



# #GI♥ING TUESDAY

December 3, 2019

## Champion Packet



## Thank you for volunteering as a Champion for #GivingTuesday!

Here is what you need to know to get started!

- 1. Register and set up your personal fundraising page** (*instructions on page 3*). All participants are asked to have a goal of at least \$250. You will be working to raise money individually or in teams by reaching out to friends and family members and sharing your passion for supporting Dayton Children's.
- 2. Start sharing!** Once your webpage is set up you can begin fundraising through your social media channels. We ask that you share your page as much as possible before and during #GivingTuesday on Dec. 3. Please also follow, like and share Dayton Children's social posts before and on Dec. 3!

## the cause

Our Champions are asked to use social media, email, word-of-mouth, or any other means to raise money and increase awareness of the important work we do on behalf of 384,000 children every year!

**If you have a personal story about your experience with Dayton Children's**, please share it on your social media, or share it with the Foundation staff so that we can share your story with the community! Your testimonial will inspire others to share and give during #GivingTuesday and in the future.

**You get to choose the hospital department that you will raise funds for.** If you have a special reason for choosing to fundraiser for a particular department or cause, be sure to tell everyone why you chose it in your personal fundraising page. If you don't select a specific department, your funds will go to the area of greatest need in the hospital.

### 1

After you register, you'll be logged in to your personal fundraising page ("Participant Center"). If not, go to <http://support.daytonchildrens.org/givingtuesday2019> and log in using the username and password you set at registration.

**If you need your username or password to be reset, please contact Jennifer at [garciaj2@childrensdayton.org](mailto:garciaj2@childrensdayton.org).**

From your Participant Center, edit your page by clicking on "Set up your Personal Page"

- Create a headline and a personal story as to why you are supporting Dayton Children's on #GivingTuesday.
- Add a picture or video of you, your kids or from Dayton Children's that shows why you choose to support the hospital!
- Check out all the great Dayton Children's videos at [www.youtube.com/daytonchildrens](http://www.youtube.com/daytonchildrens). You are welcome to share these great videos!

### 2

To view what your page looks like to your friends, scroll to the bottom and click the orange link in the "Personal Page" box.

- Log out to see your page without the editing options.
- You can also create a custom URL to your personal fundraising page – click URL Settings to change your link to your name or your team's name!

3

Share your Participant Center by copying your URL (found in the Personal Page box) and pasting it into a social media post.

You can also use the social media icons that are found on your page in the public view to share your page.

Sample social media posts are included later in this packet!

4

Use the email tab on your Participant Center to send out email solicitations or thank you messages to friends, family and colleagues. Click the drop-down menu to choose a email template that you can customize and share. Or simply type into the text field to write your own email appeal.

- Click “All Contacts” and then “Add Contact” or “Import Contacts” to load an email list. Or type email addresses individually into the Recipients field.
- If you prefer to send from your personal email address, that is fine too!

5

You will receive email notifications when a new donation is made to your page! You can also monitor your Participant Center for gifts – the Fundraising Honor Roll will update and show your donors’ names. **\*\*\*BE SURE to thank you donors individually and publicly!\*\*\***

Once your page is set up, start sharing your posts as much as possible before and during #GivingTuesday!  
**Like and share Dayton Children’s Facebook, Twitter, Snapchat and Instagram on Dec. 3 too!**

## 5 tips for a successful fundraising campaign

**Post often and get creative** with your posts. Don't worry about annoying people, the more the post, the more you will raise!

To save time, use the **scheduling feature** on Facebook to schedule your posts ahead of time.

**Make it personal.** If you can share why this is close to your heart, it will touch others and influence them to give generously.

**Tag people when you post.** Post a challenge to your friends asking them to donate and tag another friend – it will snowball!

**Don't forget to say "THANK YOU!"** A personal thank you is best, but use your Participant Center to customize and send thank you letters.



## example messages

Here are some sample messages that you can share with your friends. Even better – write your own with a heartfelt story and personal message.

New Message – ↗ ✕

To | mom@hotmail.com Cc Bcc

Subject Email example

Dear Mom and Dad,

I am advocating for Dayton Children's this #GivingTuesday (Dec. 3)! #GivingTuesday is a global movement to reach out and help others during this holiday season.

I am excited to help raise money for Dayton Children's and to make a difference for kids in the Miami Valley! Raising money for Dayton Children's is especially important to me because \_\_\_\_\_.

**I hope you will join me!**

Please visit my personal fundraising page at: **(list your personal URL)**

Thank you so much for supporting Dayton Children's! If there is anyone else you think might be interested in participating, please feel free to forward this email or to share the link on social media!

Thanks again!

Send A 📎 🏠 \$ 🖼️ 🔗 😊 🗑️ ▼



### PRO TIP

*Personal photos and other images really help grab people's attention and drive home your message! Maybe it's a photo of a child who you are dedicating your fundraising to (with parental permission), maybe it's a photo of yourself as a child, or a hand-drawn picture made by a child you love.*

# sample facebook posts



**Proud Champion**  
Dec. 3 at 9:05 am

Today is #GivingTuesday and I am a Champion for @DaytonChildrens! There are only 24 hours in the day ... Will you give \$24 and help show the kids in our community how much they care? (post your personal URL)

Like Comment Share

Kevin Gallagher, Diane Nixon and 4 others



**Proud Champion**  
Dec. 3 at 11:05 am

Happy #GivingTuesday! I hope you'll consider making a donation to Dayton Children's on this day of giving! I am trying to raise \$1,000. Please consider giving today or any time to help support children and families in our community! (post your personal URL)

Like Comment Share

Kevin Gallagher, Diane Nixon and 4 others



**Proud Champion**  
Dec. 3 at 5:05 pm

Last year, my son received the most amazing care at Dayton Children's. I will never forget how kind the staff was to our family. In thanks, I'm a Champion for Dayton Children's to support 384,000 kids who depend on them every year, and I need your help! Please click and donate! (post your personal URL)

Like Comment Share

Kevin Gallagher, Diane Nixon and 4 others

## sample tweets



**Champion-on-twitter**



I'm a Champion for Dayton Children's to support 384,000 kids who depend on them every year, and I need your help! Help me show kids we care by giving at [\(post your personal URL\)](#).

10,667 29,604 67,676



**Champion-on-twitter**



Will you give to Dayton Children's this #GivingTuesday? All money will go to straight to work for kids in our community. Give at [\(post your personal URL\)](#).

4,463 22,461 106,107



**Champion-on-twitter**



There are only 24 hours in the day ... Will you consider giving \$24 to Dayton Children's and help show the kids in our community how much they care? [\(post your personal URL\)](#)

4,463 22,461 106,107





**Don't forget...** you can share also on Instagram, Snapchat, LinkedIn, Pinterest, Google+, Tumblr and more!



Dedicate your day to doing a **Random Act of Kindness!** Do one Random Act of Kindness for every donation you receive! Post a photo of yourself doing a Random Act of Kindness

Reach out to a caregiver who went above and beyond and dedicate your donation in their honor.

Remember to use the hashtag **#givingtuesday.**

Create and post a short video about why you give!



Always include the URL for your personal fundraising page!

Challenge 5 friends to do a Random Act of Kindness and give \$25 each



Thank you for being such an important part of **#GivingTuesday** for Dayton Children's!