

Northwell  
Health

Walk

Presented by:  
Bethpage  
Federal Credit Union

# FUNDRAISING GUIDE



# Northwell Health Walk

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## Welcome and Thank You!

We're thrilled you have chosen to join us for the 2023 Northwell Health Walk on Sunday, May 21.

You're joining a movement of thousands of neighbors and family members who are ready to stand up and take steps with Northwell Health to support local healthcare heroes and ensure that quality medical care is available to everyone who needs it. When you walk for the Northwell Health Walk you are raising your community's health and your own.

We've created this step-by-step guide to assist with your fundraising efforts and to help reach your fundraising goals!

-The Northwell Health Walk Team



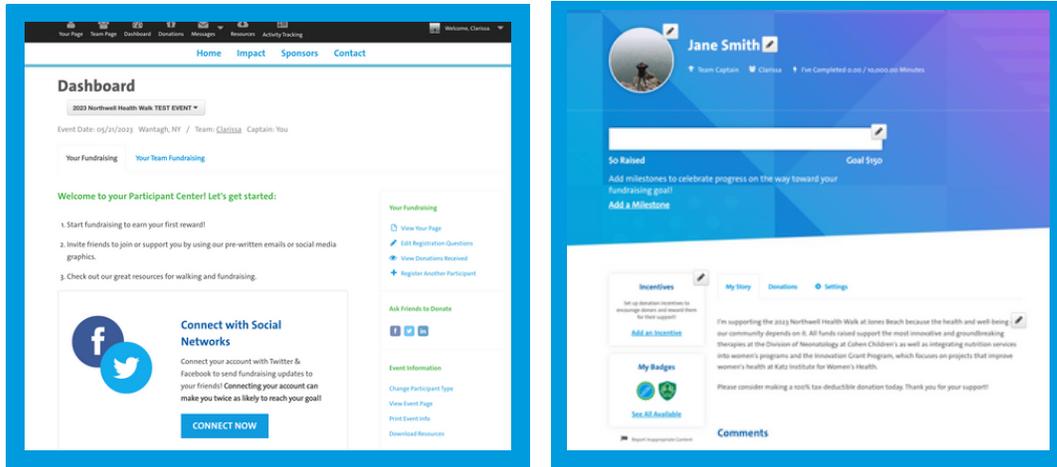
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# Your Participant Dashboard and Fundraising Page

After registering, you'll access your fundraising page and participant dashboard. It's your best resource for requesting donations and communicating with supporters. Below are fundraising tips including ways to utilize your page and dashboard. Then watch our [how-to videos here](#) for step by step instructions.



## Share a compelling story with powerful images to create an impactful message

- People are more likely to give when they feel a connection to the cause. Inspire others by sharing personal photos and your reason for walking, both on your page and in your outreach.

## Upload your email contact list

- Create a spreadsheet with names and emails of everyone you know, including family, friends, co-workers, and neighbors and upload the list to your participant dashboard.
- Use our email templates or create your own to send mass email blasts for donations or general updates.

## Add fundraising milestones and incentives to your fundraising page

### MILESTONES

Motivate your donors to give by setting up fun and meaningful milestones on your fundraising page towards your overall goal. For example, consider the following milestones:

- \$100:** Post a video singing on social media
- \$250:** Wear a funny costume for the day
- \$500:** Get a pie in the face

### INCENTIVES

Reward your donors for their generosity with a gift based on their donation amount. This could be a physical item that you make or buy, or you could offer a service. For example:

- \$50 gift:** I'll bake cupcakes for you
- \$250 gift:** I'll make you dinner
- \$500 gift:** I'll be your chauffeur for the day

# Tips for Fundraising Success

## Utilize our Fundraising Resources

- We've already done the hard part for you! In this guide you'll find fundraising tips, sample emails and social media posts. Then click [here](#) to access other great resources like a 30 day fundraising calendar, posters, change jar labels, social media graphics, and more!



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**Walk With Us!  
One Walk. One Community.**

Because patients depend on us to go the extra mile.

**Sunday, May 21, 2023**  
Registration opens 8:30am • Walk begins at 10am



**Northwell Health Walk at Westchester**  
Funds two initiatives at Northern Westchester Hospital that support staff and patient needs:  
the Team Member Support Fund and Sensory Carts for Children.

FDR State Park, Yorktown Heights, NY  
Contact: Amanda Hellerman  
ahellerman@northwell.edu  
(914) 242-8361



**REGISTER:** [northwellhealthwalk.com/westchester](http://northwellhealthwalk.com/westchester)



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# BINGO

I'M RAISING FUNDS FOR THE NORTHWELL HEALTH WALK!  
Help me fill the board by making a donation to my fundraiser to help keep our communities healthy

\$10	\$25	\$50	\$100	\$5
\$5	\$20	\$50	\$20	\$15
\$10	\$25	\$50	\$100	\$10
\$50	\$15	\$5	\$20	\$20

#NorthwellHealthWalk

Venmo: \_\_\_\_\_  
PayPal: \_\_\_\_\_  
Cash App: \_\_\_\_\_



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May 21, 2023

# Join my team!

One Walk. One Community.

I've joined the Walk at Jones Beach



to raise funds for:  
the Katz Institute for Women's Health & Cohen Children's Medical Center

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Halfway there!



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I reached my goal!



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## Diversify your outreach efforts

- Know your target audience! Consider using email, text, phone calls, social media, even scheduling an in-person meet-up when asking for donations.

## Follow up!

- Your supporters want to help but they need to be reminded more than once before they donate. Don't be afraid to send a follow-up communication to those who haven't responded.

## Give thanks :)

- Once someone donates, send a message thanking them for their generosity. Give them a shout-out and tag them on social media. Then share photos and your fundraising progress once the event wraps up to keep them engaged.



## Social Media Tips

Social media is one of the easiest ways to connect with potential donors. Leverage all of your social platforms (Facebook, Instagram, LinkedIn, Twitter, and more!) with our tips below, to further your reach, create awareness and fundraise for your Walk.

### Link your fundraising page

- Add your fundraising page link to the about/bio section of your social media profiles. When you post about your Walk, be sure to mention that donations can be made through the link in your bio.

Click the image for a video on how to add a link to Instagram stories

### Use the hashtag and tag us when posting

- Always use [#NorthwellHealthWalk](#) and click the links below to follow us



### Post regular updates

- Go live, share a post, create a story, or even a reel to update supporters on your fundraising progress
- Post photos or videos of your walks or use our graphics linked above.

Click the image for a video on how to use the stories bingo board

### Thank your donors publicly and tag them!

## Sample Social Posts

- On May 21, I'm walking in the [#NorthwellHealthWalk](#) to raise money for accessible and quality healthcare in our communities. Please help me reach my goal of [\[INSERT FUNDRAISING GOAL\]](#) by donating at [\[INSERT FUNDRAISING PAGE LINK\]](#)
- If you or a loved one has received care @NorthwellHealth or you just want to make sure the best care is there when you need it, please support my fundraiser for the 2023 [#NorthwellHealthWalk](#). Donate at [\[INSERT FUNDRAISING PAGE LINK\]](#)
- @NorthwellHealth is a leader in life-saving care for millions of people. Walk with my team [\[INSERT TEAM NAME\]](#) at the 2023 [#NorthwellHealthWalk](#) on May 21. Let's keep our communities healthy together. Register at [\[INSERT TEAM FUNDRAISING PAGE URL\]](#)



## Fundraising Events

Get creative and host an in-person or virtual event for a unique opportunity to engage one-on-one with your supporters while raising funds for the Northwell Health Walk. Consider charging an admission fee or ask for suggested donations. Here's are some basic ideas to get started.

### Decide Your Event Type

- Decide if your event will be in-person or virtual. Activities you already enjoy doing with friends, like bowling or game nights, can be turned into an event.

### Inspire Fundraising

- Set a fundraising goal and consider how you'll reach it. Will you charge an entry fee or ask for suggested donations?

### Spread the Word

- Invite everyone you know. Create a Facebook event, post on social media, send physical invitations or e-vites. Consider creating a flyer for your event and posting in your neighborhood.

### 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!

## Fundraising Event Ideas

### Fitness Fundraiser

- Approach your gym (or yoga, spin, or Zumba instructor) to see if an instructor would be willing to volunteer their time to host a class. Charge admission in the form of donations to your fundraiser.

### Game Night

- Teams can donate to your fundraiser while you have fun playing games like charades, bingo, or trivia! See if a local restaurant would be willing to donate gift cards as a prize item for winners!

### Meals 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.

### Restaurant Fundraiser

- Reach out to your favorite bar or restaurant and ask if they are willing to donate 20% (or more!) of sales for indoor dining. Many already have charity programs in place. Then invite all your friends, family and colleagues for a night out!

# Sample Communications

## Email: Gather Donations

**Subject: Help Me Reach My Fundraising Goal!**

Dear [INSERT NAME],

I'm walking in the 2023 Northwell Health Walk on Sunday, May 21. As New York's largest healthcare provider, Northwell Health is ensuring that millions of New Yorkers have access to life-saving health care.

Please support this important cause by making a tax-deductible donation to my fundraiser. No amount is too small and every dollar you give will help provide quality care to those who need it most. [INSERT FUNDRAISING PAGE LINK]

You can also visit [www.northwellhealthwalk.com](http://www.northwellhealthwalk.com) to learn more about your impact.

Thank you in advance!

Sincerely,  
[INSERT YOUR NAME]

## Email: Fundraiser Update

**Subject: Here's An Update On My Fundraiser!**

Dear [INSERT. NAME],

On Sunday, May 21, I will be walking in the 2023 Northwell Health Walk alongside thousands of people committed to supporting quality health care in communities all across New York.

I am overwhelmed at the support I have received so far but I still need help to reach my fundraising goal of [INSERT FUNDRAISING 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 donate to my fundraiser today: [INSERT FUNDRAISING PAGE LINK]

Thank you!

Sincerely,  
[INSERT YOUR NAME]

# Sample Communications

## Email: Recruitment

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**Subject: Join My Team For The 2023 Northwell Health Walk!**

Dear [INSERT NAME],

I'm walking in the 2023 Northwell Health Walk at [INSERT LOCATION] on Sunday, May 21. As New York's largest healthcare provider, Northwell Health is ensuring that millions of New Yorkers have access to life-saving health care.

Funds raised for the [INSERT LOCATION] Walk will benefit [INSERT FUNDRAISING PURPOSE].

Will you join my team and support this important cause?

You can choose to walk in person or virtually (from a location of your choice). Either way, you'll have a significant impact in keeping our communities healthy. Register here: [INSERT TEAM PAGE LINK]

Thank you!

Sincerely,  
[INSERT YOUR NAME]

## Email: Thank You

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**Subject: Thank your for your support!**

Dear [INSERT NAME],

Thank you for your generous donation to my fundraiser benefiting Northwell Health!

Every dollar raised for the Northwell Health Walk provides quality health care to those who need it most in communities all across New York. We could not do it without your support and partnership.

To learn more about your impact, visit [www.northwellhealthwalk.com](http://www.northwellhealthwalk.com) and please consider sharing this important cause with others.

Thank you!

[INSERT YOUR NAME]

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\*Specific fundraising purpose for each location listed on next page

# Sample Communications

## Fundraising Purpose by Walk Location

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

### Jones Beach:

Cohen Children's Medical Center and the Katz Institute for Women's Health and their mission to improve behavioral health for children, as well as mental health services for women and projects that improve women's health overall

### 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:

the expansion of Peconic Bay Medical Center's Breast Health Program and developing a comprehensive Mother and Baby Unit.

### 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 staff and patients: the Team Member Support Fund which provides financial assistance to NWH team members and sensory carts for children with behavioral, emotional, physical and learning challenges. Funding also supports the People Caring for People Education Fund at Phelps Hospital which provides advanced training and education for team members.





For questions contact:  
(516) 321-6333 or [walk@northwell.edu](mailto:walk@northwell.edu)