

Changemakers for Children's

Fundraising Toolkit

By fundraising for Children's Health, you have the opportunity to make a difference in the life of every patient that walks through our hospital's doors. Read through our step-by-step instructions on how to kickstart your fundraising efforts.

Choose your fundraising challenge.

Changemakers for Children's has a number of suggested fundraising opportunities to get you started. With each fundraiser, you can create a personal fundraising page on give.childrens.com/changemakers to collect donations and track your progress. You can also create your own fundraiser – like a bake sale or a car wash. Check out our **Fundraiser in a Box** at give.childrens.com/changemakers to get some inspiration and pick the activity that's right for you!

Set a fundraising goal.

Once you decide on a fundraiser and create your personal fundraising page, you'll set a fundraising goal for yourself or your Changemakers for Children's Club. A goal helps supporters rally around your cause, and it will help keep you focused as you begin putting your fundraising plan in action. No matter how big or small your goal is, every donation will make a difference in the life of a child. But remember, when you shoot for the moon, you'll land among the stars.

Identify your network of support.

There are more than a handful of people in your sphere of influence who can help you reach your fundraising goal. This doesn't have to be just people who can donate – it may include local businesses that can provide items for your fundraising activities or friends that can help you plan an event. More than just friends and family, think of people like your coach, doctor and teachers. Many people want to give to a great cause, they simply need to be asked!

Start asking for donations.

It's time to start fundraising! Reach out to your family, friends and social networks as you start asking for donations. You can craft a fundraising email, write a fundraising letter, post on social media, and reach out to local business. Check out give.childrens.com/changemakers to see some examples of effective fundraising communication.

Follow up.

Following up is the most important step in your fundraising. An effective fundraiser keeps on asking and you may have to ask someone to donate seven times before they actually do so! An easy way to follow up is to provide an update on your progress by letting people know how much you've raised so far or that you're close to your deadline. Your family and friends will be excited to follow your progress, so feel free to share pictures of your event preparation. Every message will serve as a reminder that they can still donate to your cause. Finally, remember to say thank you! A personalized note goes a long way in expressing your gratitude.

Questions?

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