

Northwell
Health

Side by Side
SUPPORTING OUR VETS



DIY FUNDRAISING GUIDE



DIY Fundraising: Step By Step

You've taken the first step. You've registered to fundraise to support Northwell Health's Side By Side: Supporting Our Vets campaign. Now it's time to get started.

Follow the steps below to fundraising success!

Step 1: Choose a fundraising activity.

Use the list below, or feel free to get creative and think of your own fundraising activity that isn't on the list. There are hundreds of ways to fundraise, these are just a few ideas to get you started.

Challenge

Run/Walk

Ride/Spin

Climb

Dance

Swim

Exercise Class

Sports Tournament

Unite

BBQ

Bake Sale

Block Party

Happy Hour

Bowling

Wine Tasting

Golf Outing

Pancake Breakfast

Honor

Start a fundraising page in honor of, or in memory of a veteran

Dedicate

Dedicate a special occasion to raising funds.

Special occasions include:

Wedding

Anniversary

Birthday

Funeral

Step 2: Customize your fundraising page.

Once you decide what type of fundraiser you'd like to do, go ahead and customize your online fundraising page. Add a custom profile photo and feel free to include specifics about your fundraiser on your page, as well as why you're fundraising.

Step 3: Spread the word.

Invite your friends, family, co-workers and neighbors to your fundraising page, and/or your fundraiser. You can easily include the link to your online fundraising page in a mailing, send it out via e-mail, or post it on social media. Our Fundraising Tools page on our website contains downloadable flyers and posters for you to use to post around your neighborhood or workplace.

Step 4: Follow up.

Most of the time people need more than one reminder about an activity or an event before saying "yes" or donating. Don't be afraid to send a follow-up e-mail to those who haven't responded or give an update on your fundraising to those who have. The more people hear about your progress, the more they will want to get involved. Use our pre-written email templates in your online Participant Center or write your own and don't forget to include the URL to your fundraising page!

DIY Fundraising: Event Logistics

So you're going to host an event to benefit the Side By Side: Supporting Our Vets campaign. Below are some tips to make sure your event goes off without a hitch!

These tips can be used whether you're setting up a small bake sale, hosting a happy hour, or throwing a block party.

If you are planning on selling tickets to your event, please submit this [form](#) for admin approval.

The Basics: Who, What, When, Where, & How

1. Who will you invite?
2. What is your fundraising goal & budget?
3. When and where will the event take place?
4. How will you spread the word?

The Location:

- Choose a location and venue. Make sure you keep in mind capacity, weather, and convenience to those who will be in attendance.
- Get it for free. There are many venues who are willing to donate space for free, or at a discount once they hear about your cause, so don't be afraid to ask!

The Guest List:

- Create a guest list of those who you want to invite your event.
- Invite people who may not be able to attend, but might donate to the cause instead.
- Make it easy to RSVP by creating your own online event invitation.

Getting The Word Out:

- Send reminders about your event to those who have not RSVP'd.
- Send information out about the cause, and why you created the fundraiser. People are more likely to attend if they know why the cause is so important.
- Post about the event on social media.
- Post flyers around the neighborhood or near the location of your event.

Event Day:

- Make sure the event is set up bright and early so you are ready for your first attendee.
- Make sure there is signage letting people know they are in the right place.
- Make sure there is a place for people to sign-in so you know who attended.
- Have a donation space where people can leave donations, or donate on an ipad/iphone.
- Take pictures and share on social media with a link to your fundraising page.

Post-Event:

- Say thank you! E-mail all of your attendees with a thank you note and recap of the event. Customize the e-mail with a few event photos and remember to leave a link to your fundraising page for additional donations.



DIY Fundraising: Sample Communications

E-Mail: SOLICIT DONATIONS

Subject: Help Support Our Vets

Dear XXX,

This year, I am raising money to support Side By Side: Supporting Our Vets campaign. This campaign will support veterans by funding Northwell Health's important programs dedicated to providing veterans and their families the best possible care when they return home from service.

I am personally dedicated to this cause because INSERT YOUR STORY HERE

Here is a link to my fundraising page where you can easily make a donation:

INSERT A LINK TO YOUR FUNDRAISING PAGE HERE

Thank you so much for your donation. You are helping me stand side by side with veterans and ensure that they receive exceptional care, support and resources when they return home.

Sincerely,

YOUR NAME

E-Mail: EVENT INVITE

Subject: You're Invited: Help Support Our Vets

Dear XXX,

This year, I am hosting a INSERT ACTIVITY HERE to raise money to support Side By Side: Supporting Our Vets campaign. This campaign will support veterans by funding Northwell Health's important programs which are dedicated to providing veterans and their families the best possible care when they return home from service.

The event will take place on INSERT EVENT DATE/TIME HERE at INSERT EVENT LOCATION.

For more information, and to RSVP to my event, please click here: INSERT LINK TO FUNDRAISER RSVP

If you can't make it to the event, you can still help me by making a donation to my fundraising page: INSERT A LINK TO YOUR FUNDRAISING PAGE HERE

Thank you so much for your support. You are helping me stand side by side with veterans and ensure that they receive exceptional care, support and resources when they return home.

Sincerely,

YOUR NAME



E-mail: THANK YOU

Subject: Thank you for supporting our vets

Dear XXX,

Thank you for supporting my fundraiser and for recognizing the importance of providing exceptional care, resources, and support for our veterans when they return home from service.

If you'd like to learn more about the work of Northwell Health and their programs for veterans, please visit: <https://www.northwell.edu/find-care/services-we-offer/military-and-veterans-liaison-services>

Thank you again for your donation. Together, we are creating a better life after service for veterans and their families.

Sincerely,

YOUR NAME

Sample Social Posts:

I am supporting Northwell Health and standing side by side with veterans to help provide them with a better life after service. Help me support our vets by donating via the link in my profile. #supportingourvets #supportnorthwell

Our veterans are true heroes. They deserve the best possible care when they return home from service. Stand side by side with veterans and support my fundraiser by donating via the link in my profile. #supportingourvets #supportnorthwell

Did you know? 200,000 men and women return home from service every year. Help me make sure they receive the best possible care by supporting Northwell Health's Side By Side: Supporting Our Vets campaign. Click the link in my profile to make a donation. #supportingourvets #supportnorthwell

FAQ Northwell Health DIY

What is the Side By Side: Supporting Our Vets campaign?

The Side By Side: Supporting Our Vets campaign is designed to give people a platform to create their own fundraiser in support of Northwell Health's commitment to veterans. All funds raised will go towards serving and supporting active-duty personnel, veterans and their families.

How do I get started?

To create your own fundraiser, simply choose what type of fundraiser you would like to do. You can choose anything from creating a page in honor of, or in memory of a veteran, participating in a run or walk, hosting a bbq or potluck, or dedicating your birthday. For specific ideas of types of fundraisers, click [here](#).

Once you choose what type of fundraiser you'd like to do, click www.northwellvets.com to set up your fundraising page. Customize it with your personal story, set your fundraising goal, and then invite people to support your cause. You can easily share your page via e-mail, or social media.

What happens if I do not hit my fundraising goal?

While we encourage you to do everything you can to reach your goal, you will not be penalized if you do not reach the goal you set.

What if someone wants to donate via cash or check?

You should encourage anyone who wants to make a donation, to do so via your secure fundraising page. However, if someone needs to make a donation via check, please have them make the check payable to Northwell Health Foundation and write your name and VETS in the notes section. You can then mail the check to Northwell Health Foundation, ATTN: Lori Peterson, Foundation Office, 2000 Marcus Avenue, New Hyde Park, NY 11042 and we will update your online fundraising page accordingly.

If someone donates cash, it is advisable that you convert the cash to a check and send us the check to process or donate using your own credit or debit card online.

Are there any prohibited fundraising activities?

Northwell Health and its entities must always be represented positively and all events should reflect the mission of the organization.

Will Northwell Health help me plan my fundraiser?

The Peer to Peer Fundraiser is responsible for planning, staffing and promoting the event. Support from Northwell Health is limited due to our full calendar of internally managed fundraising events. Northwell Health may provide limited staff time and physician speakers to select Peer to Peer Fundraising events based on revenue potential, timing and availability.

Does Northwell Health cover expenses?

The Peer to Peer Fundraiser is responsible for all event/activity expenses. Northwell Health will not be responsible for any expenses or debts incurred. Expenses will not be reimbursed.

If I get something donated to my fundraiser, can they receive an in-kind tax receipt?

Northwell Health can only provide donation receipts for contributions made directly to Northwell Health. Gifts made directly to the Peer to Peer Fundraiser will receive a thank you note from Northwell Health; the Peer to Peer Fundraiser organizer is responsible for providing names and addresses of donors.

If I'm participating in an endurance event on my own, does Northwell Health register me for the race and buy my entry?

You can register for any race of your choice and then create your online fundraising page with us to promote your run to support Northwell Health!

Other questions?

Please contact Lori Peterson at Lpeterson2@northwell.edu, or (516) 321-6332

DIY Fundraising: Additional Resources

[Social Graphics](#)

[Flyers/Posters](#)

[Sample Communications](#)

[FAQs](#)