

# Every bit of care counts.

**Before you begin reaching out for donations, here are 5 quick fundraising tips to help you kick things off:**

## **1. Remember: People want to support you**

Most people give because they care about *you*, not only because of the cause. You're inviting them to be part of something meaningful in your life—and that's powerful!

🌟 Tip: Don't forget to end every message with your donation link to make it easy to donate!

**Example:** *You can support my fundraiser here: {member\_url}*

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## **2. Follow Up (It makes a big difference!)**

Life's busy! People *do* want to give, but they might miss your first message. Fundraisers who follow up once or twice - even with a short reminder - raise significantly more. Think of it as a friendly nudge, not a bother.

🌟 Tip: Fundraisers who follow up raise 2–3x more

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## **3. Every Gift Counts**

Remind your supporters that every bit of care counts - Even \$10 or \$25 makes a difference. You may be surprised by some of the contributions that come through when family and friends rally around their loved ones. Every bit of support adds up to help you reach your goals.

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## **4. Share your “why”**

Sharing your ‘why’ helps others connect with your passion and inspires them to give. Maybe you or someone you love has been impacted by Sinai Health, or you simply want to give back. Use the templates below to make it personal - your story could resonate more than you think!

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## **5. Use the personal touch—it works**

Our most successful fundraisers send personal messages in addition to mass emails or social posts. A quick email, text, or direct message over social channels that says why this cause matters to you can go a long way. Make sure you fill in your family or friends' first name when updating the templates below.

**Below are some templates to get you started! Feel free to use them as is or add your own personal touch for greater impact!**

# Every bit of care counts.

## Email Template

### Subject Line Options:

I'm getting active to give back and I need your support!

Pushing my limits to help others - join me!

Going the distance for Sinai Health - want to help?

### Email Copy:

Hi **[Supporter's Name]**,

This year, I've set myself a new challenge - to get active and push beyond my personal best, all in support of Sinai Health.

I'll be **[Your Activity]** to raise funds for life-changing care and research. Your support - no matter the amount - will make a real difference for the patients and families who rely on Sinai Health every day. Every bit of care counts!

You can cheer me on and donate directly through my fundraising page: **[Fundraising Page Link]**

Thanks for backing me as I go the extra mile to make a difference.

**[Your Name]**

## Social Media Template (great for Instagram, Facebook, LinkedIn, etc.)

This year, I'm getting active to support Sinai Health because every bit of care counts 

I'm challenging myself to **[Your Activity]** to raise funds for life-changing care and research at Sinai Health.

Every step I take is for the patients and families who rely on Sinai Health every day and I'd love your support as I take on this challenge.

Thanks for cheering me on and helping make a difference!

 Donate here: **[Fundraising Page Link]**

#EveryBitOfCareCounts #SupportSinaiHealth #GetActive

Every bit of care counts.

### 📱 Texting Template 📱

Hey **[Supporter's Name]**! This year, I'm taking on a personal challenge by **[Your Activity]** to raise funds for Sinai Health. I'm getting active to support the life-changing care and groundbreaking research Sinai Health provides every day. I'd be so grateful if you joined me by donating to my fundraiser. Every bit of care counts and your support truly makes a difference 💙

If you're able to support with a donation, you can donate to my page here: **[Fundraising Page Link]**  
Thanks so much for cheering me on!

### 💛 Thank You Template 💛

Hi **[Supporter's Name]**,  
Thank you for supporting my **[Activity]** in support of Sinai Health!

Your donation helps fund life-changing care and vital research at Sinai Health and I'm so grateful to have had you in my corner.

Together, we've crossed the finish line in making a difference!

Thanks again for being part of this effort,  
**[Name]**