



# Be A Hero

Orlando Health Fundraising Toolkit

# Table of Contents

- 1** Tips for Success
- 2** How to Customize Your Fundraising Page
- 3** How to Inspire Others
- 4** Ideas for Your Fundraiser
- 5** FAQs

# Tips for Success



## Make it Personal: Share Your Why

People love to hear about what others are passionate about. Share with your friends, family, coworkers, about why you are fundraising and why they should help support your fundraising efforts.



## Use Your Phone

Call, text, FaceTime, direct message, Snapchat, or try any other way you connect with your friends via your phone – Need an idea?

“ Hi [Name], hope you are doing well! I am currently fundraising for Orlando Health in support of their mission of providing compassionate care. Would you like to help me fundraise and make a donation in support of life-saving care for individuals and families in the Central Florida community? I appreciate your time! [Insert Link to fundraiser]

”



## Connect to Your Network

How do you get the word out to your friends, family, coworkers, neighbors, or classmates about your fundraiser? One way you can build engagement is by tagging people in a post on social media and celebrating them when they donate to your fundraiser.



## Define a Reachable Goal

It all starts with a goal. It's important to make an attainable goal that still challenges you. Decide for yourself based on the various factors of your fundraiser, such as your timeframe and network. Remember, if you reach your goal early, you can always bump it up to further your impact!



## Make it Tangible

People see more of a reason to give when they are able to see their donation tangibly. This could be as simple as asking people to skip their morning coffee out or breakfast run to donate the \$5-\$10 to your fundraiser.

# How to Customize Your Page?

- 1** First, create an account by entering an email and password. Set up your page with a goal, timeframe, and headline.

The 'Create your page' form includes the following fields and options:

- ☐ I'm fundraising to honor someone else.
- Set your fundraising goal \***  
Currency cannot be changed once a donation to your page has been made.  
USD \$ 0.00
- Fundraising end date \***  
[Calendar icon]
- Your Page's Headline \***  
Thanks for visiting my fundraising page!  
40/255
- Set your Fundraising Page's Short URL (optional)**  
<https://give.onfundrahealth.com/ExampleShortURL>  
Start typing
- ☐ It's okay to contact me in the future.
- NEXT

- 2** Update your profile picture so your peers recognize that it is you.

The 'Edit your details' page includes the following fields and options:

- OVERVIEW STORY DONATIONS EMAILS **DETAILS**
- Edit your details**
- Your Picture**  
For best quality, use a 300 x 300 px image.  
REMOVE UPLOAD
- Fundraiser Nickname \***  
[Text input field]
- Page Headline \***  
Thanks for visiting my fundraising page!  
40/255
- Post campaign headline
- Fundraising End Date \***  
April 26, 2024
- Fundraising Goal

- 3** Go through the steps broken down in the overview tab and customize each section.

The 'Edit your page's headline' step includes the following fields and options:

- Jane Doe  
Fundraiser Page  
\$0 raised of your \$500 goal
- OVERVIEW **STORY** DONATIONS EMAILS DETAILS
- Hey Lora! We suggest you do these next.
- Edit your page's headline**  
Personalize your reason for fundraising for this organization
- SKIP EDIT

- 4** Share your story. You can build off the text provided or change it up. Supporters want to hear your why.

The 'Personalize your story' step includes the following fields and options:

- Jane Doe  
Fundraiser Page  
\$0 raised of your \$500 goal
- OVERVIEW **STORY** DONATIONS EMAILS DETAILS
- STORY** UPDATES
- Personalize your story**  
This is the default story behind our campaign, but you can make it your own. Add photos, videos, and text to tell people why you are fundraising.
- Your generosity heals!

- 5** Share your page. Send emails, texts, and social media posts to your network to spread the word.

The final fundraising page includes the following fields and options:

- Fundraiser  
Jane Doe
- \$0 Raised \$500
- Thanks for visiting my fundraising page!
- STORY UPDATES
- Share [Facebook icon] [Twitter icon] [Email icon]
- DONATE





## Did you know?

- Orlando Health has more than 4 million patient visits annually across all of their facilities.
- The Orlando Health Foundation began due to a dream to build Orlando's first children's hospital, a dream shared by golfing legend Arnold Palmer. There are over 4,000
- physicians within the Orlando Health Network. The mission of The Orlando Health
- Foundation is to improve the health and quality of life of the individuals and communities we serve.
- We support healing programs, technologies and environments across the entire Orlando Health system.

## Share your why

There are so many worthy charities to support, use your fundraising page to share why YOU chose Orlando Health. Share your why and let people know how Orlando Health has impacted your life, your loved ones, or how you want to help the community! It can be as simple as writing your experience with Orlando Health, uploading images on your fundraising page, or having personal conversations with your friends and family.

**The #1 reason people give is because they're asked. Share your passion with others and invite them to support you and your fundraising efforts.**

# Fundraising Ideas

There are so many ways you can fundraise and gain support for Orlando Health. We mapped out a few ideas for fundraisers you can host, but feel free to try out new ideas and share them with us as you fundraise.



## Honorary Birthday / Holiday Fundraising

Ask friends to make a philanthropic gift in lieu of a birthday gift or to participate in a holiday gift exchange.



## Host A Dinner / Event for Your Friends

Create a fun evening with friends and have them make a donation to attend. This could be a dinner, game night, or movie night.



## Traditional Fundraising

Invite neighbors, friends and family to participate in activities such as a yard sale, car wash, lemonade stand or bake sale.



## Dress-Up (Jeans Day, Hawaiian Shirt Day, etc.)

Incentivize your coworkers and offer a dress-down day (or dress-up) when they make a donation to your fundraiser.



## Outdoor Adventure Challenge (Bike, Hike, etc.)

Organize an outdoor activity like a hike, bike ride, or obstacle course challenge. Charge participants an entry fee and encourage them to fundraise.



## Offer Incentives Per Donation Amount

Make your fundraiser interactive by offering incentives for donations. (Donate \$25 and I get pied in the face, \$50 I'll dye my hair pink, etc.)

# FAQs

## **What is an online fundraiser?**

An online fundraiser is a way for people to give digitally to an organization of their choosing on behalf of a specific person, group, organization, or milestone event. Online fundraising for Orlando Health allows you to make your own fundraising page for your efforts so you can share with your network of people and track your progress of donations. It also allows you to send messages and provide updates to donors through your own activity wall. Your custom fundraising page helps make it easy to give because it allows them to donate conveniently from a technological device.

## **How do I register?**

To register to host a fundraising page for Orlando Health, you can click here [OrlandoHealthFoundation.com/Peer-to-Peer](https://OrlandoHealthFoundation.com/Peer-to-Peer). You will then be prompted to pick the area you wish to support and what type of fundraiser you will be hosting (or you can just get started by clicking the "Fundraise" button). For more information on how to set up a fundraising page for Orlando Health, please see page 2.

## **Where does the money I fundraise go to?**

Orlando Health's commitment to "doing better" for the community is at the heart of everything they do. The funds raised will help Orlando Health care for the nearly four million patients served annually. Fundraising helps support healing programs, technologies and environments across Orlando Health.

## **Can I designate my funds raised?**

Yes! We allow our fundraisers to choose which Orlando Health facility or program they would like to support. You can choose a location by clicking [here](#). If you are looking for a specific designation within one of our Orlando Health facilities, please reach out to us for assistance at [OrlandoHealthGiving@OrlandoHealth.com](mailto:OrlandoHealthGiving@OrlandoHealth.com) or phone number.

## **Can the funds I raise cover expenses for a specific patient?**

Funds cannot be directed to specific patients and families but fundraisers can create their page in honor of or in memory of a loved one. Please know our organization has a team of people who offer guidance and resources for financial assistance to patients and their families.