

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 something close to my heart: Sinai Health

Make a difference with me: Support Sinai Health

Join me in supporting world-class care at Sinai Health

Email Copy:

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

I'm raising funds for Sinai Health to support the **[Area of Care]** because it made a real difference in my life. **[I/My loved one]** experienced firsthand the care that Sinai Health provides, and now I want to support in a meaningful way.

Your donation, no matter the size, will help Sinai Health continue providing life-changing care and advancing vital research. Every bit of care counts.

You can donate directly through my fundraising page here: **[Fundraising Page Link]**

Thank you for supporting something so close to my heart.

[Your Name]

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

I'm raising funds for the **[Area of Care]** at Sinai Health because it played an important role in my life.

Your donation, no matter the size, will help Sinai Health continue providing life-changing care and advancing vital research because every bit of care counts.

You can donate and support my mission here: **[Fundraising Page Link]**

#EveryBitOfCareCounts #SupportSinaiHealth #ShareYourCareStory

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Texting Template

Hi **[Supporter's Name]**, I'm raising funds for the **[Area of Care]** at Sinai Health because it played an important role in my life. I'm asking my friends and family for donations to help fund life-changing care and research. I'd love for you to join me in making a difference because every bit of care counts.

If you're able to support with a donation, you can donate to my page here: **[Fundraising Page Link]**
Thank you for supporting this cause that means so much to me.

Thank You Template

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

I want to say a heartfelt thank you for supporting my fundraiser for Sinai Health. Your generosity means so much—not just to me, but to the patients and families who rely on the care and research we're helping to support.

We're making a real difference for the **[Area of Care]** that has had a personal impact on my life.

Thank you again for being part of this with me. Your support truly matters.
[Your Name]