



# IGNITE HOPE

## FUNDRAISING TOOLKIT





Dear Fundraiser:

Thank you for registering to participate in the 6th Annual Ignite Hope! We are so excited you will be IGNITING HOPE FOR THE KIDS! We hope that you will enjoy raising money for this important cause!

The money that is raised at Ignite Hope specifically benefits the Hope Fund at Phoenix Children's Hospital. The Hope Fund helps launch critical new programs, purchase essential equipment, conduct cutting edge research, provide charitable care and much more. The results of these donations help improve the quality of life of the children and their families, along with providing education and research of current illnesses and future treatments.

We know you may need to recruit a few different donors to reach that goal, and we want you to have the tools you need to educate them about where their money is going. This fundraising kit will provide answers to some questions you may hear. It will also provide you with instructions on how to set up your fundraising page, as well as sample messaging to recruit support from your family and friends.

If you have the time and energy to commit to fundraising, it will have a huge impact on the lives of the kids and families at Phoenix Children's.

Thank you for your support!





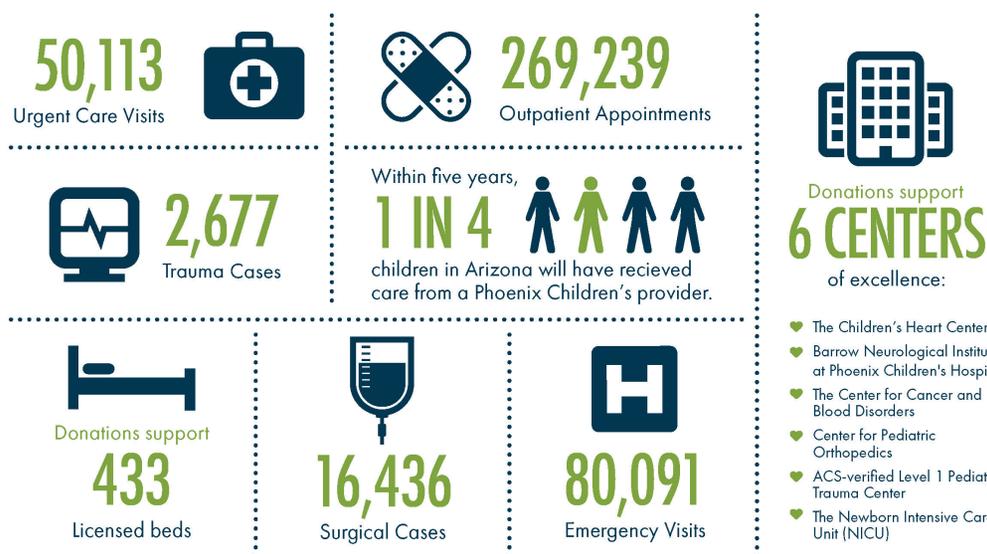
## ABOUT PHOENIX CHILDREN'S HOSPITAL

Phoenix Children's Hospital is Arizona's only children's hospital that is ranked in U.S. News & World Report's Best Children's Hospitals. Phoenix Children's provides world-class inpatient, outpatient, trauma, emergency and urgent care to children and families in Arizona and throughout the Southwest. As one of the largest children's hospitals in the country, Phoenix Children's provides care across more than 75 pediatric specialties. The Hospital is poised for continued growth in quality patient care, research and medical education.

## OUR MISSION

We provide hope, healing, and the best health care for children and their families.

Over 60 programs at Phoenix Children's Hospital are fully or partially funded by philanthropy. It takes \$1.7 Million per day to operation Phoenix Children's Hospital. That comes out to nearly \$35,000,000 in charitable medical services.

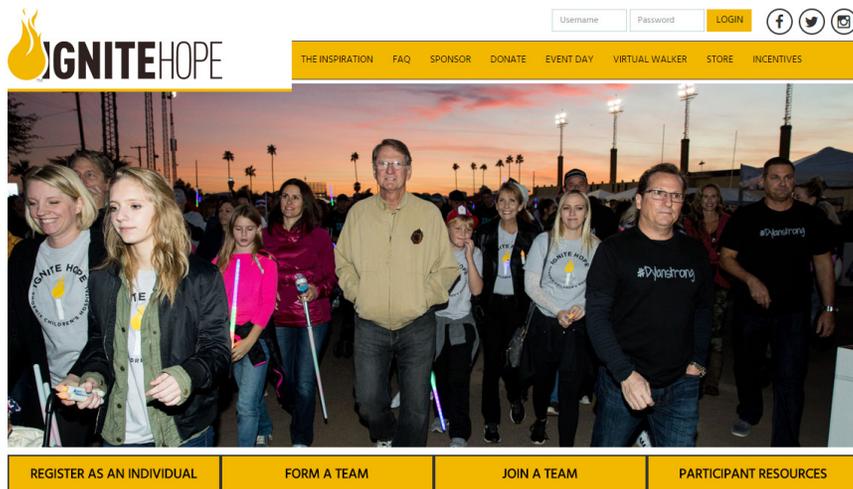




## HOW TO SET UP A FUNDRAISING PAGE

You can set up a fundraising page for Ignite Hope in just a few easy steps. Every donation you gather will have a direct impact on the children and their families at Phoenix Children's. Your generosity makes it possible for us to offer the very best medical specialists, cutting-edge technology, and family-friendly services to our community. To get started, visit the link below and click **Register as an Individual** to launch your page. During the setup process, you can also create or join a fundraising team to double your impact. Each fundraiser will receive a custom URL for their individual fundraising page.

[www.pchignitehope.org](http://www.pchignitehope.org)



## HERE ARE SOME TIPS THAT CAN HELP YOU FUNDRAISE MORE EFFECTIVELY:

### PERSONALIZE YOUR STORY.

People give to the story involved with the cause. The more they connect with your story, the more likely it is that they will make a donation. Hook them in and tell them why you're Igniting Hope with your own words, pictures or even videos. If you're inspired by a story of a particular Phoenix Children's Hospital patient, feel free to share their stories by adding one of our YouTube videos to your page. See [www.youtube.com/pchfoundation1](http://www.youtube.com/pchfoundation1) to choose from a selection.

### SHOW YOUR COMMITMENT.

Show you are serious and be your own first donor! Your friends and family will instantly see your dedication and will be more inclined to donate. Whether it's \$10, \$25 or \$50, set a foundation for your goal.

### PERSONALIZE YOUR THANK YOU EMAIL TO DONORS.

An immediate thank you goes a long way. Customize the text that appears in your automatic thank you email when someone makes a donation to your page. In your messaging, encourage them to check back on your fundraising progress as you attempt to reach your goal.

### SHARE YOUR FUNDRAISER!

It can be daunting figuring out where to start asking for donations. The easiest places to start are your social networks and your friends. Copy the link to your page and paste it into emails, Facebook and Twitter to send it out. It's not just about mass blasts, though. It's the personal emails and calls that really make a difference. Try calling just 5 people to start!



## SAMPLE EMAILS: Asking For Support

Dear \_\_\_\_\_,

On Saturday, December 9th, I will be walking for kids at Phoenix Children's Hospital as a participant in the holiday candlelight walk, Ignite Hope.

I have set a personal goal to raise \$\_\_\_\_. I have already contributed \$\_\_\_\_ toward my goal. I need your support to help raise the rest. Every dollar raised makes a direct impact on patient care at Phoenix Children's so please give whatever you can.

Phoenix Children's Hospital is Arizona's only licensed children's hospital and among the largest in the country. In fact, within five years, one in four Arizona children will have received care from a Phoenix Children's provider. I am excited to spread some holiday cheer to these kids by walking to the hospital and shining our lights.

To join Ignite Hope and help these families at Phoenix Children's, please visit my personal fundraising page to make a donation: \_\_\_\_\_ (paste URL here).

If you'd rather make a donation by check, please make your check payable to the Phoenix Children's Hospital Foundation and write my name in the memo section so I get credit for your generous donation. Mail the check directly to the Phoenix Children's Hospital Foundation.

Phoenix Children's Hospital Foundation  
Attn: Ignite Hope  
2929 E Camelback Rd. Suite 122  
Phoenix, AZ 85016

Thank you for considering my donation request. Your gift is tax deductible. And, if you are an Arizona resident you can receive a dollar-for-dollar tax credit up to \$400 for an individual and \$800 for joint filling on your 2017 state income taxes.

If you would like to participate in Ignite Hope visit [www.pchignitehope.com](http://www.pchignitehope.com).

Thank you so much for your support.



### **SAMPLE EMAILS: Recruiting Friends/Family to Walk**

Dear \_\_\_\_\_,

On Saturday, December 9th, I am participating in a candlelight walk for Phoenix Children's Hospital called Ignite Hope.

I hope you can join me for this amazing walk and fundraiser with me.

Please click the link at the bottom of this email to join the team today. If you can't join the team, please consider making a donation so together we can support Ignite Hope and Phoenix Children's Hospital.

In addition to the candlelight walk there will be all sorts of fun activities including face painting, music and the lighting of the Phoenix Children's Christmas tree!

Sincerely,

### **SAMPLE EMAILS: Thank You Email**

Dear \_\_\_\_\_,

Thank you for your generous donation on my behalf to Ignite Hope. On December 9th, I will be walking for the kids at Phoenix Children's Hospital as a participant in this inspirational, holiday candlelight walk to the hospital. I truly appreciate you helping me reach my fundraising goal.

Phoenix Children's Hospital is Arizona's only licensed children's hospital and among the largest in the country. In fact, within five years one in four Arizona children will have received care from a Phoenix Children's provider. I am excited to spread some holiday cheer to these kids by walking to the hospital and shining our lights.

Once again, thank you for your support. You are making a difference for these special kids.

P.S. If you would like more information about Phoenix Children's Hospital and other ways you can get involved, please visit [www.phoenixchildrensfoundation.org](http://www.phoenixchildrensfoundation.org).