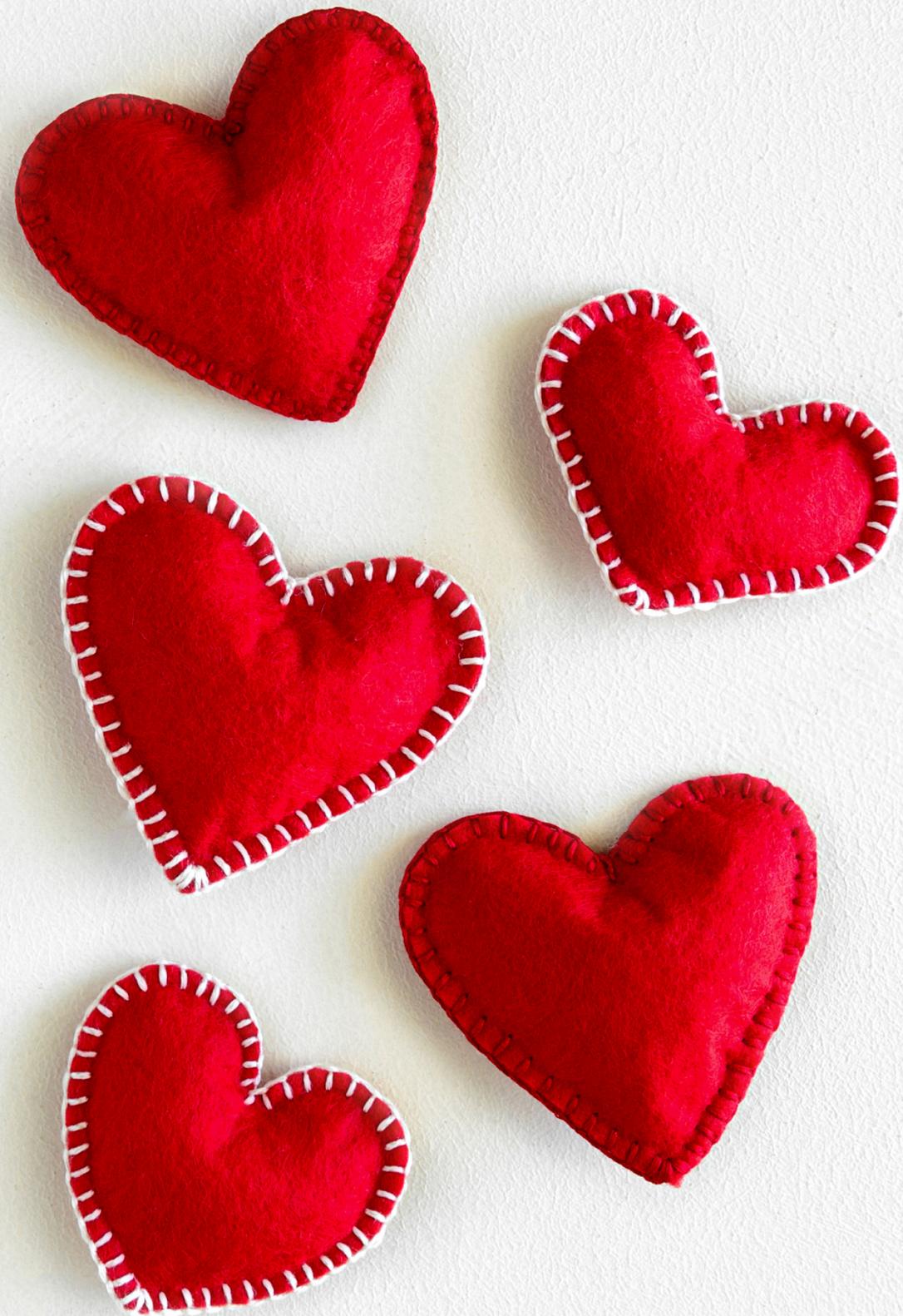


Give from the Heart

Fundraising Guide

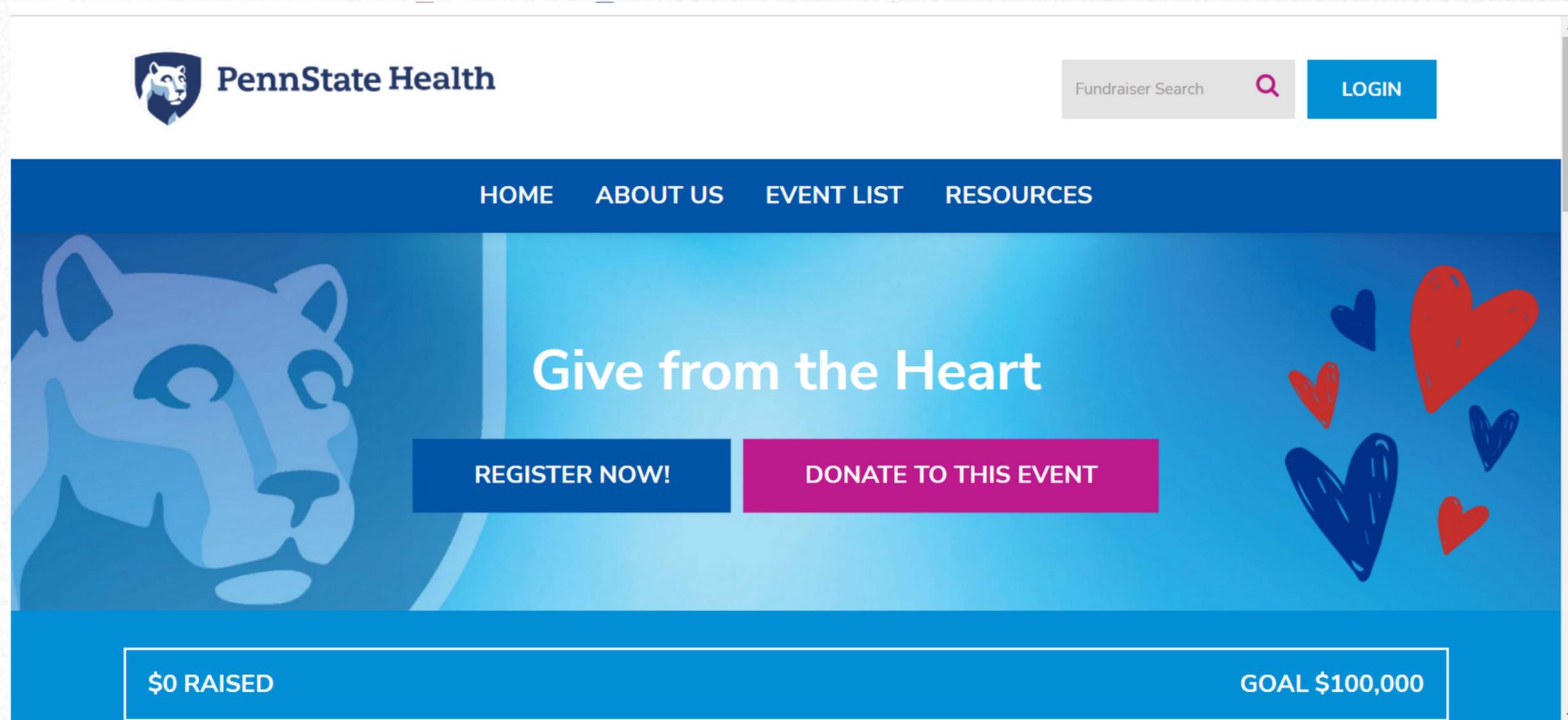


PennState Health



Visit our Give from the Heart fundraising campaign webpage:

<https://pennstatehealth.donordrive.com/event/heartmonth>



The screenshot displays the PennState Health fundraising campaign webpage. At the top left is the PennState Health logo, featuring a lion's head and the text "PennState Health". To the right of the logo is a search bar labeled "Fundraiser Search" with a magnifying glass icon and a blue "LOGIN" button. Below the logo and search bar is a dark blue navigation bar with white text for "HOME", "ABOUT US", "EVENT LIST", and "RESOURCES". The main content area has a blue background. On the left is a large, semi-transparent lion's head graphic. In the center, the text "Give from the Heart" is displayed in white. Below this text are two buttons: a dark blue "REGISTER NOW!" button and a pink "DONATE TO THIS EVENT" button. On the right side of the main area are several hand-drawn hearts in red and blue. At the bottom of the page, a blue bar contains a white-bordered box with "\$0 RAISED" on the left and "GOAL \$100,000" on the right.

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

Sharing Your Page

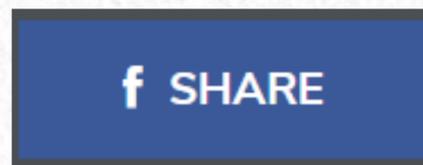
There are lots of ways to promote your page via social media, and DonorDrive makes it super easy!

Scroll to the bottom of your participant center and you'll find the following social media buttons:



Facebook

Click



to share directly to your Facebook page!



Twitter

Click



to send a Tweet about your fundraising!



LinkedIn

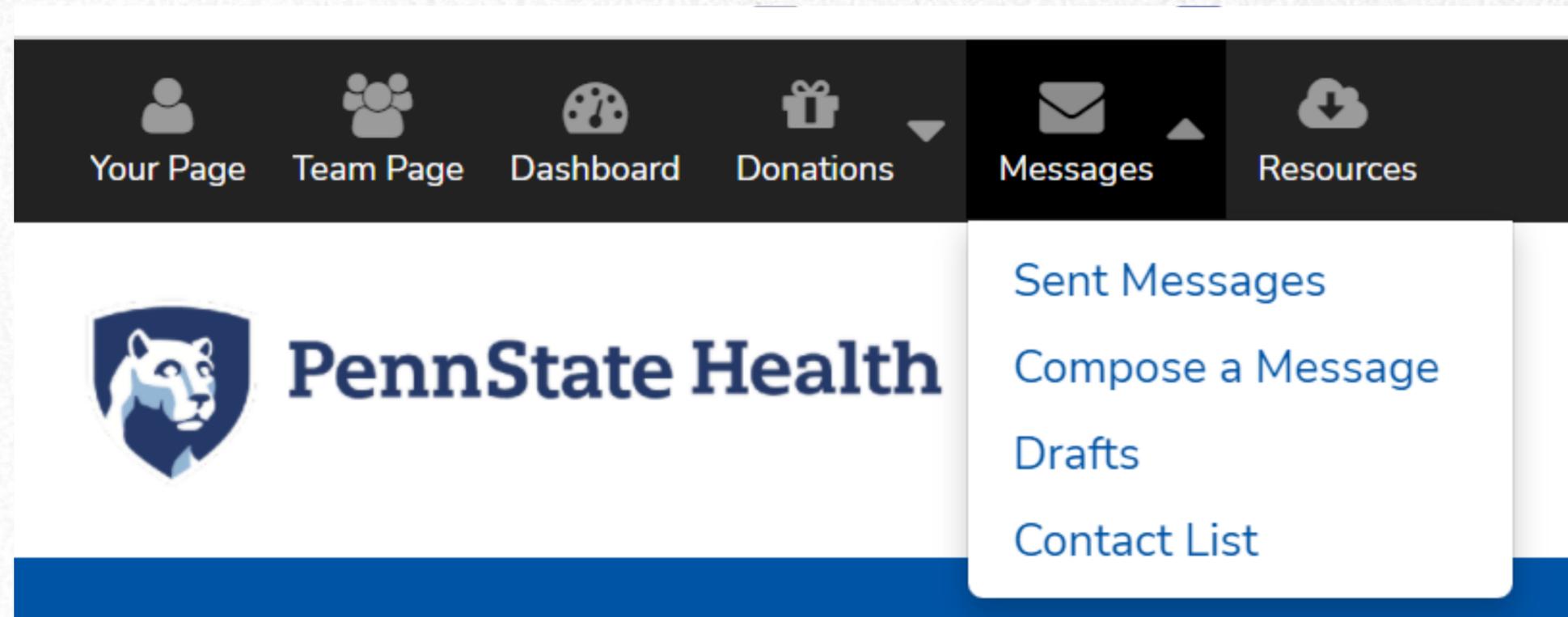
Click



to create a post on LinkedIn!

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 prominently displayed in blue, followed by a "Give from the Heart" button with a downward arrow. A horizontal navigation bar contains four options: "Sent Messages" (highlighted with a light blue background), "Compose a Message", "Drafts", and "Contact List". Below this, a section titled "Get started with Messages" in purple text features two main actions. The first action, "Add contacts from webmail, CSV or individually.", is accompanied by a blue circular icon with a white document symbol and a button labeled "Add Contacts" with a plus icon. The second action, "Create your message and send to your friends!", is accompanied by a yellow circular icon with a white document symbol and a button labeled "Compose a Message" with a pencil icon. Both buttons in the "Get started" 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 first 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 Megan Weber, Associate
Director of Community Fundraising at 717-531-6003 or
mweber2@pennstatehealth.psu.edu.**