Hartford Hospital's Peer-to-Peer Fundraising Toolkit

Our Mission

Hartford Hospital's mission is to improve the health and healing of the people and communities we serve.

Contact Us:

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Create Your Fundraising Page

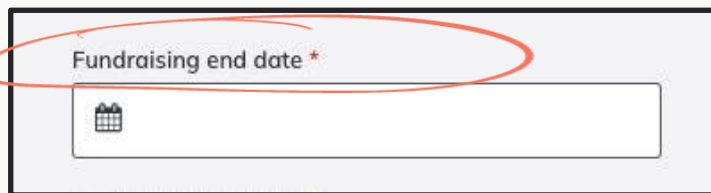1. **Click on Become a Fundraiser** and choose your fundraising style from the available choices.

a. **As an Individual** - Sign up to get started right away and fundraise on your own for the cause you love

b. **Join a Team** - If your school, business, or other group has already created a team, join them to make an even greater impact

c. **Create a Team** - If you plan on recruiting your friends and family to set up fundraising pages in addition to yourself, make sure to create a team so you can work together
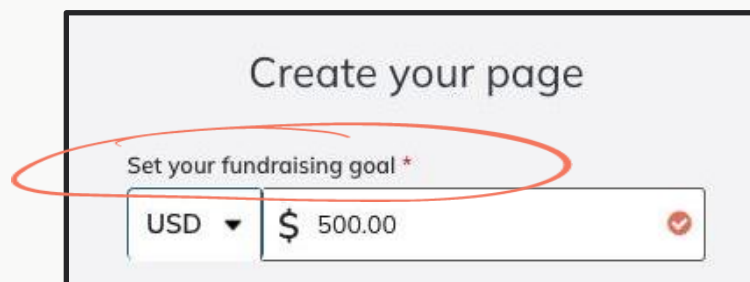
2. **Set your fundraising goal** - There is a pre-populated goal set, but you can customize that goal to whatever is right for you. Keep in mind that you can come back to edit your goal at any time.
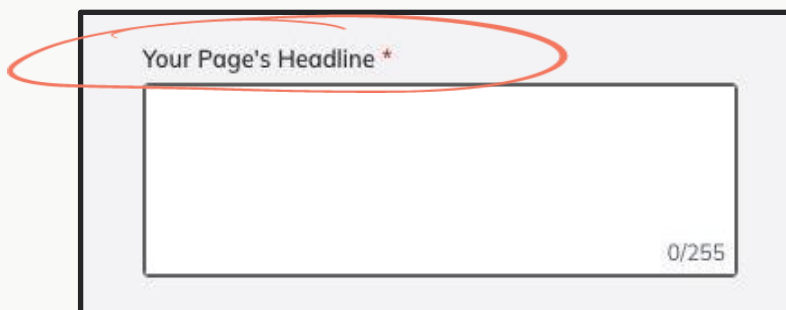
3. **Choose a fundraising end date**

Fundraising end date *

4. **Add your headline** - Share a short blurb about why you are fundraising for our organization.

Your Page's Headline *

0/255

5. **Choose what you're fundraising for** - This ensures that the funds you raise will go toward the specific program you're advocating for

6. **Set a short URL** - This allows you to easily share your page
   Example: fundraising.hartfordhospital.org/yourfundraisersname

Set your Fundraising Page's Short URL (optional)

https://give.classy.org/ExampleShortUrl

Start typing

7. **Upload a photo** - Make your page more personalized and recognizable for your friends and family. You can always come back and change it at any time!

To learn more about editing and personalizing your page, explore Classy's support article here.

Tell Your Fundraising Story

People love giving to people they know!

Adding personal touches to your fundraising page, like why you're fundraising, your connection to our organization, or personal photos and stories, helps your friends and family connect more with our mission. Your personal supporters will feel more compelled to give because they understand your unique relationship to our cause and what our organization means to you. So, don't forget to personalize your page to reflect your reason for fundraising and share updates as your progress grows!

PRO TIP: Be the first to donate to your fundraising page to show how dedicated you are to the mission. You're bubbling up your own progress bar and removing any fear of donors being the first to "join the party"!

Spread the Word

You're on your way to fundraising success! Now it's time to spread the word and take strides toward your goal.

We suggest starting by creating a list of people you plan to reach out to.

1. **Start with your closest inner circle** - This is a great group to target for your first few donations, as they are more likely to respond to your personal outreach. It's always nice to get some quick wins in the beginning!

2. **Cast a wider net** - Don't be afraid to look beyond your immediate connections and expand your list. Some people in your wider network may have a personal connection to our mission, and it could spark some great conversations on top of a donation towards your goal!

Email Examples

Email is one of the easiest and most effective ways to fundraise. This should be the first place you start in your outreach strategy.

> **PRO TIP:** Keep your message clear, direct, and timely! Don't be afraid to add some visual and personal elements to catch donors' attention and inspire immediate action.

Example 1:

Subject – [Add Powerful Subject Line]

Dear **[Name]**,

I'm raising money for Hartford Hospital and it would mean so much if you could help me reach my goal!

Please Click Here **[Add Your Fundraising Page]** to give.

Thanks so much for your support!

[Name]

Example 2:

Subject – [Add Powerful Subject Line]

Hey **[Name]**,

I'm fundraising for Hartford Hospital, an organization that strives to improve the health and healing of the people and communities we serve. The money raised will go towards **[Your Fundraising Program Designation]**.

I'm trying to raise **[$ Fundraising Goal]** by **[DEADLINE]**. If I can inspire just five people to contribute **[$ Fundraising Goal/5]** or more, I'm there.

It's really important for me to help Hartford Hospital because **[Your unique connection to the cause]**. I hope you'll support me and Hartford Hospital by making a gift to my fundraising page below.

Thanks so much for your support!

[Name]

Social Posts

In addition to email, use social media to bolster your communication outreach. This is a great way to reach people who fall outside of your inner circle. To make this even easier, take advantage of the built-in social sharing options on your fundraising page!

PRO TIP: All social channels are good social channels. Your network on Facebook will be vastly different from your network on LinkedIn, but each offers its own unique value. Don't be shy about promoting your campaign across all of them to spread the word!

Example Thank You

It's critical to thank every one of your donors. Your success wouldn't have been possible without them! Send a personalized email or thank you note, acknowledge them directly on your fundraising page by leaving a comment, or give them a shout out on social media.

Subject - **[Add Powerful Subject Line]**

Dear **[Name]**,

My fundraising campaign has officially wrapped, but the impact of your contribution will continue! I am extremely grateful for the support you have shown for Hartford Hospital.

With your help, I have raised **[$X]** towards **[Your fundraising program designation]**. I encourage you to follow Hartford Hospital on Facebook, Instagram, and Twitter to stay up to date on their work, and see how your donation is fueling their mission.

Thank you again for your generosity.

[Name]

PRO TIP: Don't underestimate the power of an old-fashioned handwritten card! It only takes a few minutes to do and can make an incredible impact on those you send it to.