



2020 SUN RUN FUNDRAISING QUICK START GUIDE

Thank you for fundraising on behalf of the children and families of SSM Health Cardinal Glennon Children's Hospital. We are thankful for your support and this brief guide will help you get started on the right foot.

How It Works

You have been set up with your own SunRaiser Fundraising Page which can be claimed by clicking the link in your **2020 Sun Run – More Information** email. All gifts made to your fundraising page will go towards helping children and families in need.

People can make gifts to specific fundraising pages by visiting the page and clicking the red 'Donate Button.'

If you are a member of a fundraising team, all the money raised on your page will roll up into the overall team total. For example, if you are a member of a team and a friend donates \$50 to your SunRaiser Page, then the total on your SunRaiser Page and the Team Page you are part of will show a \$50 increase.

Remember, your individual page has a purple banner, while a team page will have an orange banner.

Getting Started

Now that you know how our pages work, it's time to get out there and fundraise! Once you have claimed your page and gotten logged in, give these three steps a try to get yourself started

- 1. Customize Your Page** – Click the 'Manage' button in the upper right-hand corner to start customizing your fundraising page. You can follow the prompts provided there to quickly make changes to your page. The more personal you make your page, the more likely it is that people will make a gift.
- 2. Reach Out to Friends and Family** – Make a list of 10 people you'd like to ask and then reach out to them directly, via phone, text, email or even in person. A direct ask is more likely to be successful and will help build your fundraising confidence.
- 3. Spread the Word** – Use social media to let all your friends and family know you are fundraising for SSM Health Cardinal Glennon. We suggest trying to make one post a week so that people get multiple reminders.



2020 SUN RUN FUNDRAISING QUICK START GUIDE (CONT.)

Don't Forget!

Your workplace can also be a great place for fundraising. Not only can you ask your co-worker to join you in supporting SSM Health Cardinal Glennon, but don't forget to check about your company's matching gift policy to help double your impact!

Need A Helping Hand?

We are here for you! Please contact Ryan Jennings at ryan.jennings@ssmhealth.com with any questions or concerns you might have.

How Your Gifts Help

All donations to the Sun Run benefit our Children's Fund, which supports the areas of greatest need at SSM Health Cardinal Glennon. Your support means that we can continue to provide the best medical care to all children in need, regardless of their family's ability to pay. Did you know that:

\$5 - Provides a child living in a low-income neighborhood with two new books each year to take home after their well-child visits.

\$10 - Buys a gas card for a family in need, ensuring they can make it to their child's medical appointment.

\$25 - Covers the average hourly cost for social work or pastoral care support for our families. These specially trained professionals provide valuable social, mental and spiritual support for our patients and their families.

\$50 - Furnishes a family in need with a new, age-appropriate car seat to ensure their child is safe on the road.

\$100 - Provides a safe sleep environment for a family in need, which includes a portable crib with bedding, a sleep sack, and other safety items.

No matter the size, each gift you receive to your fundraising page will make a difference for our families!