

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}*

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

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.

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!

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!

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Email Template

Subject Line Options:

Support me while I turn my passion into purpose!

Driven by Passion – I'm Raising Funds for Sinai Health

I'm Putting My Passion to Work for Sinai Health – Join Me

Email Copy:

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

I'm putting my passion to work in a meaningful way to support Sinai Health, because every bit of care counts.

I'm **[describe your hobby/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.

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

Thanks for supporting me as I channel my passion into purpose!

[Your Name]

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

This year, I'm combining my love for **[Hobby / Activity]** with a cause close to my heart—supporting Sinai Health ❤️ I'm challenging myself to **[Describe Activity]** to raise funds for the incredible care and research at Sinai Health.

Each moment I spend **[Hobby / Activity]** is a step toward helping the patients and families who depend on Sinai every day. Your support means the world to me as I take on this challenge!

Thanks for cheering me on and helping make a real difference!

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

#EveryBitOfCareCounts #SupportSinaiHealth #ShareYourPassion

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Texting Template

Hey **[Supporter's Name]**! This year, I'm taking on a personal challenge centered around one of my favourite passions - **[Hobby / Activity]**—to raise funds for Sinai Health. I'm using something I love to help 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 being part of this with me!

💛 Thank You Template 💛

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

Thank you so much for supporting my **[Hobby / Activity]** in support of Sinai Health! It was a meaningful way to combine something I'm passionate about with a cause that truly matters.

Your support not only fueled my efforts but is helping fund essential care and research at Sinai Health.

Together we've turned my passion into purpose.

Thanks again for being part of this and for helping me make a difference!

[Your Name]