



2019
SUN
RAISER
TOOLKIT



SSMHealth
Cardinal Glennon
Children's Hospital



Our Mission:

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

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:

Employees: 1,867

Admissions: 7,221

Emergency visits: 53,145

Outpatient visits: 173,222

Inpatient surgeries: 1,737

Outpatient surgeries: 5,732

We hope you will take the time to help fundraise for SSM Health Cardinal Glennon. No matter how big or small, every gift helps support the world-class pediatric health care we provide every day to the children of St. Louis.



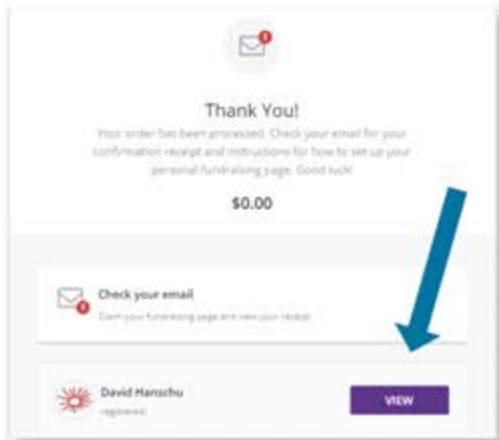
1. Visit glennon.org/sunrun and click on the “Register” button.

2a. If you already have an account from last year’s run, you can easily create a new page by simply logging in. Click on the Log In link in the top-right of the landing page. Enter the email and password from last year’s run and click the Log In button to continue (or choose continue with Facebook if you wish to link it to your Facebook profile for easier sharing). You can easily reset your password if it is forgotten.

2b. If you are registering for the first time, click the Register button, then let us know how you want to start fundraising (purple arrow). You will be asked to complete your account setup after you finish the registration process. (Select Join a Team if your fundraising team has already been created. You will be able to search for the team name.)



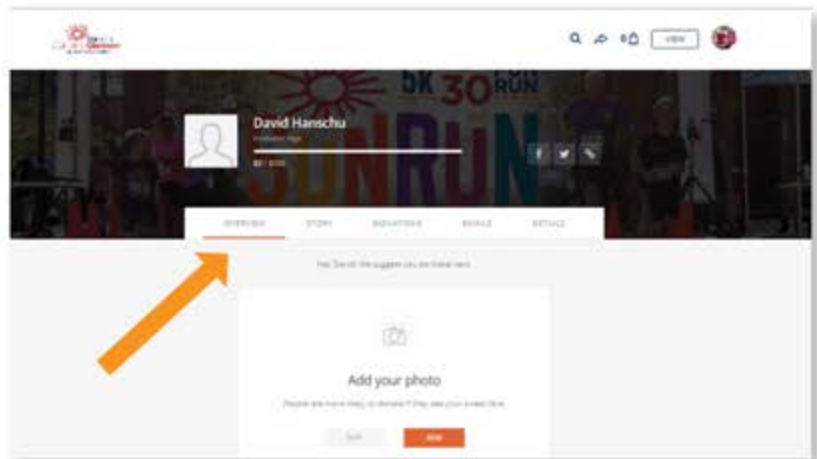
HOW TO CREATE YOUR FUNDRAISING PAGE (cont.)



3. Select your registration option (Fundraiser, 5k Adult or Child with a fundraising page, 1-Mile Fun Run Adult or Child with a fundraising page).

4. After registering, click the “View” button (teal arrow) to be redirected to your Sun Run Sun Raiser page where you can edit and customize it. If you haven't yet, make sure you are logged in (click Login at top-right of page). Click the Manage button next to your profile picture at the top of the page to edit and customize.

5. Here, under the menu sections (yellow arrow), you can personalize your page by adding a page photo, updating your headline and story, start off your fundraising page with a donation to show your friends and family how serious you are about supporting Cardinal Glennon kids.



6. Use the Social sharing menu (pink arrow) to easily spread the word on Facebook, Twitter and via email to get your friends and family supporting you today!

Thanks for being a Sun Raiser for Cardinal Glennon kids!



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 Ryan Jennings at 314-577-5605 or ryan.jennings@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 (with their permission) as an extra special way to thank them and draw more attention toward your personal fundraising page.

FUNDRAISING TIPS (cont.)

- 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 kids!



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:** #SunRun19 #GlennonSunRun #CardinalGlennon #SunRaise (or) #SunRaiser
- **Connect with us and tag us in your posts:** Facebook - @cardinalglennon; Instagram: @cardinal.glennon; Twitter - @cardinalglennon

Facebook Tips

Try to post at least once or twice a week to remind people that you are fundraising to support the patients and families of SSM Health Cardinal Glennon. Include your fundraising page URL so your supporters can easily click the link and donate.

Sample Post: I am walking/running to help support the children and families of SSM Health Cardinal Glennon Children's Hospital. Did you know that SSM Health Cardinal Glennon serves more than 200,000 kids each year, regardless of their family's ability to pay? You can help support kids in St. Louis by making a gift to my Sun Run fundraising page. [Insert Fundraising Page URL]

SOCIAL MEDIA TIPS (cont.)

Instagram Tips

Try posting a photo that helps show people why you are fundraising for Cardinal Glennon kids. Instagram does not allow people to post links in the captions of their photos. However, you can put your fundraising page URL in your profile and direct people to that link by including 'Link in Bio' in your caption.

You can also use up to 30 hashtags on an Instagram post and each one will help increase your post's exposure to different audiences. You can take a look at the SSM Health Cardinal Glennon Instagram page for a better idea of how you can use hashtags.

Sample Caption: I am walking/running to help support the children and families of SSM Health Cardinal Glennon Children's Hospital. Did you know that SSM Health Cardinal Glennon serves more than 200,000 kids each year, regardless of their family's ability to pay? You can help support kids in St. Louis by making a gift to my Sun Run fundraising page. *Link in Bio*

Patient Stories

Looking for more impact that you can share with your supporters? Look no further than the patient stories section of our website: glennon.org/patients. All of our patient stories can easily be shared with your Facebook or Twitter followers by using the corresponding button found just above the first patient photo.

Want even more? Check out our \$0 to Hero program for a six-week program that will provide you with simple steps to achieve fundraising success.

