

Harlem, 6

Fundraise Your Way for Kids

Resources to support your online fundraising efforts

Thank you for supporting St. Louis Children's Hospital and helping us to fulfill our mission to *do what's right for kids*.

Fundraise Your Way for Kids lets you put your time, talent and creativity to work to help St. Louis Children's Hospital lead the way in transforming children's health. With your help, we can pursue better treatments and possible cures. We can extend our reach to help every child in the community stay healthy. We can ensure that everything we do — from the diagnostic equipment we use to the research we conduct and the hospital services we provide — is done with the needs of kids in mind.

Your personalized fundraising page can celebrate your birthday or another milestone, support an athletic event that you are participating in or even honor or remember someone special. This is YOUR fundraising campaign, we simply provide the website and tools to help you reach your goals.

Step 1: Personalize Your Page

Choose a Fundraiser Type

You have several options when choosing a theme for your page. You can dedicate a milestone, honor a caregiver, pay tribute to a loved one or fundraise for an event you are already participating in like a 5K or a party.

Personalize Your Page

When registering to host a fundraiser, you will receive a personal web page to share your story, a photo, video and details about your fundraiser. This is your opportunity to explain your connection to St. Louis Children's Hospital.

You may choose to designate your fundraising efforts to support a particular fund, department or program at St. Louis Children's Hospital. If you do not designate your gifts, funds raised will benefit our areas of greatest need.

Questions? Email Hailey.Cooper@bjc.org.

St. Louis Children's Hospital Foundation

1001 Highlands Plaza Drive West, Suite 160, St. Louis, MO 63110

FundraiseForKids.org



Gabby, 4

Tell Everyone Your "Why"

Including a patient's story on your fundraising page is a great way to spark a personal and emotional connection to your cause.

Take a moment to learn about Gabby's story in the sidebar, and why her family chooses to raise funds for St. Louis Children's Hospital.

Use Resources Available to You

- The Dashboard gives you a quick look at your fundraising progress and tips to be successful.
- Pre-written emails help in asking for support from friends and family.
- If you would like to use the hospital's logo on any materials, please reach out to Hailey.Cooper@bjc.org for permission and guidelines. A few restrictions apply. St. Louis Children's Hospital is grateful to be the beneficiary of numerous community fundraising efforts. Due to federal regulations and hospital policy, we are unable to provide the following:
 - Our tax exemption number
 - Funding or reimbursement for expenses
 - Mailing lists of donors or vendors
 - Hospital letterhead

The Gabrielle Macari Fund

"We choose to support St. Louis Children's Hospital because we believe in their mission, to *do what's right for kids*. Like so many other families, their dedication to this mission has provided us with hope and miracles.

When our daughter, Gabby, was diagnosed with a rare disease called Neonatal Progeroid Syndrome, it was a frightening experience. While complex clinical treatment was a necessity for Gabby's array of symptoms, getting answers to her medical mystery was just as challenging, since her disease had only been documented a handful of times throughout the world.

In a situation like that, it would be easy to feel alone and helpless. Like so many families, it was at this desperate time that we realized how lucky we were to have St. Louis Children's Hospital. We learned that we had a partner in our journey who would fight for us, refuse to take no for an answer and listen to us with sincerity and compassion.

Support for St. Louis Children's Hospital allows doctors and researchers to ask challenging questions and find answers to the world's most devastating childhood diseases. In our case, it gave us novel answers to the genetics behind Gabby's rare disease. Those answers eliminated enormous road blocks for us and as we face the next steps in our journey, we know that St. Louis Children's will be there alongside us.

We started the Gabrielle Macari Fund through St. Louis Children's to provide support for the kids and families who face challenges and uncertainty as they navigate through the frightening world of rare and undiagnosed diseases. It is our hope that this support will enable St. Louis Children's to continue to find answers and provide hope for kids like Gabby and families like ours."

— Mike and Leslie Macari

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Step 2: Share Your Page with Friends

Send Emails

Pre-written emails are located within the Dashboard and are a great resource to help you spread the word about your fundraiser. Customizing these emails will make your fundraising even more successful. When people know your story and why you are passionate about raising funds for St. Louis Children's Hospital, they are more likely to support you and your effort.

Here are some tips when customizing your emails:

- Explain your connection to St. Louis Children's Hospital and why it's important to you. Your personal connection is one of the most vital elements of your message.
- Acknowledge the good work you see St. Louis Children's doing to transform pediatric health. This helps potential donors understand what their money will support.
- Be clear to potential contributors about what you are looking for — make a direct ask for financial support.
- Always include a link to your fundraising page and be sure to thank your contacts for their time and support.

Utilize Social Media

Use social media to keep yourself and contributors connected to the cause. Be sure to check out the Facebook Fundraiser integration tool within your Dashboard. It's a seamless way to share your fundraising page with your Facebook friends with no additional work needed.

Below are some social media best practices to follow:

- Make your content easy to read by writing at an 8th grade reading level or below.
- Remember that images and videos are worth a thousand words online!
- Use headings, bullets and lists where possible to make your content easier to scan.
- Keep paragraphs to only two or three sentences.
- Make your posts relevant.
- Add a call to action to each post. Ask your followers to share your post, include a question to encourage comments or provide a link to additional information.
- Respond to any comments or questions quickly.

Tag St. Louis Children's in
Your Posts!

 @STLChildrens

 @STLChildrens

Here are some sample posts to help get you started:

- My (number, e.g., 40th) birthday is coming up, and I'd love if you could give me the best gift ... a donation to help save a child's life! Please check out my fundraiser for St. Louis Children's Hospital and make a donation of \$(amount, e.g., \$40) to transform children's health. Thanks! (LINK TO FUNDRAISER)
- Help me honor the bravest kid I know — my child/grandchild/niece/nephew. (S)he's five years cancer free thanks to St. Louis Children's Hospital! You can save the life of another child just like him/her. Please donate to my fundraiser. (LINK)
- I'm training for a (event, e.g., half marathon) and am running in honor of the kids at St. Louis Children's Hospital! To help motivate me to run (number of miles, e.g., 10 miles), please donate \$(amount, e.g., \$10) to my fundraiser. (LINK)
- I'm fundraising to make a difference for kids receiving treatment at St. Louis Children's Hospital! Every donation helps kids here in St. Louis, and I'd love your support. Please donate to my fundraiser! (LINK).

Step 3: Report Back to Your Supporters

Follow Up on Gifts Made and Last-Chance "Asks"

Be sure to keep your donors updated on the progress of your goal and reach out to non-responders to give them another chance to donate. Also, don't forget to take advantage of the automated emails (the tool does the work for you!) that can be generated as reminders to your networks.

Share the Impact

Share inspiring stories and news from St. Louis Children's Hospital with your donors to show them how their gifts are making a difference.

- Sign up for bi-monthly Foundation eNews: StLouisChildrens.org/Sign-Up-Newsletters
- Learn more about your impact: StLouisChildrens.org/Giving/Impact/How-Your-Gift-Helps
- View past issues of St. Louis Children's Hospital Foundation Magazine: Issuu.com/St.LouisChildrensHospital

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In 2023, St. Louis Children's Hospital benefited from the support of 73 fundraisers. These incredible supporters raised more than \$850,000 to help us *do what's right for kids.*