



Fundraising Toolkit

Table of Contents

Welcome to the “40 Hours for the Family House” Virtual Fundraiser!.....	2
How to Sign Up.....	3
Before Your Fundraiser	4
During Your Fundraiser	5
Social Media Tips and Ideas	6
Tips	6
Quotes	7
Sample Social Media Posts	9
Images	10
Frequently Asked Questions.....	13
Sample Solicitation Email.....	14
After Your Fundraiser.....	15

Welcome to the “40 Hours for the Family House” Virtual Fundraiser!

Dear Friend,

Thank you so much for your interest in our “40 Hours for the Family House” virtual fundraiser this Giving Tuesday!

As many of you know, the Family House offers its accommodations and services for a highly subsidized fee of \$40 per night, despite the actual cost totaling more than \$185 a night. For some families, this \$40 fee is still a financial burden. Thanks to our Adopt-A-Family Program, the Family House never turns an eligible family away due to an inability to pay.

This Giving Tuesday, we are launching our “40 Hours for the Family House” virtual fundraiser, where 100% of the proceeds will go to our Adopt-A-Family program to ensure every transplant family has a place to call home this holiday season.

It’s easy to play an important part in this campaign—all you have to do is sign up to host a virtual fundraiser, share why the Family House is important to you with your friends and family, and ask them to donate to a cause you believe in!

In this toolkit, you’ll find instructions on how to sign up, information about the Family House and our services, some tips to help you along the way, and sample posts you can use on your social media pages to help you raise money!

Thank you again for your interest in supporting our “40 Hours for the Family House” Giving Tuesday virtual fundraiser. We hope you join us virtually to help support transplant families this season!

Sincerely,

The Family House Team

How to Sign Up

Step 1: Visit our fundraising page [here](#) and click the “Create a Fundraiser” button.

Step 2: Choose how you’d like to register.

You can register as an individual fundraiser, join a team of fundraisers, or start your own fundraising team.

How would you like to register?



As an individual



Join a team



Create a team

Step 3: Set a fundraising goal!

We recommend a goal of \$400 (which is just ten friends donating \$40). It’s OK if you don’t meet this goal, but setting one helps you track your progress and encourages your family and friends to donate. If you need assistance with setting up your fundraising page, please contact a member of the Family House Development Team at 267-546-9812.

Step 4: Customize your page

Why is raising money for our “40 Hours for the Family House” fundraiser important to you? Tell your story on your fundraising page so when people visit, they’ll learn more about why the Family House means so much to you and make a donation.

Before Your Fundraiser

Congratulations! Now that you've created a fundraising page, *what's next?*

It's time to start spreading the word about your "40 Hours for the Family House" fundraiser to your family and friends. Cultivating a support network is important for your fundraising success!

How can you do this?

- 1. Email the link to your fundraising page to everyone you know and tell them why you are participating! We suggest emailing your contacts individually or in small groups, so your message feels as personal as possible.**
- 2. Post on your social media pages! Let your social networks on Facebook, Instagram, LinkedIn, and Twitter know why the Family House is important to you.**
- 3. Send direct messages to your friends/followers if you don't have their email addresses.**

Ask everyone you know to donate to your cause and let them know why you've decided to help give transplant families a place to call home here at the Family House! Don't be afraid to ask more than once—it's for a great cause you believe in!

Keep in mind that this fundraiser only lasts for 40 hours! It's important to give your friends and family notice at least one week in advance so they know when they can begin making donations to your page.

Next, think about the story you want to tell!

- 4. Head over to our website and read through some family stories on our blog! Learning about how the Family House supports transplant families will help you better communicate our mission when encouraging others to help you fundraise.**
- 5. Start putting together your own story! Did you stay at the Family House or know someone who did? How did the Family House support you on the transplant journey?**

During Your Fundraiser

“40 Hours for the Family House” officially kicks off at 8:00 AM on Tuesday, December 1st! Don’t be afraid to remind your friends and family about your fundraiser throughout the day. Here are some things you can do during your fundraiser to help raise as much money as you can:

- 1. Share your fundraising page link on your social media pages.**

Already did this? Do it again! There is nothing wrong with reminding your network about your fundraiser more than once.

- 2. Send a direct Facebook message to your friends and family with your fundraising link.**

Our friends and family can be forgetful! Give them another little nudge towards your page to learn more.

- 3. Send text messages with your fundraising page link.**

Friends and family not online? Shoot them a quick text about what you’re doing and link them to where they can donate.

- 4. Be the first to donate to your fundraiser.**

Putting not only your time, but your own money into your fundraiser will show people just how important it is to you!

- 5. Say ‘thank you’ to everyone who donates.**

Acknowledging the contribution someone makes to your fundraiser shows that you appreciate the time they took to give to a cause that’s important to you.

- 6. Let your family and friends know where their money will go.**

All the proceeds from our “40 Hours for the Family House” will go to Gift of Life Family House’s Adopt-A-Family program and help give transplant families hope, healing, and a place to call home this holiday season.

- 7. Share stories from our website, or your own, and tell your friends and family just how the Family House impacts transplant families.**

Showcasing the families that the Family House serves shows our services in action. Sharing first-person stories will make possible donors want to ensure the same care for more families in the future.

Social Media Tips and Ideas

Because “40 Hours for the Family House” is completely online, sharing your fundraiser on social media is one of the most important steps to making yours as successful as possible. Here are some tips and post ideas for you to use during your fundraiser.

Tips

- Utilize the sharing buttons on your fundraising page so you can share links to your social media networks
- Tag the Family House in your posts
 - Instagram: @GiftofLifeFamilyHouse
 - Facebook: @GiftofLifeFamilyHouse
 - Twitter: @Family_House
- Remind your friends and family that giving to your fundraiser is as easy as clicking the “Donate” button
- Share stories from our website that you connect with
- Comment on someone’s contribution to say thank you, or tag them in your own thank you post
- If someone has a question about the Family House, feel free to answer it yourself or direct them to GiftofLifeFamilyHouse.org

Quotes

Please use some of these quotes from some past Family House guests to show how the Family House impacts transplant patients and their families.

- “The Family House is the next best thing to being at home, it makes a very difficult time a little easier. In reality, that’s all we can ask for,” – Sarah Reese, mom of Zach, a heart transplant recipient
- “You just feel safe here because you know that things are being taken care of, the home just provides everything that somebody would need.” – Maggi, a lung transplant recipient
- “The staff gave us confidence from the first moment. They listen to you. They have a lot of patience,” - Kala Rago, wife of Madu, a liver and kidney transplant recipient
- “The Family House, in so many ways, is about the kindness of strangers. It’s reassuring that we still have that kindheartedness out there.” – Sarah Reese, mom of Zach, a heart transplant recipient
- “Meeting people at the Family House who had other organ transplants and hearing their stories – what they were going through, their medications – was heartwarming because it made feel connected to the whole transplant community,” – Danielle Small, kidney transplant recipient
- “The Family House provides a service that no one else can. It isn’t just a place to stay. It’s a family.” – Denise Fegley, a liver transplant recipient

Social Media Posts

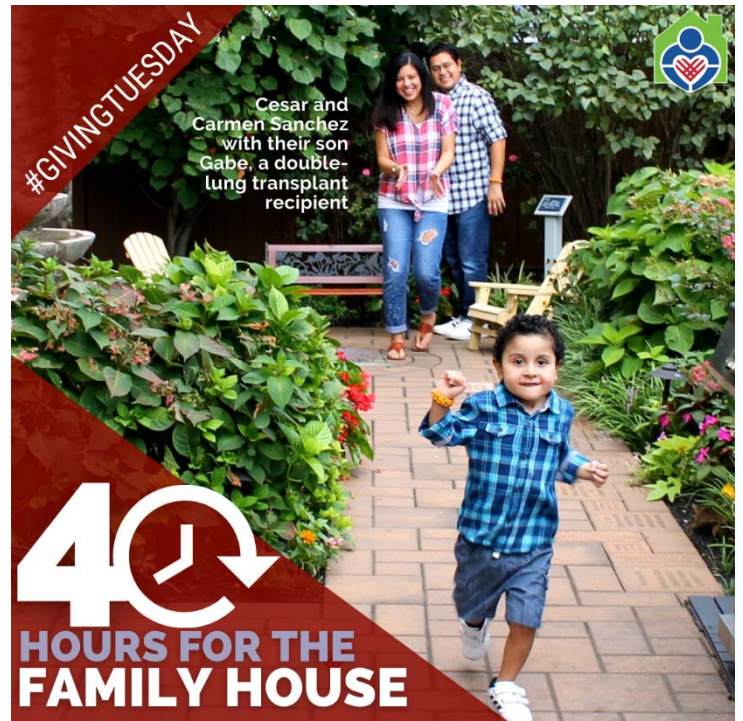
Feel free to use these as text for your social media posts during the fundraiser! They were created to help you talk about our “40 Hours for the Family House” fundraiser and explain to your family and friends why it’s important to you!

All will work for Facebook and Instagram, and the shorter versions will work for Twitter. If you use one on your Instagram page, you’ll need to place the link to your fundraiser in your profile bio.

1. Transplant families need a safe place to return after long, difficult days. For many families, the Family House’s highly subsidized fee of \$40 a night is still out of reach. Will you support my “40 Hours for the Family House” fundraiser to help sponsor one night or more at the Family House this season? **(add the link to your fundraiser here)**
2. Last year, 1 out of every 4 families that stayed at the Family House couldn’t afford the already subsidized nightly fee of \$40. Will you donate to my fundraiser to help make sure transplant families never have to worry about having a place to call home while on their transplant journey? **(add the link to your fundraiser here)**
3. To all my family and friends: Gift of Life Family House in Philadelphia is important to me and they need our help! **(Add some personal information about your story/connection to the Family House here)**. Will you donate to my “40 Hours for the Family House” fundraiser to help sponsor one night or more for transplant families in need? **(add the link to your fundraiser here)**
4. The Family House supported **(insert family name here)** by **(insert how the Family House supported them here)**. Will you help me support transplant families like **(put their name’s here)** at the Family House? **(add the link to your fundraiser here)**
5. For many families, the Family House’s \$40 a night fee is still out of reach. Making sure transplant families have a place to call home at the Family House is important to me because **(insert why it’s important to you)**. Will you support my fundraiser to help support transplant families? **(add the link to your fundraiser here)**

Images

Feel free to use these images on your fundraising page and on your social media!
You can click on each image to download it to your device.



GIVING TUESDAY

40
HOURS FOR THE
FAMILY HOUSE

Valerie with her daughter Cora, a heart transplant recipient

Cesar and Carmen Sanchez with their son Gabe, a double-lung transplant recipient

40
HOURS FOR THE
FAMILY HOUSE

40
HOURS FOR THE
FAMILY HOUSE

GIFT of LIFE
Family House

GIVING TUESDAY FUNDRAISER

40 
HOURS 
FOR THE FAMILY HOUSE

40 
HOURS FOR THE 
FAMILY HOUSE

Frequently Asked Questions

Can people donate to my page before the 40 Hours fundraiser starts on Giving Tuesday?

Yes! As soon as your page is set up you can begin collecting donations.

Can people donate to my page after the 40 hours is over and the fundraiser has ended?

Yes! People can absolutely make donations to your page after the 40 hours is up.

What if someone wants to donate by check, not online?

Your supporters can donate via check or money order in support of your campaign. Make them out to: Gift of Life Family House, and mail to 401 Callowhill Street, Philadelphia, PA 19123, with your name and '40 Hours' in the memo.

What information should I share on my personal fundraising page?

Make it personal! Share your own story and tell your friends why the Family House is important to you and why they should donate. Don't forget to add photos too!

Can I invite other people to join my team and help me fundraise for the campaign?

YES! Please ask your friends to join the fundraiser. The more people the better!

Sample Solicitation Email

Dear _____,

This December 1st is national Giving Tuesday and in honor of this special day of giving, I am participating in an important fundraiser that will support hundreds of families at Gift of Life Family House – **and I need your help!**

If you don't know, the Family House serves as a "home away from home" for transplant patients and their families, providing lodging, meals, transportation and lots of supportive services to those who travel to Philadelphia for life-saving transplant care.

This year's "40 Hours for the Family House" virtual fundraising campaign is to support the Adopt-A-Family Program. This program helps bridge the gap between the actual cost and what guests are asked to pay, as well as further subsidize the nightly fee for those who can't afford it. With your support, we can help welcome transplant families to a place to call home this season.

[INSERT YOUR PERSONAL STORY HERE AND WHY THE FAMILY HOUSE IS IMPORTANT TO YOU]

Please support me simply by visiting my fundraising page and doing one of the following:

- **Donate to my page.** I appreciate any contribution no matter the amount. They're all important!
- **Join the team.** By going to my page here **[Hyperlink your fundraiser URL]** and clicking the green JOIN THIS TEAM button on the right, you can get your own page and fundraise alongside us.

The fundraiser only lasts 40 hours. It starts **December 1st at 8:00 a.m.** and my goal is to raise **[your goal]** by December 2nd at 11:59 p.m. **Will YOU please help me reach my goal?**

Supporting me in this fundraiser is the perfect way to kick off the 2020 holiday season—by giving back to those who need it most.

Thank you for helping me reach my goal in the **40 Hours for the Family House fundraiser!**

Sincerely,

[INSERT YOUR NAME]

PS- Don't forget, the fundraiser starts December 1st at 8:00 a.m. All donations are tax-deductible. Thank you for your support! The official registration and financial information of Transplant House d/b/a Gift of Life Family House may be obtained from the Pennsylvania Department of State by calling toll-free, within Pennsylvania, 1-800-732-0999. Registration does not imply endorsement. Gift of Life Family House is a 501(c)3 nonprofit organization.

After Your Fundraiser

40 hours later and we're done! Thank you so much for participating in our "40 Hours for the Family House" virtual fundraiser this Giving Tuesday! Thanks to your support...

Now what?

Here are some things we suggest you do after your fundraiser has ended:

- 1. Thank everyone who made a contribution if you haven't already!**
- 2. Let your family and friends know how you did! It's perfectly OK if you didn't reach your goal—setting up a page and sharing your story goes a long way, too.**
- 3. Let us know how you did! Did you have a great time, or did you run into something that could be improved? Send an email to info@giftoflifefamilyhouse.org or call our Development Team at 267-546-9812 to give us your feedback.**
- 4. That's it—Classy, your fundraising tool, will take care of the rest!**