



# SUN RUN 2022 Fundraising Quick Start Guide

Thank you for joining us and fundraising on behalf of the children and families of SSM Health Cardinal Glennon Children's Hospital. This brief guide will help you hit the ground running (pun intended).

If you ever run into any problems during your fundraising journey, reach out to Ryan at [ryan.jennings@ssmhealth.com](mailto:ryan.jennings@ssmhealth.com). He will be overjoyed to help you reach your fundraising goals.

## How It Works

After you register for the Sun Run, you will be given your own individual fundraising page, which can be claimed by clicking the link in your **2022 Sun Run - More Information** email. If you cannot find this email, please feel free to reach out to Ryan who can get you the link to your page.

All gifts made to your fundraising page will go towards helping children and families in need. People can make donations to your fundraising page by visiting the page and clicking the red 'Donate' button on the left side.

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 individual fundraising page, the total on your 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. Are you also a team captain? Make sure to check out our **Team Captain Guide**, which can be found in our [Fundraising Resources](#).

## Getting Started

Now that you know how the pages work, it's time to get out there and fundraise! Once you have claimed your page and logged in, try these three steps 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.

**Pro Tip:** Don't forget to follow up! We are all busy and sometimes we just miss that first message from a friend, so make sure you follow up if you don't get a response. If email didn't work, try a text message or a phone call.



### 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 also make sure to check your company's matching gift policy to help double your impact!

### 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?

- \$5** - Can provide a child living in a low-income neighborhood with two new books each year to take home after their well-child visits.
- \$10** - Could buy a gas card for a family in need and be the difference between a child being able to make it to a medical appointment.
- \$25** - Can cover the average hourly cost for social work or pastoral care support for families. These specially trained professionals provide valuable social, mental and spiritual support for pediatric patients and their families.
- \$50** - Could furnish a family in need with a new, age-appropriate car seat to ensure their child is safe on the road.
- \$100** - Can provide 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, every donation makes a difference!**

### Fundraising Rewards!

Just a reminder that we have some special gifts available to you if you achieve different fundraising milestones. Raise \$100 to earn a **long sleeve t-shirt**, \$500 to get an **insulated sports bottle** and at \$1000 you'll receive your very own **Sun Run fleece vest**!

### Need A Helping Hand?

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