

2022 FUNDRAISING GUIDE



*Photo from 2019 Northwell Health Walk

Welcome and Thank You!

Every step you take and every dollar you raise ensures the health of our community. Thanks for taking the first step and registering for the 2022 Northwell Health Walk. Now it's time to get started with your fundraising.

Follow The Steps Below To Fundraising Success

Step 1: Customize your fundraising page

By registering for the Northwell Health Walk, you've unlocked access to your own personal fundraising page. To maximize donations be sure to customize your page. Upload photos or a video and share a personal testimonial that tells your supporters what inspires you to Walk.

Step 2: Spread the word

Invite your friends, family, co-workers and neighbors to donate to your fundraising page and/or ask them to join your team. Include the URL link to your fundraising page in your email invites or social media posts! Check out our sample emails and social posts below for ideas.

Step 3: Follow up

Sometimes people need to be reminded more than once before they say "yes" to joining your team or donating to your fundraising page. Don't be afraid to send a follow-up e-mail or text 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 (also in your online Participant Center) or write your own, but don't forget to include the URL to your fundraising page!



Fundraising Events

Hosting a fundraising event gives you a unique opportunity to educate your donors about why you're fundraising for the 2022 Northwell Health Walk. This event should also be fun! Here is a basic outline of steps to take when hosting a fundraiser.

How To Host An In-Person or Virtual Fundraising Event

Step 1: Choose Your Event Type

First decide whether your event will be in-person or virtual. Think about any activities you and your friends enjoy. Many things you already love to do with friends, such as fitness classes, paint or game nights, can be turned into a fundraising event! Check the list below for some great ideas!

Step 2: Inspire Fundraising

Set a fundraising goal and consider how you'll reach this goal at the event. Will you charge an entry fee? Ask for a suggested donation? If so, will participants donate at the time of your event or before?

Step 3: Choose a Venue or Platform for Your Event

Consider where you will host your event. For an in-person event you'll need to choose an appropriate space that accommodates your guests and the event type. If virtual, will you host on Zoom? Google Hangouts? There are various ways connect with your audience virtually.

Step 4: Get the Word Out

Invite your family, friends, coworkers and neighbors! Create a Facebook event, send e-vites or physical invitations. Word of mouth is great, but you'll need to do some leg work as well!

Step 5: Have Fun

You are taking on a big challenge, but you'll make a positive impact on your communities. Be sure to take time during your event to have fun and celebrate your accomplishments with your guests!



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Fundraising Event Ideas

FITNESS FUNDRAISERS

Approach your gym (or yoga, spin, Zumba or martial arts studio) to see if an instructor would be willing to volunteer their time to host a virtual or outdoor class. Charge admission in the form of donations to your fundraising page.

GAME NIGHT

Host a virtual or outdoor game night with friends and family. Each team can donate to your fundraising page while you have fun playing games like charades, bingo, trivia or even a scavenger hunt!

MEALS/BAKED GOODS TO GO

Put your cooking or baking skills to work! Create meal kits or treat boxes and invite your friends to pick up a box to go in return for a donation to your fundraising page.

VIRTUAL OR OUTDOOR CONCERT/TALENT SHOW

Host a virtual or outdoor concert or talent show where you and your friends can show off your creative skills! Whether you play an instrument, sing or dance, you can do what you do best and ask viewers to donate to your fundraising page in exchange for providing live entertainment.

Alternative Fundraising Ideas

Incentivized Donations

Provide potential donors with the opportunity to receive a thank you gift for donating beyond a certain threshold. For example, if somebody donates \$20 or more, gift them a handmade card or keychain; if somebody donates \$50 or more, gift them a custom painting or drawing. Not artistic? Consider recording and posting a video of yourself completing a fun or silly dare chosen by your donors!

Train While You Fundraise

You can also ask people to sponsor you as you walk. If someone pledges \$1 per mile and you walk for a total of 25 miles, that's a \$25 donation right there!

Sample Communications

Email: EVENT INVITE

Subject: You're Invited: Support Northwell Health

Dear [NAME],

On Sunday, May 22, thousands of people will come together, both in-person and virtually, for the 2022 Northwell Health Walk. As New York's largest healthcare provider, Northwell is a leader in life-saving care for millions of people. I have joined the Walk because our community and Northwell patients depend on us.

That is why I am hosting a [INSERT ACTIVITY HERE] to raise money to support Northwell Health. The event will take place on [INSERT EVENT DATE/TIME HERE] at/on [INSERT VENUE/PLATFORM].

For more information and to RSVP, please click here: [INSERT LINK TO FUNDRAISER RSVP]. If you can't make it to the event, you can still help me by donating to my fundraising page: [INSERT A LINK TO YOUR FUNDRAISING PAGE HERE].

Thank you so much for your support.

Sincerely,
[YOUR NAME]



Email: GATHER DONATIONS

Subject: Help Me Reach My Fundraising Goal!

Dear [NAME],

On Sunday, May 22, thousands of people will come together, both in-person and virtually, for the 2022 Northwell Health Walk. I have joined the Walk because our community depends on it and as New York's largest healthcare provider, Northwell Health is a leader in life-saving care for millions of people.

I hope you will consider making a tax-deductible donation to my fundraiser: [INSERT FUNDRAISING PAGE LINK]. I am hoping to raise [INSERT FUNDRAISING GOAL] by May 22. Funds raised for [LOCATION] will specifically benefit [FUNDRAISING PURPOSE]*.

Your support is critical. Every dollar guarantees the best care possible for those in need.

Thank you for your consideration!

Sincerely,
[YOUR NAME]

Email: FUNDRAISER UPDATE

Subject: Here's An Update On My Fundraiser!

Dear [NAME],

The Northwell Health Walk is fast approaching and I'm so proud to walk alongside thousands of people equally invested in ensuring that our community has access to the very best healthcare that New York has to offer.

I am overwhelmed at the support I have received so far but I still need help to reach my goal. You can trust that 100% of the money raised will go directly towards advancing the health and well-being of people in need.

Please consider making a donation today. Simply visit my fundraising page [INSERT FUNDRAISING PAGE LINK] and click "Support Me."

Thank you for your continued support!

Sincerely,
[YOUR NAME]

Email: RECRUITMENT

Subject: Join My Team For The 2022 Northwell Health Walk!

Dear [NAME],

On Sunday, May 22, I will be participating in the 2022 Northwell Health Walk at [LOCATION]. As New York's largest healthcare provider, Northwell Health is a leader in life-saving care for millions of people. This is why walking is important to me.

I am asking you to join my team and support this important cause : [INSERT TEAM FUNDRAISING PAGE URL]. The funds raised for [LOCATION] will benefit [FUNDRAISING PURPOSE]*.

This year, the Walk will be hybrid, which means you can choose to walk in-person at [LOCATION] or virtually (from a location of your choice). Our team will be [INSERT TEAM PARTICIPATION]. Either way you choose, you will still have a significant impact in keeping our communities healthy.

Can I count on you to walk with us?

Sincerely,
[YOUR NAME]

Email: THANK YOU

Subject: Thank your for your support!

Dear [NAME],

Thank you for your donation to my fundraiser benefiting Northwell Health. Your support is invaluable to the millions of people who rely on the compassionate and outstanding healthcare that Northwell provides.

I invite you to forward this link to anyone you know that would also like to support this worthy cause: [INSERT FUNDRAISING PAGE LINK].

Thank you again for your generosity!
[YOUR NAME]

*Specific fundraising purpose for each location listed on next page

Fundraising Purpose by Walk Location

Copy and paste your Walk location's fundraising purpose into the sample emails above.

Jones Beach:

the most innovative and groundbreaking therapies at the Division of Neonatology at Cohen Children's as well as integrating nutrition services into women's programs and the Innovation Grant Program, which focuses on projects that improve women's health at Katz Institute for Women's Health.

Staten Island:

the creation of the new Florina Cancer Center at Staten Island University Hospital - one of the largest cancer programs in New York.

East End:

two of Peconic Bay Medical Center's central priorities: expanding emergency services and life-changing programs and services for women's health.

Port Jefferson:

Mather Hospital's Fortunato Breast Health Center—a recognized leader in breast cancer care.

Westchester:

two initiatives at Northern Westchester Hospital aimed at meeting the needs of patients and staff: the Annual Fund and the Team Member Support Fund. Funding also supports advanced, life-saving treatment for stroke patients at Phelps Hospital and their People Caring for People Education Fund which provides ongoing training and education for team members.



*Photo from 2019 Northwell Health Walk



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Sample Social Posts:

1. On May 22 I will join thousands of people for the @NorthwellHealth Walk. We Walk to keep our community healthy with quality and accessible healthcare. Please help me reach my goal to raise [INSERT FUNDRAISING GOAL] by May 22. Donate at: [INSERT FUNDRAISING PAGE LINK] #NorthwellHealthWalk
2. Whether you've received care @NorthwellHealth, watched a loved one receive care, or just want to make sure the best care is there when you need it, you can make an impact by supporting my team for the 2022 @NorthwellHealth Walk. Please donate to help us reach our goal: [INSERT FUNDRAISING PAGE LINK] #NorthwellHealthWalk
3. I will Walk on May 22 at the @NorthwellHealth Walk because Northwell provides world-class care to millions of New Yorkers regardless of their ability to pay. No amount is too small because every dollar raised goes towards keeping our community healthy. Please donate: [INSERT FUNDRAISING PAGE LINK]. #NorthwellHealthWalk
4. I have joined the @NorthwellHealth Walk on May 22 because Northwell Health is a leader in life-saving care for millions of people. Please join my team and help me keep our community healthy: [INSERT TEAM FUNDRAISING PAGE URL]. #NorthwellHealthWalk