



Cheers! Leader Fundraising Toolkit

Welcome! On behalf of the Atrium Health Wake Forest Baptist Office of Philanthropy, thank you for being a *Cheers! Leader* and volunteering your time and resources to benefit the Brenner Children's Patient Assistance Fund. By becoming a leader, you are touching thousands of lives.

This year more than ever, the support of our community matters. Your gift will help us offer assistance to families when they need it the most. The Brenner Children's Patient Assistance Fund helps with travel expenses, medications, meals, bereavement services, home health equipment and much more.

We are thrilled to announce that presenting sponsor Simply Southern is matching all donations dollar-for-dollar up to \$200,000! This means that your fundraising efforts are automatically doubled. Thank you Simply Southern!

Being a *Cheers! Leader* is a new and exciting way to help raise funds and awareness of the Brenner Children's mission to help our children. This easy-to-use toolkit will guide you on how you can setup your own fundraising page then start sharing! We know you are here because you are passionate about helping to make dreams come true for all the patients at Brenner Children's. We thank you for opening your network to us. Fundraising is rewarding and with a little bit of effort, you can truly help our patients and families.

*If at any time you have any questions or need assistance, please contact
Brittany Pendleton at bpendlet@wakehealth.edu.*

HOW TO CREATE YOUR FUNDRAISING PAGE:

1. Visit the Atrium Health Wake Forest Baptist's campaign page ***Help Us Make Dreams Come True for Patients at Brenner Children's*** giving page at:

<https://www.justgiving.com/campaign/CheersForBrenner2021>

2. Click on "Start Fundraising" - the **ORANGE** button on the right-hand side.
3. Create an account or log-in if you already have an account.
4. Select your page type! You can dedicate your page to any type of event/theme, or just select "Doing your own thing" if you just want a page to share with others. *We recommend selecting 'Doing your own thing'.*

The screenshot shows the Just Giving fundraising page setup interface. At the top, it says "You're raising money for **Help Us Make Dreams Come True for Patients at Brenner Children's** run by Wake Forest Baptist Health". Below this, there are two main sections for selecting an event type.

What are you doing?

- Emergency aid**: Raise money during an emergency (e.g. Covid-19 outbreak). [Start]
- Fitness at home**: Set yourself a physical challenge and track your progress with Strava. [Start]
- Virtual gathering**: Use live streaming or video calls to host an online quiz or social events. [Start]
- Gaming**: Take part in a sponsored gaming marathon or competition. [Start]

Looking for something else?

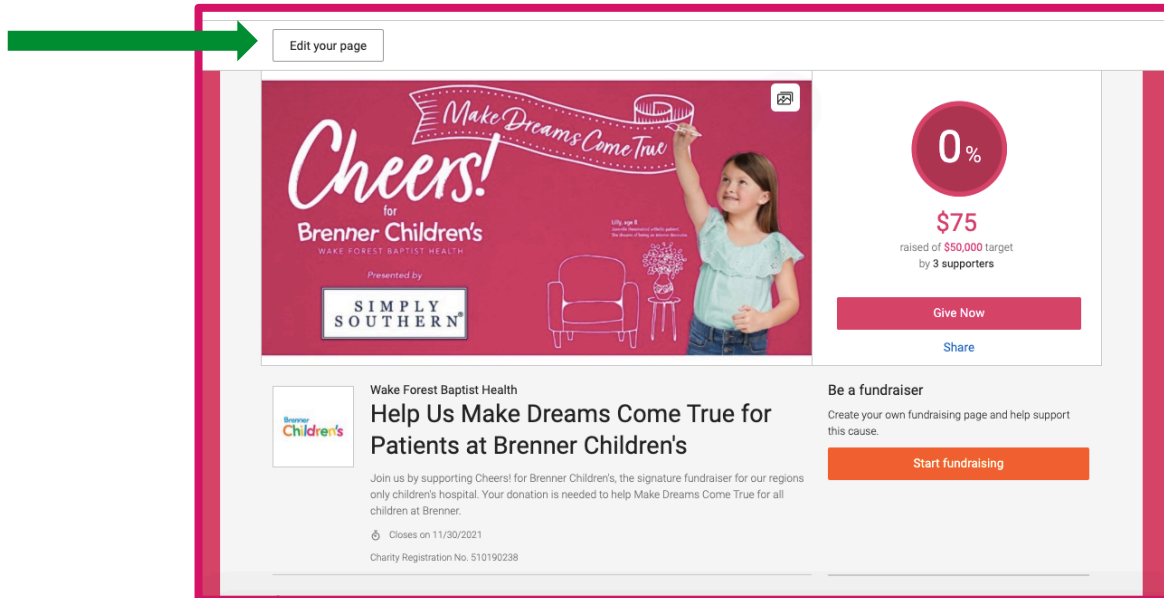
- Taking part in an event**: From a marathon, triathlon or charity bike ride to a sponsored walk or trek. Raise money for any official event. [Start]
- Celebrating an occasion**: Ask friends for donations rather than birthday or wedding gifts. [Start]
- Remembering someone**: Pay tribute to a loved one by collecting donations for a cause they cared about. [Start]
- Doing your own thing**: Shave your head, give up chocolate, do something unique... [Start]

5. Tell us about your event. Select an event type and name your event/page.
6. Choose your own web address. This is the link you'll be sharing with friends and family when asking them to support you so give it a name they will recognize!

Ex. [https://www.justgiving.com/fundraising/\[insert your name or organization\]](https://www.justgiving.com/fundraising/[insert your name or organization])

You've created a page - thank you!

7. Click "edit your page" on the top left corner to customize your page.



Tips to customize your page and make it your own!



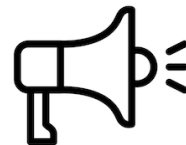
Add a picture!
Add a picture of you, or one that tells a story and makes it personal. Landscape photos work best.



Tell your story!
Add your own personal story to tell others why raising money for Brenner Children's is important to you.



Add a goal!
Add your own personal fundraising goal so you can ask people to help you reach it.



Update!
Remember to add updates to your page frequently. Thank someone that gave, share a story, update people on how close you are to your goal.

*There are lots of options to edit your page!
Use the menu bar at the top to find all your customization options.*

View **Edit** Media Donations Settings

EDIT

Customize your goal, add a personal story, and share your reason for participating.

MEDIA

Find options to change your cover photo or add more photos.

DONATIONS

See how many donations you've had and add any donations you've received offline.

SETTINGS

Customize your thank you message, create a fundraising team and find your personal QR code that you can share.

8. **Share, Share, Share!** – See below for some sample ways to share your page.

REMEMBER: Your page is only going to raise money if you SHARE it with friends and family! Share to your Facebook friends, email it to your family, send a tweet to encourage people to join you in supporting Brenner Children's. Whatever you do, make sure to SHARE your page!

9. If you have a friend, family member or co-worker that would prefer to make their contribution by cash or check, mail the funds to the address below.
(Please make checks payable to Atrium Health Wake Forest Baptist)

*Brenner Children's
Attn: Cheers! 2021
Office of Philanthropy
PO Box 571021
Winston-Salem, NC 27157-1021*

HOW TO CREATE YOUR FUNDRAISING TEAM PAGE:

Team pages allow you and your friends/co-workers to join your individual fundraising pages together to contribute to an overall total. You'll still have your own individual page, but your contributions will help count towards a larger goal.

1. Create your individual fundraising page with the instructions above.
2. Click on "Edit Your Page" on the top left corner and click on the "Settings" tab.
3. Click "Start A Team."
4. Create a team name and click "Let's Go!"
5. Next, you will confirm that you are fundraising for Atrium Health Wake Forest Baptist. We aren't associated with a specific event, so you'll want to select "Doing Your Own Thing" and then you can select the options that best fit your page.
6. Next, you can edit your team story!
7. After you continue, you'll be able to add your team fundraising target and create a web address to use.
8. You can invite team members directly, or just share your web address!

SAMPLE COMMUNICATIONS:

Here are some sample communications that you can copy and paste to share with your network – think about your family, friends, colleagues and even your neighbors! Feel free to personalize them with your story or add any additional information you want to share. Simply click on one of the “Share this story” options on the bottom of your personal fundraising page to get started. – **Make sure to tag us using the hashtag #CheersforBrenner!**

SAMPLE EMAILS

Colleagues,

I know you see a lot of these types of requests and I hope that you won't mind my sharing a cause that is so important to me and to our community. Check out my fundraising page at – [\(insert your link here!\)](#). You can read my personal story and see why helping make dreams come true for the patients at Brenner Children's is so important. If you can give a contribution to support the Brenner Children's Patient Assistance Fund, that would be amazing. Additionally, all donations will be matched dollar-for-dollar by Cheers! presenting sponsor, Simply Southern. Give now and double your donation!

Thank you for your support!
[\(insert your name here!\)](#)

Family/Friends,

I've recently made a gift to support patients at Brenner Children's like [\(me, dad, sister – insert name of who you've created the page in honor of\)](#). I hope you will check out my page to read my story, and make a gift to support the Brenner Children's Patient Assistance Fund. This program is critical for patient families when they need it most. Additionally, all donations will be matched dollar-for-dollar by Cheers! presenting sponsor, Simply Southern. Give now and double your donation!

Thank you for your support!
[\(insert your name here!\)](#)

SAMPLE SOCIAL MEDIA POSTS

Facebook:

 **Susie Supporter** 11m ·  

The Brenner Children's Patient Assistance Fund provides support to those children and families in need while they are injured or sick. Community support is needed to ease the financial stress that so many families face, which allows them to focus on getting their child well so they can grow up and realize their dream.

Please visit my personal fundraising page to learn more and help me reach my goal of raising \$500 for Brenner Children's Patient Assistance Fund. (Link to Just Giving page)



 Like  Comment

Twitter:

 **Susie Supporter** @brenne... • Just now

The Brenner Children's Patient Assistance Fund provides support to those children and families in need while they are injured or sick. Please visit my @JustGiving page and please donate to this worthy cause. (Link to giving page)





Your personal website link will appear here when you share from your personal fundraising page.

FREQUENTLY ASKED QUESTIONS:

I'm not sure how many people will donate. What is the expectation?

Every donation, no matter how big or how small, makes a difference! We appreciate each of you and your willingness to share our mission. Getting the word out to your friends, family members and even co-workers gives them an opportunity to give. We are hopeful each *Cheers! Leader* will set a fundraising goal of \$1,000, but we know many will raise far more and some will raise less. The only barrier to philanthropic giving is not asking! Don't forget, no matter what you raise, all the donations will be matched dollar-for-dollar by Cheers! presenting sponsor, Simply Southern. Encourage everyone to give now and double their donation!

Tell me more about the cause, what is the Patient Assistance Fund?

All proceeds benefit the Brenner Children's Patient Assistance Fund, which helps families with travel expenses, medications, meals, bereavement services, home health equipment and much more. This assistance may mean a parent doesn't have to choose between buying medication for their sick child or buying groceries for the family. All too often, the need is that great.

Is there a deadline for donations?

There's never a deadline to donate, but this specific campaign will close on November 30, 2021.

Save the date!

Join us virtually Friday, November 12 at 7:00 pm for
An Evening of Cheers! for Brenner Children's

Check out our website to learn more:

<https://wakehealth.edu/About-Us/About-Brenner-Childrens/Support-Brenner/Cheers>

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