

# Host Your Own Fundraiser Tool Kit





# Fundraising ideas for online donations

## Sponsor Me Challenge

Take on a challenge—individually or as a team—such as a walk-a-thon, dance-a-thon or reading challenge. Ask friends and family to sponsor you with an online donation.

## Spirit Week Donation Days

Crazy Hair Day, Pajama Day, Twin Day—let classmates join the fun and donate online to support your cause.

## Water Balloon Challenge

Students (or teachers!) agree to get soaked if a fundraising goal is met. Promote the challenge online and let donors contribute to “make it happen.”

## Birthday or Special Milestone Fundraisers

Instead of gifts, ask for donations to Good Samaritan University Hospital in honor of your birthday or milestone.

## Livestream or Game For a Good Cause

Host a livestream—gaming, music, art, and more—and raise funds while having fun! Share your fundraising page in the chat or bio.

## Online Penny Wars

Challenge other groups or grade levels to compete for the most donations. The winner gets bragging rights or a fun prize!



## “Bobby’s Big Chop”

Bobby created a fundraiser to support the Cancer Institute at Good Samaritan. In exchange for reaching his goal, he cut and donated his hair to Wigs for Kids.



## D.J.’s Holiday Light Display

D.J. and his family have raised funds to support the Gary H. Richard & Family Stroke and Brain Aneurysm Center of Long Island by collecting donations from their annual holiday light display.

For questions and fundraising support please contact:

**Tori Ardito**

**Victoria.Ardito2@chsli.org**

**(631) 376-4519**





# Online Fundraising

## Step-by-step instructions to create your page



**Visit: <https://tinyurl.com/goodsamfundraiser> to create your page, or scan the QR code to get started.**

The Good Samaritan Hospital Foundation is dedicated to supporting you through each step of your fundraising journey. Use the following sections as a guide when you're ready to craft your unique fundraising page.

The screenshot shows a web form titled "Create your page". It includes several sections: a checkbox for "I'm fundraising to honor someone else.", a "Set your fundraising goal" section with a currency dropdown set to "USD" and a value of "500.00", a "Fundraising end date" section with a calendar icon, a "Your Page's Headline" section with a text input field showing "0/255" characters, an "I'm fundraising for" section with a dropdown menu showing "Please use my gift where it is most needed", a "Set your Fundraising Page's Short URL (optional)" section with an example URL "https://donate-good-samaritan-university-hospital.chsli.org/" and a "Start typing" input field, and a checkbox at the bottom for "Yes, I would like to receive important email updates from Good Samaritan University Hospital."

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### Register as a fundraiser

Create your account and fill in the prompts. You'll be asked to choose a fundraising end date, select the program you'd like to support and create a short URL that you can share with friends and family.

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### Set your goal

Your online fundraising page will be pre-populated with a goal of \$500. You can edit your goal at any time!

Think about your network and their potential interest. If you have a large social media following or wide circle of friends and family, you might set a high initial goal. If your network is smaller, be modest but optimistic in your target!

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### Write your story

What inspired you to create this fundraiser? The most effective "pitch" is sharing why this is important to you in your own words.

Adding personal touches to your page helps friends and family connect more! You can add updates or change your page at any time.

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### Make an icebreaker donation

It helps to make the first donation yourself, to break the ice for future donors and demonstrate your own support.

If you have a fundraising idea you'd like to discuss, or need assistance with your fundraising page please contact:

Tori Ardito at [Victoria.Ardito2@chsli.org](mailto:Victoria.Ardito2@chsli.org) or call (631) 376-4519



# Your Digital Playbook

## Promoting Your Fundraiser

Each social media platform offers unique opportunities to connect and resonate with your audience. Understanding the nuances of these platforms can amplify your fundraising efforts. In this section, we'll guide you through the specific strengths of each channel and provide actionable tips to enhance your outreach.



### Facebook:

- Share stories, updates, photos.
- Post 3-4 times a week.
- Optimal Timing:  
Weekdays between 9 am – 3 pm.



### X:

- Share concise appeals, engage with relevant hashtags and retweets.
- Post 1-2 posts per day.
- Optimal Timing:  
Weekdays around 12 pm - 1 pm.



### Texts:

- Send messages of encouragement and updates to friends and family. Don't forget to include the link to donate!



### Instagram:

- Share visuals, utilize IG Stories, and choose impactful images or videos. Post 1-3 posts a day.
- Optimal Timing: Weekdays between 10 am - 12 pm and 7 pm - 9 pm and weekends: 9 am - 11 am

## Tips for Getting the Word Out on Social



**Build anticipation:** In the days leading up to your fundraiser, tease upcoming activities and rally your network with reminders to participate and spread the word.



**Highlight milestones:** Commemorate reaching 25%, 50%, and 75% of your goal with personal notes or videos to energize supporters.



**Diversify platforms:** Don't put all your eggs in one basket. Different platforms reach different audiences. Make sure to tailor your content appropriately for each platform.



**Engage & respond:** Foster a two-way conversation. Reply to comments, acknowledge shares, and encourage questions about your cause to deepen connection and trust