



TRI MY BEST

PRESENTED BY:
GARDNER CAPITAL



Tri My Best Fundraising Toolkit

Thank you for participating in St. Louis Children's Hospital's Tri My Best fundraiser. Donations from your fundraiser will support the cerebral palsy sports programs and Camp Independence. Below you will find resources to set up your fundraiser for success!

Step One: Personalize Your Page

When creating a fundraising page, you have the opportunity to share your family's story, photo, video and details about why you are fundraising for St. Louis Children's.

To personalize your fundraising page, go to your Participant Center and click on the "Edit your Page" tab. Here, you can change font and copy, add a photo, etc. Be sure to click "save."

Step Two: Share Your Fundraising Page with Family and Friends

Email friends and family!

Let family and friends know that you are fundraising for St. Louis Children's! Send them an email sharing your fundraising goal and include a direct link to your fundraising page.

Need help writing an email? Log into your Participant Center to use the provided email template.

Step Three: Utilize Social Media

Below is copy that you can personalize to help spread the word:

- **(Name)** is participating in Tri My Best, an adaptive triathlon hosted by St. Louis Children's Hospital. **(Name)** has chosen to fundraise as well to support the cerebral palsy sports program and Camp Independence. To donate visit: **(insert link to fundraising page)**.
- **(Name)** is participating in St. Louis Children's Hospital's Tri My Best. In addition to participating in this adaptive triathlon, **(Name)** has chosen to fundraise and set a goal to raise **\$X**. If you would like to support these fundraising efforts visit: **(insert link to fundraising page)**
- **(Name)** only has **\$X** to reach the goal of **\$X**! Donations support the cerebral palsy sports programs and Camp Independence. To donate to **(Name's)** Tri My Best fundraiser visit: **(insert link to fundraising page)**

Step Four: Provide Updates

Be sure to keep your friends and family updated on the progress of your fundraiser. We have found they love to follow and cheer you along!