




**5k OCT 5 FUN RUN**

# SUNRUN

## \$0 TO HERO

6-Week Fundraising Program

**PLAN**

<p><b>WEEK 1</b></p>	<p><b>Customize Your Page and Set Your Goal</b> - Add a unique photo and share why you are choosing to fundraise for SSM Health Cardinal Glennon Children's Hospital. When setting your goal, try to pick a number that is attainable but will be a challenge. <b>Pro Tip:</b> Create a personal page URL for people to easily recognize.</p>	<p><b>Make Your Own Pledge</b> - Did you know that fundraisers who make personal donations to their fundraising page consistently outperform fundraisers who don't make a pledge? This will also set the bar and give others an idea of how much they should donate.</p>	<p><b>Share Your Fundraising Page on Social Media</b> - Share your story and make sure to ask people to like and share your post to maximize exposure. Try to include a relevant photo or video to help people understand why you are fundraising.</p>
<p><b>WEEK 2</b></p>	<p><b>Ask Three to Five Family Members to Donate</b> - You can ask in a variety of ways: via conversation, email or even tag them on social media. Just pick whatever you think will be most effective. If they don't want to donate, ask if they will like and share your social media posts with their friends. You can also challenge them to create their own page and see who can raise the most.</p>	<p><b>Share a Patient Story</b> - We have a number of patient stories you can share with friends and family. <a href="#">CLICK HERE</a> to read some of our patient stories and find one to share via social media.</p>	
<p><b>WEEK 3</b></p>	<p><b>Reach Out to 10 Friends and Ask Them to Donate</b> - This can be done through email, phone calls, etc. Just make sure you are asking them directly.</p>	<p><b>Post a Fundraising Update on Social Media</b> - Let people know how you are doing and call out those who have supported you so far.</p>	<p><b>Send Thank You Notes</b> - If you have yet to do so, now is a good time to send thank you notes to the people who have already donated.</p>
<p><b>WEEK 4</b></p>	<p><b>Ask Your Co-Workers or Classmates to Donate</b> - Don't forget to ask about matching gift programs at work. This is an easy way for you to increase your fundraising total.</p>	<p><b>Share Your Fundraising Page on Social Media</b> - Make sure you are changing up the content of each post so people continue to engage with your fundraising.</p>	
<p><b>WEEK 5</b></p>	<p><b>Reach Out to 10 New People and Ask Them to Donate</b> - This can be anybody you have a connection with, don't be afraid to share your story. Always remember that your sharing is helping Cardinal Glennon kids!</p>	<p><b>Share Another Patient Story</b> - Help people understand what they are supporting and the impact their donations can make.</p>	
<p><b>WEEK 6</b></p>	<p><b>Post a Final Update and Say Thank You to All Your Supporters</b> - Make sure you are personally thanking everyone who donates, but also say thank you to everyone who has been supporting your efforts over the past weeks.</p>		

**9 AM • FOREST PARK - UPPER MUNY PARKING LOT • 5K • 1-MILE FUN RUN**

PROCEEDS BENEFIT:



For more information visit [glennon.org/sunrun](http://glennon.org/sunrun)

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## USING SOCIAL MEDIA

Social media is a great way to get the word out about your fundraising and reach people you don't see frequently. Below are some tips and tricks on how to get the most out of some of the major social media platforms.

**Facebook** – Try to post every week with updates reminding people you are fundraising to support SSM Health Cardinal Glennon Children's Hospital. Make sure to always include your personal URL so people can go directly to your page. Encourage everyone to like and share your posts in order to maximize your fundraising exposure. [Click here](#) to view sample messaging.

**Instagram** – Instagram does not allow you to place a URL in the caption of your pictures, but you can include the link in your bio. Think about sharing a photo of your fundraising page or yourself training for the race. In the caption, talk about why you have chosen to fundraise for SSM Health Cardinal Glennon and be sure to mention that a link to donate can be found on your bio.

**Twitter** – Great fundraising can be done in 280 characters or less. Free services like Tiny URL will shorten your fundraising page link so you can maximize each tweet. Try the tweet below and don't forget to include the hashtags **#SunRun2019** and **#CardinalGlennon**.

- I am fundraising to support #CardinalGlennon kids for the 2019 Sun Run! Join me or make a donation at [insert tiny URL] #SunRun2019

**Patient Stories** – Patient stories are a fantastic way to help entice people to support your fundraising efforts by sharing some of the impact SSM Health Cardinal Glennon has on our community. You can visit [glennon.org](http://glennon.org) to learn more or [click here](#) for a list of stories that you are able to share with friends and family.

**Questions?** Feel free to reach out to Ryan Jennings at [ryan.jennings@ssmhealth.com](mailto:ryan.jennings@ssmhealth.com).

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