



Children's HeartLink Fundraising Toolkit

Here is a quick and simple **toolkit** to help get you started and promote your fundraiser:

1. **Pick a realistic fundraising goal** and keep your donors updated. Remember: it's always better to reach or exceed your goal than not to achieve it. You can always increase your goal while fundraising, which is a tried-and-true way to generate more enthusiasm and increase dollars raised.
2. **Make a list of family, friends and co-workers** you plan to share your campaign with.
3. **Share your campaign in an email or text** with your group and also **on Facebook, Twitter and Instagram** if you have accounts there. Below are some sample posts to promote your efforts. Make these your own! Remember to use the hashtag #saveaheart

Sample Posts for Facebook/Instagram:

- My birthday is coming up, and instead of gifts on my birthday, I'm asking you to make donations to help children with heart disease. With our help, they can survive and thrive and go on to celebrate their birthdays! #DonateYourBirthday [Copy & insert URL (website address) for your fundraising page]
- I have raised just over \$300 toward my goal of \$500 with my birthday fundraiser for Children's HeartLink to help children with heart disease! Thanks @name, @name and @name for your support! \$200 to go! [Copy & insert URL (website address)]
- October 1 - Garage sale for Children's HeartLink. For over 50 years, they've helped treat kids with heart disease around the world! Stop by (address) between 1 and 4 p.m. and find some good stuff! For a good cause! Details here: [Copy & insert URL (website address)]

Sample Tweets:

- April 15 is my birthday, and I would like to share my birthday with @CHearLink #DonateYourBirthday. My goal is to raise \$500. Donate here: [Copy & insert URL (website address) for your fundraising page]
- My campaign for @CHearLink is underway! Make a pledge to support my 5K run and help kids with #CHD around the world: [Copy and insert URL (website address)]
- One more week till our block party for @CHearLink! Join us on Aug. 27 for BBQ! [Copy & insert URL (website address)]

4. You will be more successful if you **thank donors as soon as you hear about their donations**. Email or text them a simple thanks! Or write a thank you post on your Facebook, Instagram, or Twitter page! And remember: you need to remind to those who haven't given yet. We also thank people who donate to your campaign.

5. We are here. **Don't hesitate to get in touch with us!** If you have questions, email us at hello@childrensheartlink.org