





RED BALLOON® LEAGUE FUNDRAISING TOOLKIT

DONATE  ADVOCATE  VOLUNTEER 

From kids and their families to team members and donors, the Red Balloon League is an unstoppable force, fighting for the patients at Children's HealthSM.

We help kids tackle the tough stuff – be it a critical disease or an everyday illness. Our superhero team acts boldly when others won't and provides solutions others can't. We don't rely on a single approach. We combine our individual strengths to make life better for children, no matter what they face.

Together, we're the league of extraordinary care.

What do members of the Red Balloon League do?

The Red Balloon League helps raise funds to defend and protect every child and provide capes to the superhero patients at Children's Health to wear on National Superhero Day. This Spring, we're asking the Red Balloon League to get involved in the following ways:

- Join or create a fundraising team and designate funds to the program of your choosing
- Donate to provide a cape to a patient
- Give back through partner restaurants and business
- Create a legacy through gift planning opportunities like stocks, wills and more!

This toolkit will focus on fundraising, so if you'd like more information on other opportunities, please visit give.childrens.com or contact giving@childrens.com.

Getting Started

You can choose to fundraise individually, join an existing team or create your own team. See instructions on the next page on how to start your team fundraiser, individual fundraiser or how to join an existing team. If you need help deciding the right approach for you, please read the options below:

Start fundraising



As an individual



Join a team



Create a team

Who should create an individual fundraiser? Those with a cause close to their heart who want to rally their friends and family to support that cause.

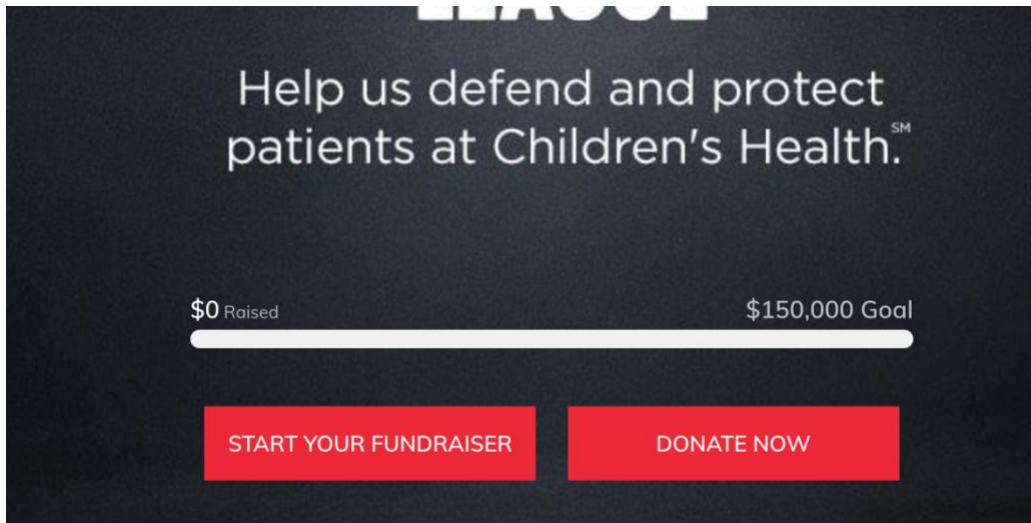
Who should create a team? Those who want to recruit multiple fundraisers for the same cause to have an exponential reach and make the largest impact.

Who should join a team? Those who want to support an existing team that is raising money for a cause that is important to them – or those who want to support friends or family by raising money through their network.



How do I create my own fundraiser?

1. When you want to create an individual fundraiser for the Red Balloon League, please click the 'Start a Fundraiser' button on the Red Balloon League campaign homepage (donate.childrens.com/JoinRBL).




2. Choose to fundraise as an individual when the option appears.

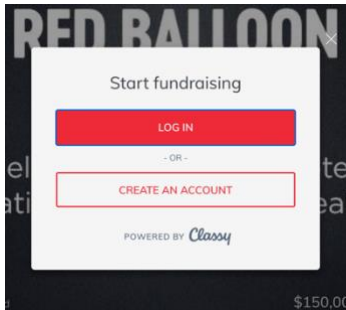




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3. Create an account using the signup forms. If you already have an account, log in.



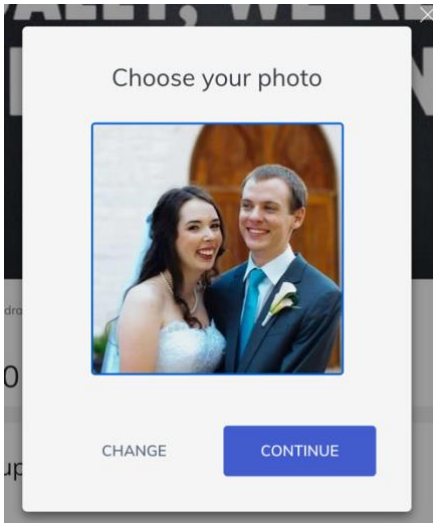
4. Next, you'll be asked to enter your fundraising page's details such as your fundraising goal, end date, and headline. You'll also be asked to choose your fundraiser's designation. We have five options to choose from, including Mental and Behavioral Health Programs, Clinical Research, Enhancements for Children's Health Dallas Campus, Expansion to Children's Health Plano Campus and Children's Health's Greatest Need. Select one and hit 'Next' to move on.



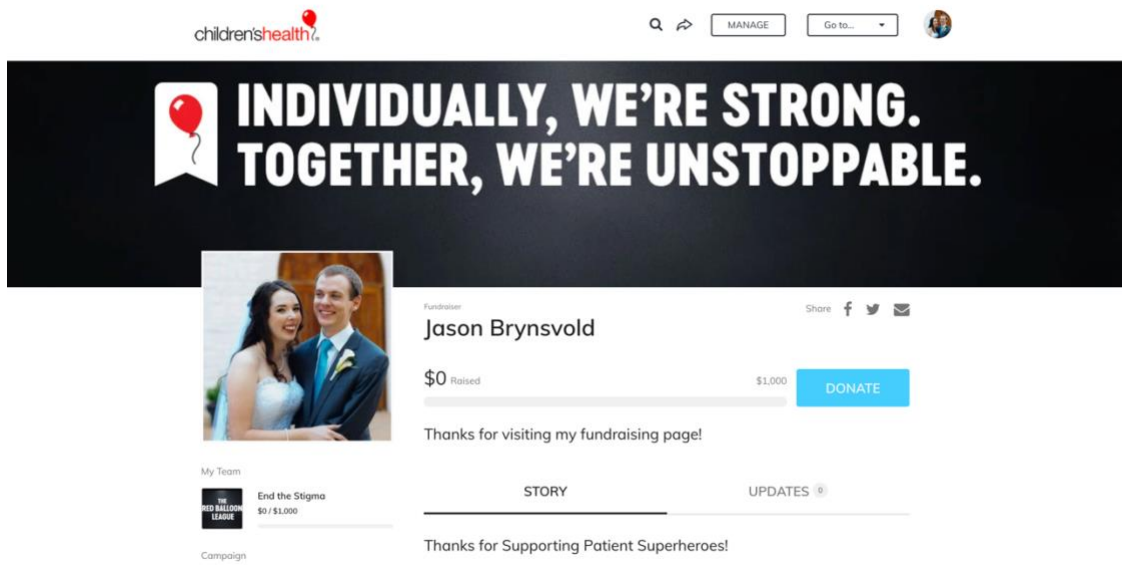
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- Then, you'll be asked to choose your fundraising page profile picture. Please choose an engaging photo of yourself, as this will make your page feel more personal.



- When you're done signing up, you'll see your fundraising page. The last step is to edit your page's details. To do so, tap the Manage button at the top of the screen to open your editor. We encourage you to change your Story content, post updates, and change the details of your page to give prospective donors a sense of why you are fundraising and how their gifts will impact Children's Health positively.





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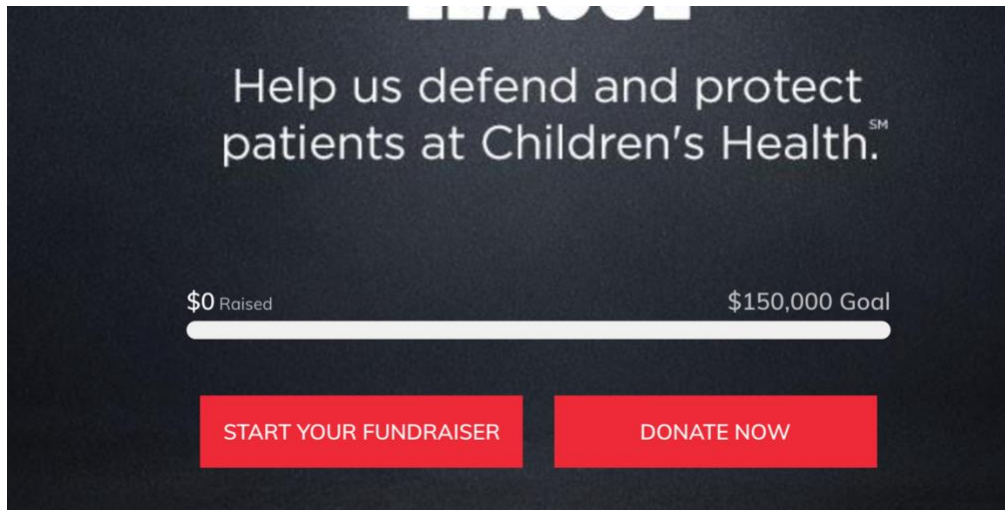
The screenshot displays the fundraising profile for Jason Brynsvold on the children'shealth.org website. At the top, the site logo and navigation options (VIEW, Go to...) are visible. The main header features the slogan "INDIVIDUALLY, WE'RE STRONG. TOGETHER, WE'RE UNSTOPPABLE." and a progress bar for a \$1,000 goal. Below this, a navigation menu includes OVERVIEW, STORY, DONATIONS, EMAILS, and DETAILS. A message reads "Hey Jason! We suggest you do these next." followed by a central "Edit your story" button with a "COMPOSE" option. The bottom section shows the "STORY" tab selected, displaying a "Personalize your story" prompt and a default text template: "Thanks for Supporting Patient Superheroes! Superheroes possess strength and courage every time they go into battle. We're here to make sure they're prepared each time. Please help me support Children's Health by making a donation through my page. The process is fast, easy and secure. Thanks so much for your support... and please don't forget to send this page to any friends you think might be interested in donating!"

7. From here, we recommend sharing your team fundraising page with friends and family through email and social media. You can also edit your personal fundraising page to get familiar with your account. *Please see our Fundraising Tips Toolkit located on donate.childrens.com/JoinRBL for more guidance on how to see the best results from your campaign.*



How do I form a team?

1. When you want to create a team for the Red Balloon League, please click the 'Start a Fundraiser' button on the Red Balloon League campaign homepage (donate.childrens.com/JoinRBL).






2. Choose to create a team when the option appears.

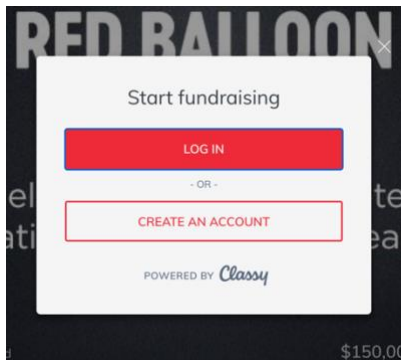




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3. Create an account using the signup forms. If you already have an account, log in.



4. Next, you'll be asked to enter your team's details such as your team name (be fun and creative!), fundraising goal and headline. You can also enter a short URL—a shorter version of your fundraising page's website address for easy sharing. Hit 'Create Team' to move on.

Create your team

Team name *

Set Team Fundraising Goal *

USD \$ 1,000.00

Team Page Headline *

Protecting our superheroes!

27/255

Set your Team Page's Short URL (optional)


<https://donate.childrens.com/ExampleShortUrl>

It's okay to contact me in the future.

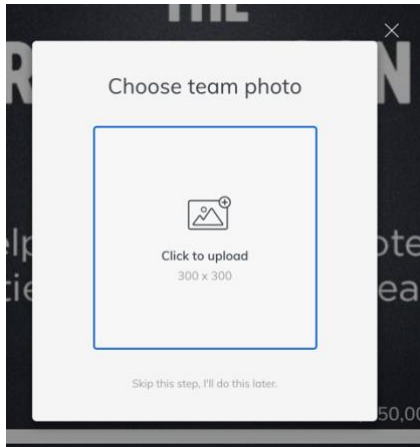
CREATE TEAM



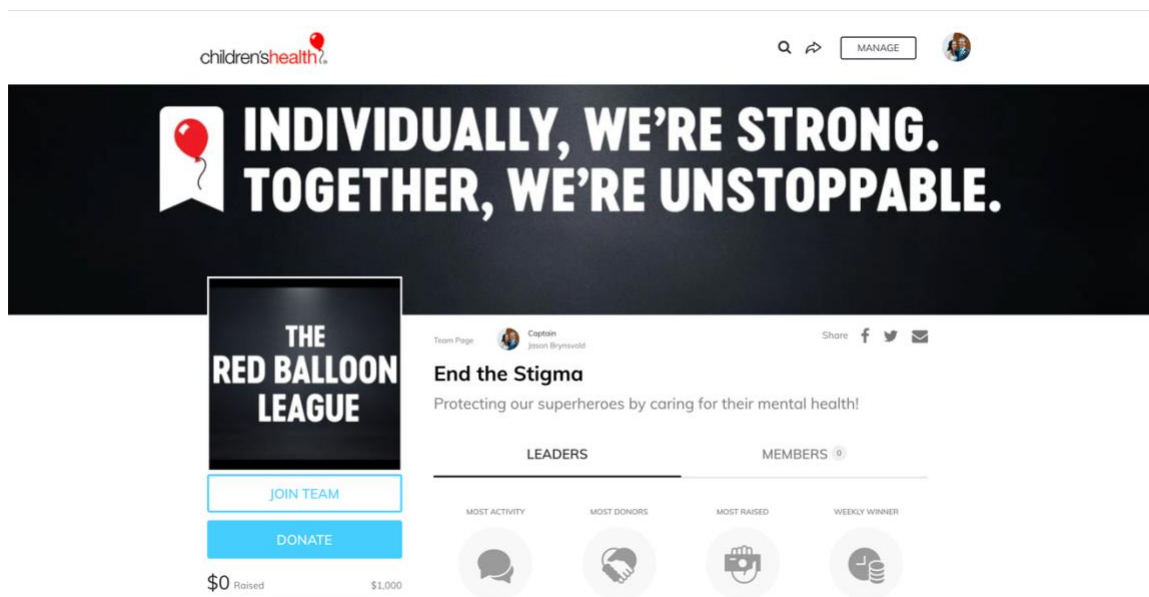
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5. Upload a profile picture for your team fundraising page. We encourage uploading a picture of you and your team members or something that represents what you will be raising funds for. You can always change your photo later.



6. When you're done signing up, you'll see your team page. The last step is to edit your page. To do so, tap the Manage button at the top of your screen to open your editor. We encourage you to change your Story content, post updates, and change the details of your page to give prospective donors a sense of why you are fundraising and how their gifts will impact Children's Health positively. **Make sure to include instructions on which designation donors should choose when fundraising for your team!**





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children'shealth

INDIVIDUALLY, WE'RE STRONG.
TOGETHER, WE'RE UNSTOPPABLE.

Jason Brynsvold
\$0 raised of your \$1,000 goal

OVERVIEW STORY DONATIONS EMAILS DETAILS

Hey Jason! We suggest you do these next.

Edit your story
Personalize your story and tell people why you are fundraising for The Red Balloon League

SKIP COMPOSE

OVERVIEW STORY DONATIONS EMAILS DETAILS

STORY UPDATES

Personalize your story
This is the default story behind our campaign, but you can make it your own. Add photos, video, and text to tell people why you are fundraising!

Thanks for Supporting Patient Superheroes!

Superheroes possess strength and courage every time they go into battle. We're here to make sure they're prepared each time.

Please help me support Children's Health by making a donation through my page. The process is fast, easy and secure.

Thanks so much for your support... and please don't forget to send this page to any friends you think might be interested in donating!

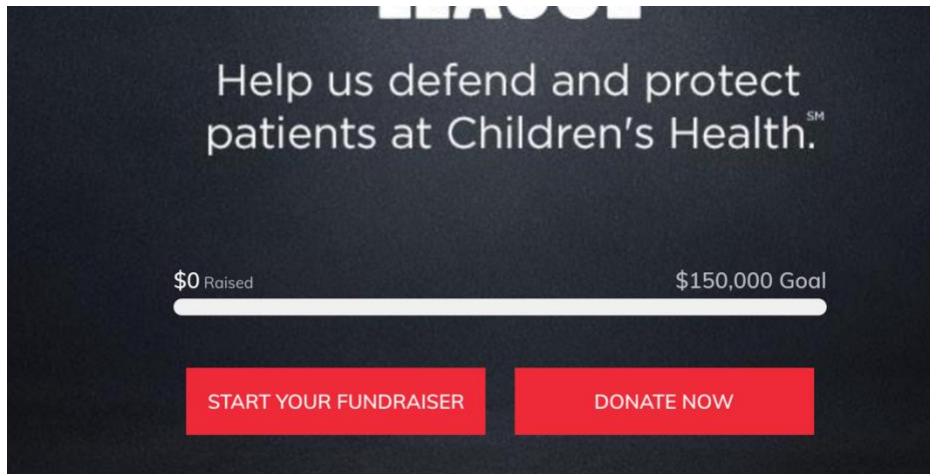
7. From here, we recommend sharing your team fundraising page with friends and family through email and social media. You can also edit your personal fundraising page to get familiar with your account. *Please see our Fundraising Tips Toolkit located on donate.childrens.com/JoinRBL for more guidance on how to see the best results from your campaign.*

As a friendly reminder, be sure to communicate with your other team members to reach your goals—happy fundraising!



How do I join a team?

1. When you want to join an existing team for the Red Balloon League, please click the 'Start Your Fundraiser' button on the Red Balloon League campaign homepage (donate.childrens.com/JoinRBL).






2. Choose to join a team when the option appears.

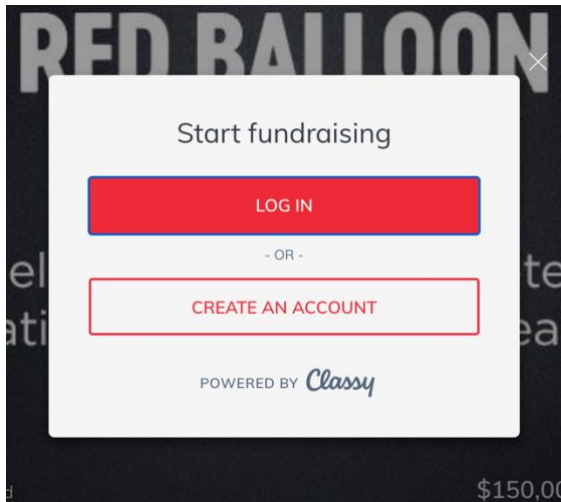




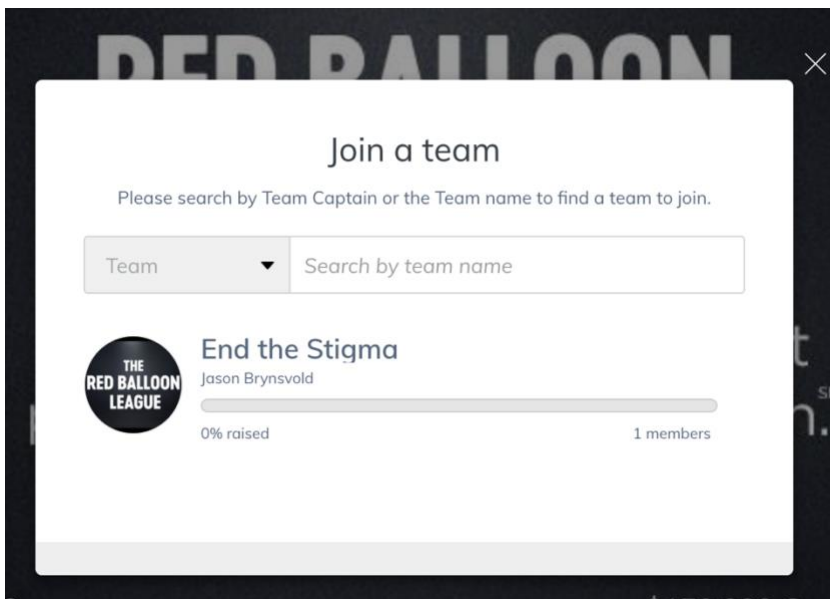
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3. Create an account using the signup forms. If you already an account, log in.






4. Search for your team by team name or team captain name. If you don't know either, ask the person who recruited you to join for this information.

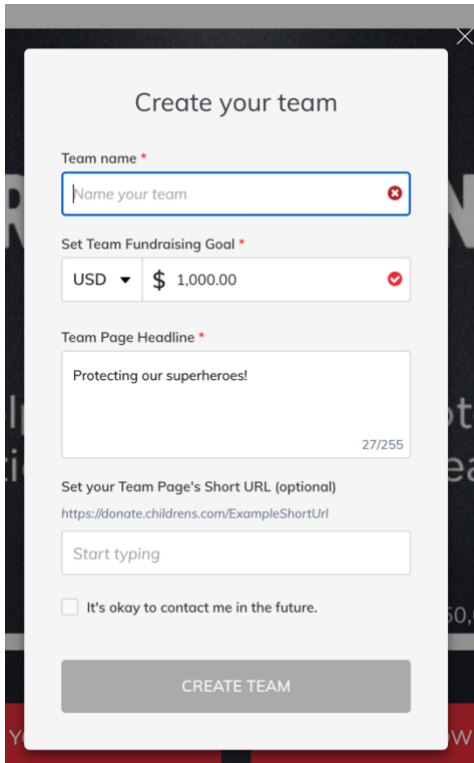




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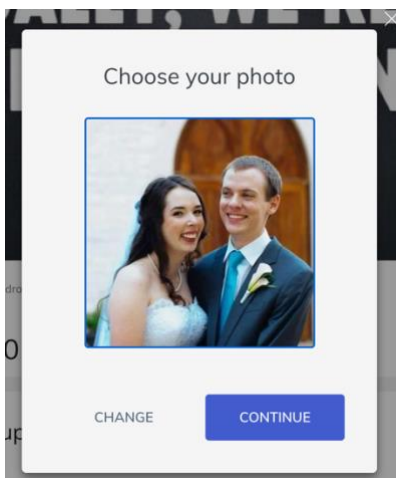
- When you join the team, you will be asked to create your personal fundraising page. You may be wondering why you need to create an individual page. Every member of a team needs to create an individual page in order to join.



The screenshot shows a 'Create your team' form with the following fields and options:

- Team name ***: A text input field with the placeholder 'Name your team' and a red 'x' icon for clearing the field.
- Set Team Fundraising Goal ***: A dropdown menu set to 'USD' and a text input field set to '\$ 1,000.00', with a red checkmark icon.
- Team Page Headline ***: A text input field containing 'Protecting our superheroes!' and a character count '27/255'.
- Set your Team Page's Short URL (optional)**: A text input field with the placeholder 'Start typing' and a sample URL 'https://donate.childrens.com/ExampleShortUrl'.
- It's okay to contact me in the future.
- CREATE TEAM**: A grey button at the bottom.

- Upload a profile picture for your fundraising page. This photo will also appear on the team fundraising page under the members list. You can always change this photo later.



The screenshot shows a 'Choose your photo' form with the following elements:

- Choose your photo**: A title above a photo of a man and a woman.
- CHANGE**: A text link below the photo.
- CONTINUE**: A blue button below the photo.



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children'shealth.

INDIVIDUALLY, WE'RE STRONG. TOGETHER, WE'RE UNSTOPPABLE.

Fundraiser
Jason Brynsvold Share

\$0 Raised \$1,000

Thanks for visiting my fundraising page!

Thanks for Supporting Patient Superheroes!

My Team
 End the Stigma
\$0 / \$1,000

Campaign

children'shealth.

INDIVIDUALLY, WE'RE STRONG. TOGETHER, WE'RE UNSTOPPABLE.

Jason Brynsvold
Fundraiser Page
\$0 raised of your \$1,000 goal


Hey Jason! We suggest you do these next.

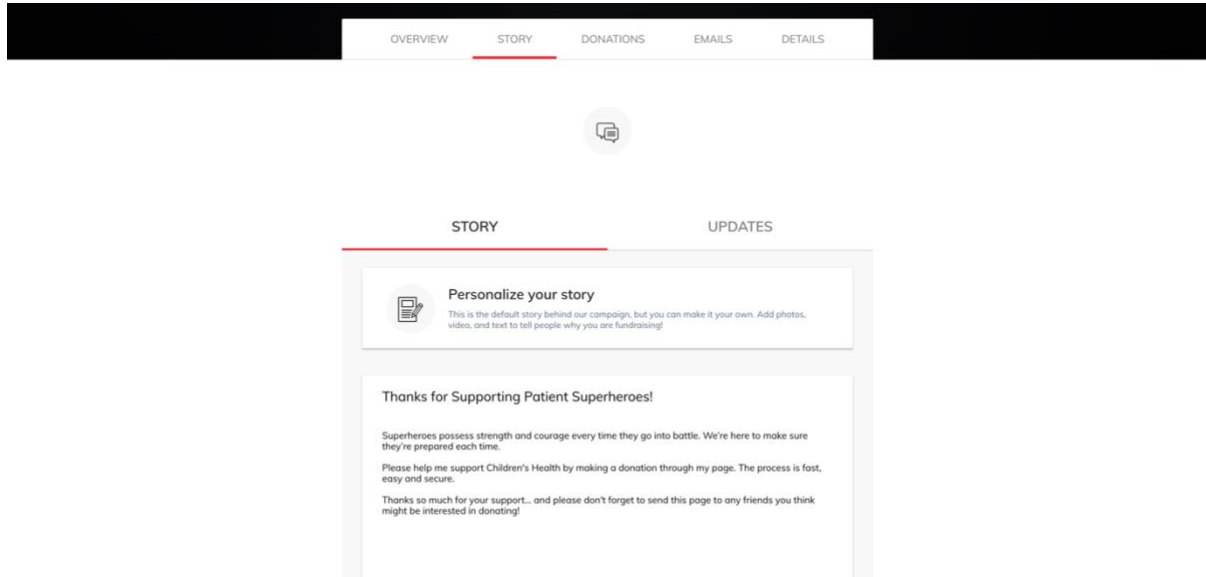
Edit your story

Personalize your story and tell people why you are fundraising for The Red Balloon League



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