



**SUN
RUN**
5k SEPT 24 FUN RUN

Sun Raiser Toolkit



9 AM • BALLPARK VILLAGE • 5K • 1-MILE FUN RUN

For more information or to register
visit glennon.org/sunrun

PROCEEDS BENEFIT:





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Our Mission: “Through our exceptional health care services, we reveal the healing presence of God.”



Named for John Cardinal Glennon, the Archbishop of St. Louis from 1903 to 1946, SSM Health Cardinal Glennon Children's Hospital first opened its doors in July 1956. It was the Archbishop's mission to see a health care facility open to all children in need of medical care. The hospital first was named Cardinal Glennon Memorial Hospital for Children.

Those who have come to know it well simply refer to it as "Glennon." They speak of the hospital as if they are talking about an old friend, and there's a warm feeling about the sound of that one word - "Glennon."

The sun displayed prominently atop the SSM Health Cardinal Glennon logo has been the hospital's symbol for many years. It means hope ...warmth ...care ...commitment ... and excellence.

Throughout its existence, SSM Health Cardinal Glennon has lived out the mission and vision of its namesake. We are committed to providing the best medical care, the best education and the best research possible for all children in need. SSM Health Cardinal Glennon is the nation's only free-standing, Catholic children's hospital. Since 1956, we have provided care for all children, regardless of their family's ability to pay.

FACTS ABOUT SSM HEALTH CARDINAL GLENNON CHILDREN'S HOSPITAL:

Location: 1465 S. Grand Blvd. St. Louis, MO 63104 / 314-577-5600

Licensed Beds: 195

Key statistics:

Employees: 1867

Admissions: 7591

Emergency visits: 60,172

Outpatient visits: 158,914

Inpatient surgeries: 2001

Outpatient surgeries: 6123

Awards: U.S. News and World Report Rankings in Cardiology and Heart Surgery, Gastroenterology/GI Surgery and Hematology/Oncology.

Recognized by The Joint Commission as a "Top Performer in Key Quality Measures" for four years.



ABOUT SSM HEALTH CARDINAL GLENNON CHILDREN'S HOSPITAL

SSM Health Cardinal Glennon Children's Hospital is a 195-bed children's hospital specializing in pediatric cancer care and cardiology services. SSM Health Cardinal Glennon Children's Hospital is a Level I Pediatric Trauma Center and Level IV Neonatal Intensive Care Unit, both the highest possible classifications. Since 2013, U.S News & World Report has recognized SSM Health Cardinal Glennon as a Best Pediatric Hospital. A teaching hospital, SSM Health Cardinal Glennon is staffed by SLUCare physicians.



SSM Health Cardinal Glennon is home to:

- Physician experts in more than 60 pediatric medical specialties
- A 3-D Printing Center of Excellence created by our pediatric specialists that benefits patients in plastic surgery, cardiology and cardiothoracic surgery, neurosurgery, orthopedics and interventional radiology
- The Costas Center, including a 16-bed in-patient oncology unit, a day hospital and a stem cell transplant unit
- The St. Louis Fetal Care Institute, the most comprehensive fetal care and treatment program in middle America, offering surgical interventions to help babies before birth
- The Dana Brown Neonatal Intensive Care Unit, an all-private Level IV (highest designation) NICU
- The Dorothy and Larry Dallas Heart Center, bringing together diagnosis and comprehensive treatment of pediatric heart issues
- The only pediatric hybrid cardiac catheterization suite in the St. Louis area, allowing doctors to find and fix heart problems at one time
- The Dan Dierdorf Pediatric Emergency and Trauma Center, the state's first and longest-running Level I Trauma Center, which doubled in size with expansion in 2003
- The Missouri Poison Center, which provides free statewide services 24/7 and handles more than 190,000 adult and child poison exposure calls each year
- Private patient rooms for every child



WHY IS IT IMPORTANT TO BE A *SUN RAISER* FOR THE SUN RUN?

SSM Health Cardinal Glennon Children's Hospital provides exceptional health care to all children, regardless of their family's ability to pay. Support from generous community members like you has helped kids at SSM Health Cardinal Glennon get better so they can get back to what they do best - being a kid.

Whether it's \$25, \$2,500 or \$25,000, it is the generous spirit of thousands of donors in our region and across the United States that has allowed SSM Health Cardinal Glennon Children's Foundation to build and sustain dozens of critical departments, programs and treatment centers at the hospital.

The Foundation provides the financial support necessary for delivering exceptional health care, in state-of-the-art facilities, to all children in need of care. Through our generous donors and Christ-like stewardship, the Foundation's purpose is to build strong partnerships that will deliver world-class pediatric health care at SSM Health Cardinal Glennon.

Donations to our Foundation *STAY* at the hospital, and our funding supports *GROWTH* (not operational costs) such as major renovations, patient and family support programs, signature programs, and of course, to provide care for families that cannot afford to pay.

Donations from the Sun Run will benefit our ***Children's Fund***, an unrestricted fund used to address the greatest needs of our hospital and patients as they arise. This allows the Foundation to invest in special projects and programs at our hospital each year.

Through donations to the unrestricted Children's Fund we have been able to transform areas of the hospital into child-friendly environments, purchase state of the art medical equipment, fund medical research, provide schooling for hospitalized children and more.

Together, we can make a difference!



CUSTOMIZING YOUR PERSONAL OR TEAM FUNDRAISING PAGE

Upon registration, your personal fundraising page is LIVE and ready for donations. You are now officially a **Sun Raiser** for Cardinal Glennon Kids! You can maximize your fundraising efforts by adding your own spin to the look and message on your page. Let's give you some tools to *make it your own!*

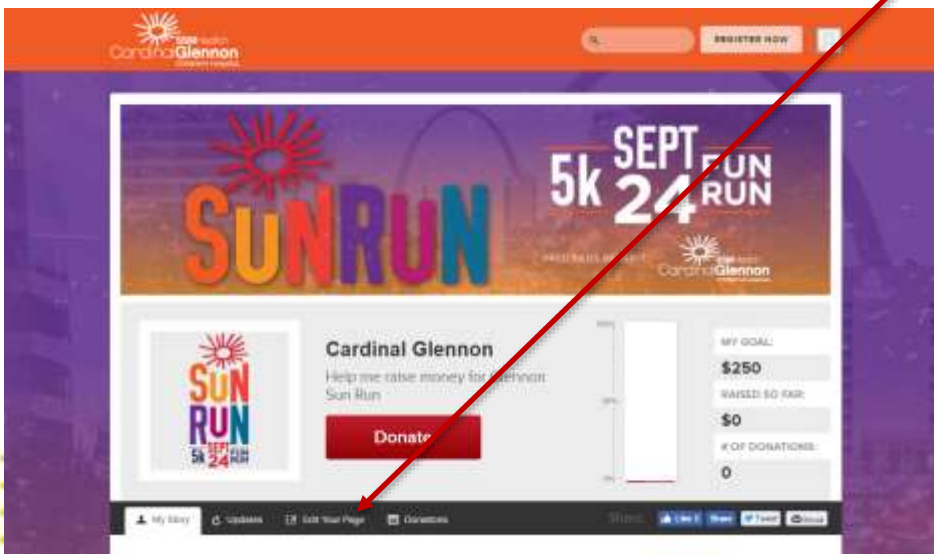


Accessing Your Fundraising Page:

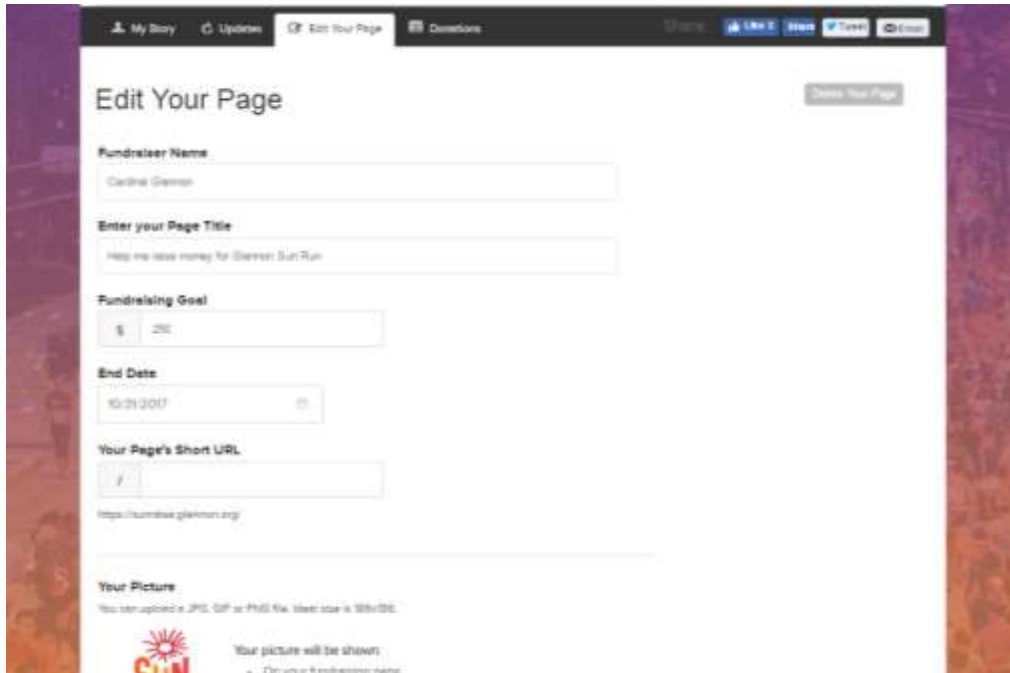
1. To access your fundraising page, click the button "Visit My Page" received in your welcome email with the subject line:
Your Fundraising Page has been created!
2. Click the "LOG IN" button in the top right corner.



3. Once you enter your email address and password and click "LOG IN" you will be directed to your fundraising page as the page manager.
4. Click on the "Edit Your Page" link on the black tool bar below the Donate button.



Editing Your Page:



My Story Updates **Edit Your Page** Downloads

Edit Your Page

Fundraiser Name
Cardinal Glennon

Enter your Page Title
Help me raise money for Glennon Sun Run

Fundraising Goal
\$ 200

End Date
10/31/2017

Your Page's Short URL
http://sunrun.glennon.org

Your Picture
You can upload a JPG, GIF or PNG file. Ideal size is 100x100.
Your picture will be shown on your fundraising page.



On this page, you are given multiple options to bring that personal feel to your fundraising page. Take advantage of the following methods to make your page stand out and help your friends and family understand why their support is so important to you.

- Edit your fundraising name or page title
- Increase your fundraising goal
- Create a personal URL
- Change your personal/team picture
- Upload photos and videos
- Personalize your message

For technical assistance please contact our Web Content Analyst
David Hanschu at david.hansch@ssmhealth.com.
Thanks for being a **Sun Raiser** for Cardinal Glennon kids!



HOW TO ASK FOR A DONATION

We get it. Asking people to part with their hard-earned money can be difficult, so here are a few pointers to make you a fundraising pro!

Determine Who To Ask

A friend, Aunt Mary, your co-workers, Professor Smith, that local restaurant owner, and don't forget about the coffee barista who saves your day every morning. Think about everyone you know and interact with regularly. These are the people you should ask to support you and the mission of SSM Health Cardinal Glennon.

Know Who You're Asking

Keep your relationships in mind to personalize your approach and increase your chance of success. Fundraising is about connecting others' passions with your cause. You are not trying to convince people to care – you're helping them realize they already care. Once they believe that supporting SSM Health Cardinal Glennon truly matters, asking them to give will be easy.

Set Fundraising Goals

It's important to set realistic fundraising goals before you ask for a donation. Think about your overall goal, as well as the amount you'll be asking from each individual. Donors may ask, "How much are you trying to raise?" or "How much would you like me to contribute?". Having these answers ready will help you!

- 1. Tell Them Why You're Asking** - They know you're raising money for Cardinal Glennon kids. Now give them a reason to donate! Refer to our hospital and Foundation fact sheets in the beginning of this toolkit for the many reasons to support us! People are more inclined to give when they hear about real kids and families affected and impacted by the hospital. **Most of all, if you have a personal story about SSM Health Cardinal Glennon – share it!**
- 2. Get Creative** - Make a video to showcase your fundraising for SSM Health Cardinal Glennon. Personalize your page with your photos or your messaging.
- 3. Follow Up** - People get busy and they forget. Don't be afraid to ask again. Be sensitive in your communication – a gentle reminder email or follow-up phone call never hurts. Sharing how close you are to your goal in your follow-up is a great way to motivate people to give.
- 4. Say Thank You!** - Make sure to thank them for taking the time to listen or donating! Making your donor feel special, valued and important is essential – after all, they're making more world class health care possible.

If you need help, we're here for you! For any additional assistance please contact Colleen Dolnick at 314-577-5605 or colleen.dolnick@ssmhealth.com.



COLLECTING DONATIONS

Fundraising online is the preferred, fastest, most secure and easiest way to receive donations for the Sun Run. When someone donates to your page, it will automatically be added to your fundraising total and your supporter receives an email thank you which serves as their tax receipt.

However we know someone may prefer to give you a check or cash rather than make an online donation.



To ensure that offline donations are processed correctly, please follow these instructions:

1. Make all checks payable to “SSM Health Cardinal Glennon Children’s Foundation.”
2. Cash and check donations **MUST** be accompanied with a donation form. This form must be filled out in its entirety in order for the donation to be credited to your page. Your supporter will not receive a tax receipt or thank you unless this form is submitted.
3. You may download and print the [Donation Form](#) and mail it with all checks to the address below. **Please do not mail cash.**

SSM Health Cardinal Glennon Children’s Foundation
Attn: Development Services
3800 Park Avenue
St. Louis, MO 63110

4. Alternatively, bring your cash, checks and donation forms to the fundraising booth on race day in an envelope with your full name/team name (if applicable).

*Once we receive your offline donations and forms please allow a minimum of ten business days for them to appear on your page.



FUNDRAISING TIPS

You already have a personal fundraising page and a fundraising goal, so what's next? The sooner you begin fundraising, the sooner you'll hit (and even exceed) your goal!

Below are some helpful tips to get started. For any additional assistance please contact Colleen Dolnick at 314-577-5605 or colleen.dolnick@ssmhealth.com.



- 1. Personalize:** Make your fundraising page as personal as possible. Upload a photo or video, personalize your URL, and periodically post updates about your progress. Use your personal page to tell people why you care about SSM Health Cardinal Glennon.
- 2. Share:** Share your personal fundraising page through social media, email, and any other way you know of. Use the email feature in your profile to organize and track your donors. Invite everyone you can think of to take a look at your page — once they read your story, they'll be much more likely to give! Don't forget to let them know that any gift, regardless of size, helps to make a real difference for sick and injured kids.
- 3. Follow up:** Send thank you messages to your donors, and keep encouraging others to check out your fundraising page. You can tag donors in a Facebook post or mention them in a tweet as an extra special way to thank them and draw more attention toward your personal fundraising page (with their permission).
- 4. Double up:** Ask your employer if they offer a matching program that will double your contribution - you could turn \$500 into \$1,000 just like that! You can even ask your donors if their employers will double their gifts, too.
- 5. Motivate:** If you're part of a team, consider sending regular emails to encourage and recognize individual or team accomplishments. Don't forget to try to recruit new team members wherever you go!
- 6. Strategize:** Make a list of people and places that might be willing to donate and brainstorm the best methods to approach each of them with a donation request. Ask your friends who have a big social media presence to share your page with their followers.
- 7. Have Faith:** Don't get discouraged if you don't raise your goal right off the bat. Every dollar makes a difference in the lives of our patients and their families. You will get there!

Thank you again for being a **Sun Raiser**, which allows SSM Health Cardinal Glennon to help kids get better so they can get back to doing what they do best - being a kid!



CREATE AN EMAIL CAMPAIGN

Want to recruit, motivate and inform potential teammates or donors?
Follow some of these helpful tips and messages to create a great email campaign:

- 1. Email supporters using your own personal email account:** Sending messages from your personal account allows you to personalize your own message. See our sample fundraising emails for ideas to get you started.
- 2. Grab their attention:** Your subject line is the first thing recipients see. Make it stand out! For example:
 - *Help me help kids!*
 - *I'm running/walking to help kids. Will you join me?*
- 3. Share your story:** Whether you walk for yourself, someone you know, or simply to help kids in need - share your motivation. People want to know why SSM Health Cardinal Glennon is important to you - make it important to them too.
- 4. Include a call-to-action:** Ask them to donate (or walk with you). Remember to include a link to your personal fundraising page and give simple instructions.
- 5. Did you email your co-workers to join the team?**
- 6. Did you involve your boss to rally your company team?**



SAMPLE FUNDRAISING EMAIL MESSAGES:

Send these ready-to-use email messages to your friends and family. Personalize them by including your own details and fill in the [blanks].

Emails to Recruit Team Members:

“Join (team name)! We’re (walking) to celebrate this amazing place of hope and miracles! Help us deliver world class health care and give kids the chance to be kids! To join us, contact (Team Captain name/e-mail address/phone number) for more information or visit (Team page URL) and join our team today!”

“Please join our team! We’re walking to celebrate our (son/daughter) who has made incredible strides this year, thanks to the amazing care (he/she) received at SSM Health Cardinal Glennon Children’s Hospital! We know that not all families are as fortunate as we are, and we know that raising funds will allow the hospital to provide nationally-acclaimed exceptional health care for OTHER families for years to come. Contact (Team Captain name/e-mail address/phone number) for more information or visit (Team page URL) and join our team today!”

“Did you know that SSM Health Cardinal Glennon is the only free-standing, Catholic pediatric hospital in the United States? Did you know that they provide care to every child regardless of their family’s ability to pay? Walk with me and help raise funds and awareness to support the work of this amazing hospital. Contact (insert Team Captain name/e-mail address/ phone number) for more information or visit (Team page URL) and join our team today!”

Donation Request

Subject: Can I count on your support today?

Hi [Friend],

Did you know that SSM Health Cardinal Glennon Children’s Hospital provides world class health care to 200,000 children each year? It is the only free-standing, Catholic pediatric hospital in the United States and provides care to all children, regardless of their family’s ability to pay. This is why I’m participating in the Glennon Sun Run on Sunday, September 24 - to support this great hospital. I would be honored if you supported me with a donation to help me exceed my fundraising goal of [\$ amount].

Your gift allows SSM Health Cardinal Glennon to provide exceptional health care, in state-of-the-art facilities, to all children in need of care. Please visit my personal fundraising page at [insert fundraising page link] to make your donation and to learn more about the hospital.

Thank you so much for being a hero for the patients and families. Together, we will make a difference.

Sincerely,



Reminder to Donate

Subject: One last thing...

Hi [Friend],

There's still time to support my fundraising efforts for SSM Health Cardinal Glennon Children's Hospital. Your gift can help me reach my fundraising goal of [\$ amount] to help kids. Click this link to donate today: [insert fundraising page link].

I am running on September 24 at [event venue] to make a difference for kids and families. Your gift allows SSM Health Cardinal Glennon to provide exceptional health care, in state-of-the-art facilities, to all children in need of care.

Thank you for your consideration! Together, we can help provide the best medical care possible for all children in need.

Sincerely,

Recruit a Friend

Subject: You can make change happen!

Hey [Friend],

Did you know that SSM Health Cardinal Glennon Children's Hospital has been providing care to children regardless of their family's ability to pay since 1956? Our efforts will support the hospital and will ensure that funds are available for major renovations, equipment costs, research, patient and family support programs, and of course, to provide care for families that can't afford to pay.

I've set a fundraising goal of [\$ amount] and would be honored to partner with you in this endeavor. Please be part of my team by visiting (website).

Thanks for your consideration. Together, we can help give kids their best chance at a happy and healthy childhood!

Sincerely,



Team Fundraising

Subject: Nothing's gonna stop us now!

Hey there [Team Name],

So far, we've raised [\$ amount]! Our goal is to raise [\$ amount] for kids by [event date]. We're doing great and there's more we can do to reach and exceed our goal! Here's what you can do today to help reach our team goal:

- If you haven't yet, make a personal donation to your fundraising page. This will show others, including your potential donors, you're invested.
- Get in touch with your friends, family and co-workers by sending emails and share your link on social media. It's the easiest way to quickly fundraise.
- Follow-up with those who haven't responded to your emails. It's okay to email them more than once and most donors will appreciate the reminder!
- Send a thank you note or email to those who've donated on your behalf. Thank them on social media too. They'll love the recognition!

Remember, our fundraising efforts benefit SSM Health Cardinal Glennon Children's Hospital, which provides care to all children in need, regardless of their family's ability to pay. The money we raise helps save kids' lives and gives them their best chance at happy childhoods.

Thank you for all your hard work!

Sincerely,



CREATING A SOCIAL MEDIA CAMPAIGN

Social Networking Tips And Messages

Reaching out and asking for donations is easier than ever before with the world of social media today. Who follows you on Twitter? Who are your Facebook friends? Who are you “LinkedIn” with? Are they supporting your efforts yet? By sending messages through these networks, you will raise awareness and money.



Social media is your friend! Soon, it'll help you connect with your friends and networks to raise even more money for the kids at SSM Health Cardinal Glennon Children's Hospital. From registration to run day, let your social media followers and friends share in your experience and support your efforts. Here are some tips and tricks for fundraising on social media:

- Use pictures: Photos stand out from the crowd and appear higher in news feeds.
- Keep it short: People move quickly – make your posts impactful but brief.
- Include a link to your personal fundraising page: Make it easy to donate!
- Hashtag your posts: #GlennonSunRun #CardinalGlennon #SunRaise (or) #SunRaiser
- Connect with us: twitter - [@cardinalglennon](https://twitter.com/cardinalglennon) | Facebook - facebook.com/cardinalglennon

Here are some examples of customizable, sample social media messages:

1. **Join Me:** I'm running for SSM Health Cardinal Glennon Children's Hospital! I've started a team for the Sun Run and I am raising money to fund world-class care for the kids. But friends shouldn't let friends run alone. Sign up with me and we can be **Sun Raisers** together: [link]
2. **Donate:** Just a reminder that I am running for Cardinal Glennon in the Sun Run. My event is coming up and I'm SO close to my fundraising goal. Help fund world-class care for the kids in our community with me. Donate today: [link]
3. **Thank you:** THANK YOU! Not only did I run, but I raised [\$ amount] for the kids at SSM Health Cardinal Glennon Children's Hospital, all thanks to your donations! You can continue to make a difference and donate to my Sun Run fundraising page for one more week: [link]



Here are some additional examples that are quick and to the point:



- Join @cardinalglennon on Sunday, September 24 for the inaugural #GlennonSunRun!
- Help me reach my #GlennonSunRun fundraising goal! (insert link to your fundraising page)
- Sign up for the #GlennonSunRun to support the sick and injured kids at @cardinalglennon
- Join my #GlennonSunRun team and help sick and injured kids @cardinalglennon! (insert link to your fundraising page)
- (Fundraising team name) is working hard to reach our fundraising goal! Please support us by donating at (insert link to your fundraising page)
- @cardinalglennon is hosting the inaugural #GlennonSunRun on September 24! For more information, visit glennon.org/sunrun
- Can't make the #GlennonSunRun on September 24? You can still support my team by donating to my personal fundraising page (insert link to your fundraising page)

