars I raise will go directly to the Northwell Health COVID-19 Emergency Fund's programs and services. Please help me by donating today. INSERT FUNDRAISING PAGE URL #northwellhealth #northwellagainstcovid

