



COMMUNITY FUNDRAISING

People Like You Make the Difference.

GET CREATIVE. HAVE FUN. DO GOOD.



Help raise money for all UMass Memorial Health. It's so easy to do with a community fundraiser and here are simple tips and tools to **get started!**

- 1 Choose your fundraising cause, contact us and register at **support.umassmemorial.org/CommunityFundraising**
- 2 Decide how you want to raise money. You're only limited by your imagination
- 3 Set up your free JustGiving page to make the money part easy for you. **support.umassmemorial.org/CommunityFundraising**
- 4 Make it happen. Bring your fundraiser to life.
- 5 Celebrate your impact.

1 Choose your cause

What can you raise money for? A few ideas.

Funds that support urgent needs or new opportunities at any UMass Memorial hospital or center.

One-of-a-kind services in our region like the Children's Medical Center, the only children's hospital in central Massachusetts.

Child Well-being programs that enhance and reduce the stress and anxiety of a child's hospital experience such as our support for our Child Life caregivers, music therapy, pet therapy, or Kids Comfort Promise. All these services depend on donor support

Specific diseases like cancer, heart disease, arthritis, brain disorders, diabetes and more to expand services and advance clinical research that leads to better treatments.

Special programs that save lives like Transplant Program, the Maternity Center, the Pediatric Intensive Care Unit, Emergency Services and many others.

The Community Closet, which provides clothes for patients in need as they leave the hospital setting — just one of the many ways that UMass Memorial values and respects all patients.

Remember to register at **support.umassmemorial.org/CommunityFundraising**. Our team can help you get going. We'll make sure you have the latest information and help you succeed.

2 Decide how you want to raise money.

Be creative, follow your passion, and bring the fun into fundraising! Here are some suggestions to help you get started.

- **Organize an event** — from bake, craft, book, and yard sales to bike rides, golf outings, walks, swim, runs, and dances — whatever you love to do.
- **Make a milestone** even more meaningful (holidays, graduations, birthdays, anniversaries and more) by encouraging others to skip the gifts and donate to your cause instead.
- **Go virtual.** Start an online campaign to create awareness and raise money for your cause.
- **Remember a loved one** with a memorial page that asks for donations.
- **Sell a service** – wrap gifts, wash cars, deliver flowers, babysit, and donate the proceeds
- **Host a game night or contest** – board, chess, video game tournaments to your own version of trivia, Family Feud or Karaoke.
- **Special outfit day** – donate to dress up or down, wear pajamas, jerseys, hats at school or work.
- Put on a play, concert, or talent show and donate ticket and food sales.

3 Set up your free JustGiving page.

support.umassmemorial.org/CommunityFundraising
Add your text and photos, set your goal, and choose the URL for your page. **JustGiving** processes and tracks gifts and sends tax receipts to your donors.



4 Make it happen.

Plan, train, invite, promote, design, or anything else that brings your idea to life. Spread the word through email, text, social media, flyers, and more. Share the opportunity and invite them to make a difference with you.

5 Celebrate your impact.

Take photos and share on social media to celebrate your success and the impact of the generosity you've inspired. Be sure to tag us in your posts. Send special thank you messages to your donors to let them know that you could not have succeeded without them.

Important tips and tools:

- Sign up at support.umassmemorial.org/CommunityFundraising and connect with us by phone or email before you start a project.
- To prevent duplicate asks, please let us know before you approach any businesses to donate items or money.
- All activities must be within local laws and health guidelines. We do not encourage events like eating contests.
- Make sure that you get any necessary permits or insurance.
- In your messaging, please use this phrase: "Proceeds benefit UMass Memorial Health...".
- You can raise funds in honor or in memory of a loved one. However, we cannot direct funds to a specific patient or family.
- JustGiving is available to you for FREE and makes it easy for you and your donors. Sign up and personalize your page at: support.umassmemorial.org/CommunityFundraising
- In cases when JustGiving isn't quite the right fit, we'll work with you to find another option.
- Take and share lots of photos throughout your experience. You will energize your donors and inspire others to join your cause.
- Tag "UMass Memorial Health," "UMass Memorial Medical Center," "UMass Memorial Children's Medical Center" (and more) and our social media channels in your posts.
- Submit the information to local newspapers and online calendars.

Here to help you.

Contact us anytime. We appreciate you!

UMass Memorial Health Office of Philanthropy
365 Plantation Street, One Biotech Park
Worcester, MA 01605
774-443-GIVE (4483)
grateful@umassmemorial.org

 **UMass Memorial Health**