



GIVE FROM THE HEART

Fundraising Guide

Visit our Give from the Heart fundraising campaign webpage:

engage.pennstatehealth.org/givefromtheheart



Getting Started is easy as...



Step 1

Choose your registration type

- **Create a Team** - Gather friends, family, & co-workers to raise funds together!
- **Individual** - You can also register as an individual to share about your success story and honor your care team!

Step 2

Customize Your Page

- **Add a photo** - This will help your network know they're on the right page when they click on your link.
- **Share your story!** - Why are you passionate about raising funds for the Cardiovascular Services at Penn State Health?
- **Create a custom link** - This allows you to create a link that's easy to share with your network. Simple is best.

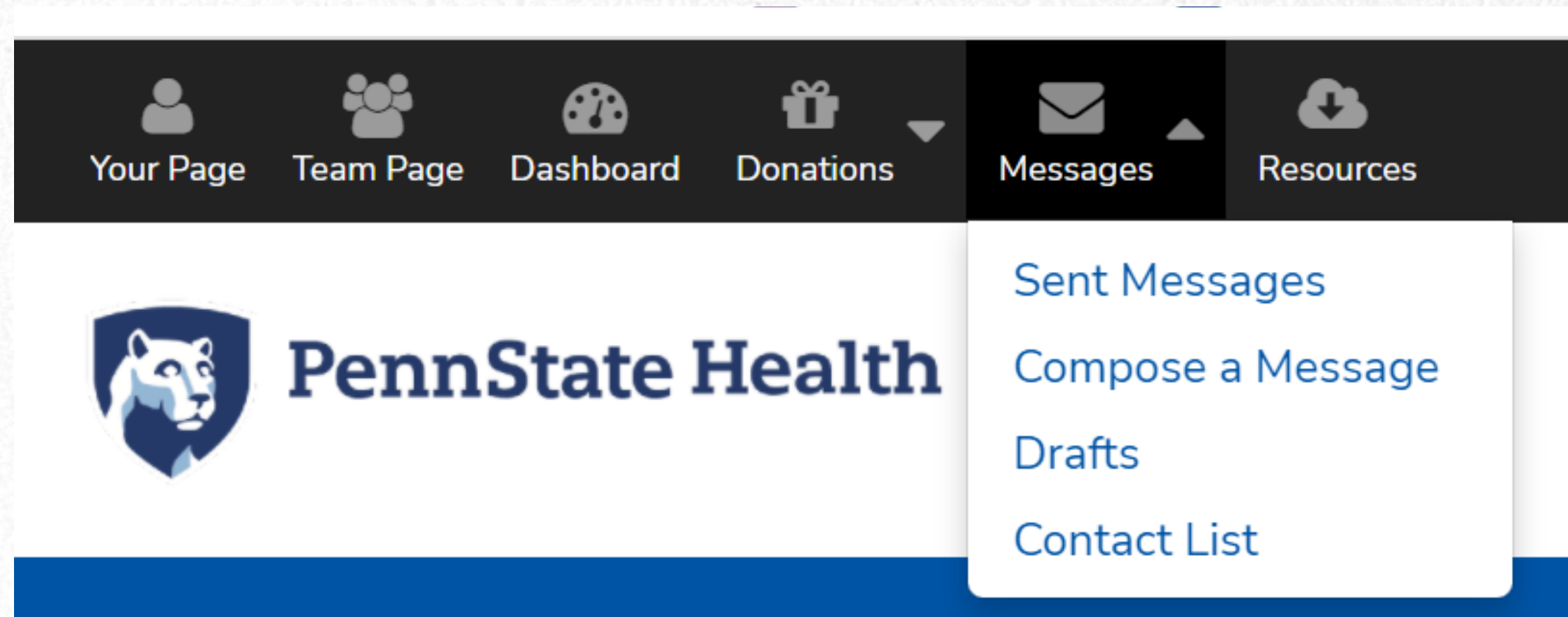
Step 3

Share Your Page

- **Post It!** – Share your fundraising page on Facebook, Twitter, Instagram, and LinkedIn.
- **Send It!** – Use the messages tab at the top of your page to e-mail your network directly from DonorDrive

Sending an E-mail

Sending an e-mail is a great way to connect with people individually. DonorDrive makes this easy, too, through the Messages system!



You can compose a message, import your contact list, and send directly from your participant center.

This makes it helpful to see who opened your e-mail and who you may need to follow up with.

Messages Center

The Messages Center includes lots of options such as adding your e-mail addresses and composing your own e-mail to send to your network.

The screenshot displays the Messages Center interface. At the top, there is a blue header bar. Below it, the word "Messages" is written in large blue font, followed by a "Give from the Heart" button with a downward arrow. A horizontal navigation bar contains four buttons: "Sent Messages", "Compose a Message", "Drafts", and "Contact List". Below this is a section titled "Get started with Messages" in purple. It features two columns of content. The left column has a blue circular icon with a document symbol, followed by the text "Add contacts from webmail, CSV or individually." and a button labeled "Add Contacts" with a plus icon. The right column has a yellow circular icon with a document symbol, followed by the text "Create your message and send to your friends!" and a button labeled "Compose a Message" with a pencil icon. Both buttons in the "Get started with Messages" section are circled in red.

Remember the Thank You!

Each donor who gives through your personal fundraising page will receive an automatic e-mail from Penn State thanking them for their gift. (They'll also receive their tax-receipt in a separate e-mail or mailed letter)

You can send personalized thank you e-mails to your donors, too!

Thank you for participating in the second annual

Give from the Heart

**fundraising campaign supporting the Cardiovascular
Services of Penn State Health!**

**If you have any questions about your fundraising page or the
campaign in general, please reach out to Max James at
mjames8@pennstatehealth.psu.edu.**

