

**2023
Fundraising
Guide**



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Introduction

Ignite Hope is a night where families, neighbors, friends, and loved ones come together to enjoy an afternoon of food, games, and photos with Santa. As the sun sets, thousands of people walk from North High School to Phoenix Children's, their candles lighting up the night to ignite hope for those in the hospital during the holidays.

Join us in assembling a team of dedicated individuals who will not only experience the enchantment of this festive occasion but also play a crucial role in spreading the word and making a lasting impact on the lives of children in need. Together, let's make this holiday season truly magical!

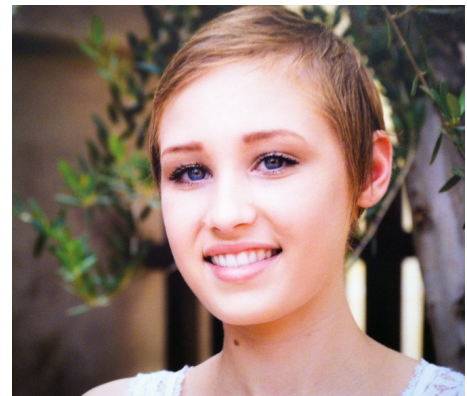
This guide will provide you with the directions to invite others to join your team, fundraise and participate in this special night.

History of Ignite Hope

Honoring the Katie's legacy

The inaugural Ignite Hope took place in December 2012, after Katie, a 15-year-old high school sophomore was diagnosed with a rare form of stage 4 cancer. While undergoing aggressive treatment at Phoenix Children's, Katie's friends from high school and her church youth group held a candlelight vigil in her honor at the Hospital. They wanted to give her something, and they did, the gift of hope.

Not only was Katie looking out her window at the hundreds of kids gathered for her, but other patients also received that same gift as they peered from their windows. That's how this new tradition was born at Phoenix Children's. Katie passed away in September 2013, but her legacy continues to inspire the Valley each year.



Recruiting your team

Share your story

Sharing why you're involved with Phoenix Children's helps your social media network feel connected with your passion and participation for the cause. Include why you are fundraising for the area you chose.

Update your team and your personal page

Another space to share your story is on your and your team's fundraising page. Share past experience at Ignite Hope, your connection to Phoenix Children's, and information about the program you are fundraising for.

Invite your friends

Sending an invitation brings special attention to your efforts & allows people to easily find your fundraiser without having to sift through their newsfeed.

Encourage Sharing

People who don't know you directly are more likely to donate if their friends have also donated, so it's helpful to encourage your friends to share your fundraising page.

Engage your Community

Post periodic updates to your fundraiser including pictures, videos, fun facts & personalized thank you notes to contributors. People are far more likely to contribute to your efforts when you keep them engaged & demonstrate impact. Some of the top fundraisers recommend posting twice per week.



Kickstart your fundraising

Show your commitment

As you register, set your goal to show you are passionate, and be your own first donor! Your friends and family will feel inspired by your dedication and will want to help you reach your goal. Start with \$25 and ask everyone to match your donation.

Personalize your fundraising page

Encourage friends and family to donate to your page by sharing reasons why you are supporting Phoenix Children's. Consider using pictures and videos to help make your "why" come alive. Don't forget to set your goal!

Share your fundraising page

Time to get social! Post your link on Facebook, put it in your Instagram bio and don't forget Twitter and LinkedIn. Fun fact: people who have used social media to promote their page have seen a 40% increase in donations.

Did you know...

All donations to the Hope Fund help Phoenix Children's purchase essential supplies.



\$6.50
meal
voucher



\$10.75
children's
activity set



\$41.35
car seat



\$150.00
red wagon

Tip:

Be sure to share this information when you are asking for donations. Every donation adds up.



Fundraising Ideas

Set an outrageous incentive

Promise your supporters that if they help you reach your fundraising goal, they will win the chance to see you step outside your comfort zone. For example: let your child throw a pie in your face, shave your head or wear a costume for a day.

Organize a spirit week for your office

Encourage participants to show their best themed outfits in a daily text thread. Ask them to donate \$10 to your page to join the group.

Find local businesses to sponsor you

Send out a letter and poster to local businesses and ask them to sponsor you as you raise funds for Phoenix Children's.

Double the impact of your team

See if your company's leadership is willing to host a dollar-for-dollar match.

How to raise \$200 in 10 days



Day 1

Donate \$20 to your own page.



+ Day 2

Ask your parents or significant other to donate \$20.



+ Day 3

Ask your best friend to donate \$20.



+ Day 4

Ask an extended family member to donate \$20.



+ Day 5

Ask a sibling to donate \$20.



+ Day 6

Ask your boss or teacher to donate \$20.



+ Day 7

Ask your neighbor to donate \$20.



+ Day 8

Ask a friend on social media to donate \$20.



+ Day 9

Ask a friend from your church, club or sports team to donate \$20.



+ Day 10

Ask a co-worker or someone in your class to donate \$20.

Email Templates

Email Sample 1: Inviting Others to Join the Team or Donate

Subject: Join Our Team and Make a Difference!

Dear [Friend's Name/Co-worker's Name/Family Member's Name],

I am writing to share an exciting opportunity to make a positive impact together. I have recently [created/joined] a team for Phoenix Children's Ignite Hope fundraising for [Enter Fundraising Program Name], and I would love for you to join me.

Why should you consider joining our team?

- Together, we can amplify our efforts and raise more funds to support this important cause.
- It's a fun and rewarding experience that allows us to make a real difference during the holidays for those who are in the hospital.
- Your involvement, no matter how big or small, adds up.

[Include a link or instructions on how they can join your team or make a donation.]

Your support means a lot to me, and I truly believe that when we come together, we can achieve amazing things. Please consider joining our team or making a donation. Together, we can create positive change for [insert program name].

I hope to have you on board with us!

Warm regards,
[Your Name]

Email Templates

Email Sample 2: Making a Case for Philanthropy and Donations

Subject: Your Opportunity to Make a Difference

Dear [Friend's Name/Co-worker's Name/Family Member's Name],

Today, I want to talk to you about something that's close to my heart - philanthropy and the power of giving.

In our busy lives, it's easy to get caught up in our daily routines, but I firmly believe that each of us has the ability to make a positive impact on the world. This is why I've decided to get sign up for Phoenix Children's candle light walk, Ignite Hope. I am fundraising for [Enter Fundraising Program Name], a program dedicated to [Describe the cause/why you chose it as your fund].

[Explain why this cause is important to you personally. Share a personal story if applicable.]

Every dollar we contribute makes a difference. It provides a glimmer of hope, a helping hand, and an opportunity for someone in need.

I invite you to join me in this meaningful journey. Your donation, no matter the size, will have a ripple effect. Together, we can be part of something greater than ourselves, and together, we can make a change.

[Include a link or instructions on how they can make a donation.]

Thank you for taking the time to consider this request. Your generosity will make a real impact, and it will be greatly appreciated.

With gratitude,
[Your Name]

Email Templates

Email Sample 3: Thank You for Supporting [Fundraising Program]

Subject: Your Support Made a Difference!

Dear [Friend's Name/Co-worker's Name/Family Member's Name],

I wanted to take a moment to express my gratitude for your donation and support for Phoenix Children's Ignite Hope and [Enter Fundraising Program Name].

Thanks to your generous contribution, we were able to raise [enter amount raise and the program you chose].

Your belief in our cause and your willingness to take action are truly inspiring. I hope to keep you updated on our progress and the impact your contribution is making. Your continued support means the world to me.

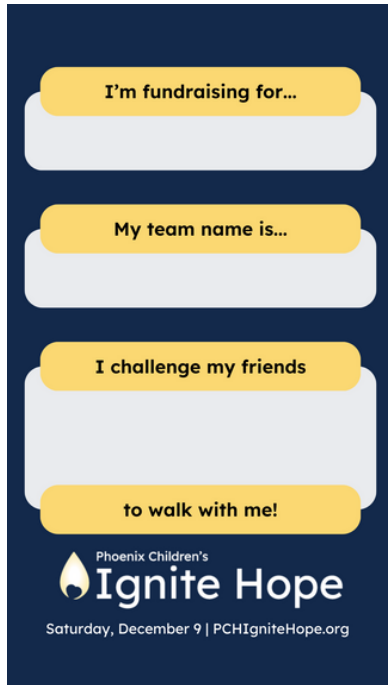
Once again, thank you for your kindness and generosity. Your compassion is helping us achieve our mission, and I am deeply grateful for your involvement in [Fundraising Program].

Warm regards,
[Your Name]

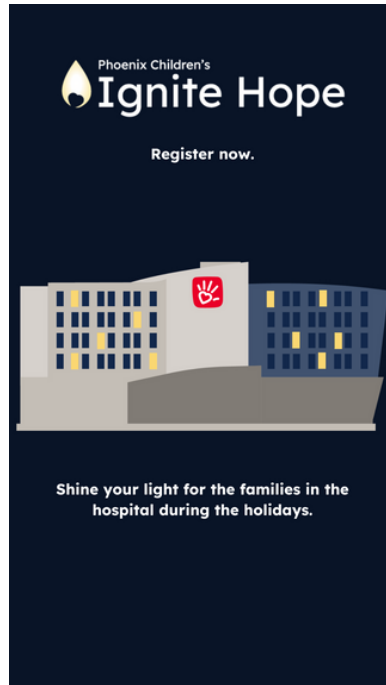
Social Media - Stories - Recruiting

Be sure to tag us [@FriendsofPCH](#) so we can share!

Story Options



Tag your friends and family to join your team



When you are creating your story, swipe up and select the "Link" sticker and copy and paste your team pages URL.



Insert your team name on the story before you share!

Social Media - Posts - Recruiting

Previous participant? We encourage you to use your photos! If not, no worries! We have some great options for you!

Walk with me at Phoenix Children's Ignite Hope!

December 9



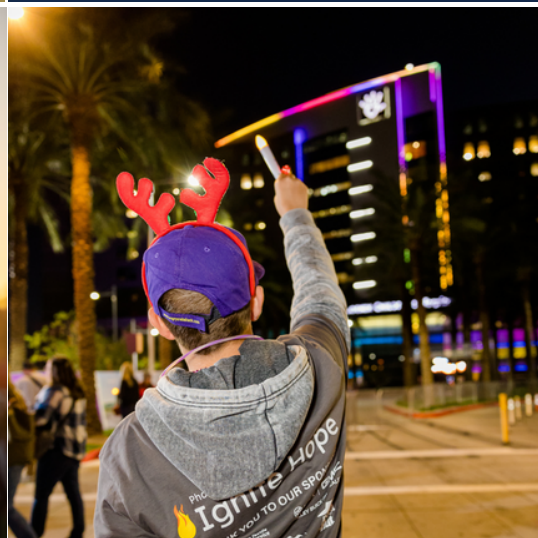
Walk with me at Phoenix Children's Ignite Hope!

December 9



Walk with me at Phoenix Children's Ignite Hope!

December 9



Captions

Let's shine brighter together and make a real difference this holiday season! Join my team for Ignite Hope, a heartwarming event supporting @PhoenixChildren's patients and their families during the holiday season. Your support matters. Send me a DM to be a part of this meaningful evening! 🔥 #IgniteHope

Get involved on Dec 9 for an impactful evening of hope! We'll walk, shine our lights, and support @PhoenixChildren's patients and families during the holidays. Let's make a difference together. DM to join my team! 🔥 #IgniteHope