



# Fundraising Toolkit

Fundraise your way!

# ● Tips for a Successful Fundraiser



Congrats! You are on your way to delivering happiness to seriously ill children and their families and this guide will help you reach and exceed your fundraising goal. Let's get started!

## 1. Build out your fundraising page on our [easy to use platform](#).

- Set your goal. Think of what's realistic – you can always beat your goal and keep going!
- Write your **WHY**. Tell your community why it's important to you to donate to Starlight. Need inspiration? [Read our blog](#).
- **SUPER TIP:** Be the first to donate. Show your community you're invested. Wondering how much to donate? Consider how much you want others to give.

## 2. Craft your master plan! How will you actually raise those funds?

- Get creative! there are so many ways to raise money for your cause. From bake sales to marathons, find something that fits you, or get your class, club, professional group or place of worship in on the fun.

## 3. Spread the word!

- Start with your close contacts. They're the easiest ask and are the most likely to donate first.
- Now move to social media. Facebook and Twitter are great tools to share your goal and to post updates. Make sure to tag and thank those who have donated!
- Email your family, friends, coworkers, neighbors, everyone! We've put together a sample email for you on the following pages.

When you raise funds for Starlight, you are making a real difference. Each dollar you raise delivers happiness to seriously ill children by providing distraction, normalcy, and entertainment at more than 800 pediatric hospitals and other facilities across the US.

Don't forget, we're here for you. Email us at [donations@starlight.org](mailto:donations@starlight.org) with any questions.



# ● Sample Post Templates

## Facebook Posts

[/StarlightChildrensFoundation](#)

- Every 30 seconds a child is diagnosed with a life-threatening medical condition and is faced with fear and anxiety. This is why I choose to #DeliverHappinessto seriously ill kids with @StarlightChildrensFoundation. Helpmake a bigger impact today: [link]
- I am fundraising to #DeliverHappiness to seriously ill kids all over the US by giving @StarlightChildrensFoundation's programs that allow hospitalized kids to still be kids. You can make a difference, too: [link]
- I am dedicated to #DeliveringHappiness to seriously ill kids with @StarlightChildrensFoundation. Help me fundraise to provide Starlight programs to more hospitalized children all over the US: [link]
- I am fundraising to provide Starlight programs to more hospitalized children all over the US and you can help me make a difference: [link]

## Instagram Posts

[@StarlightChildrensFoundation](#)

- Every 30 seconds a child is diagnosed with a life-threatening medical condition and is faced with fear and anxiety. This is why I choose to #DeliverHappiness to seriously ill kids with @StarlightChildrensFoundation. Help make a bigger impact today by clicking the link in my bio.
- @StarlightChildrensFoundation's Starlight's programs provide gaming, virtual reality, hospital gowns and more to hospitalized kids. Just a \$10 donation could impact 10 kids. Donate to my fundraise to #DeliverHappiness by clicking the link in my bio.

## Twitter Posts

[@StarlightUS](#)

- I choose to #DeliverHappiness to seriously ill kids by fundraising for @StarlightUS. Help me make a bigger impact by donating to my fundraiser today: [link]
- Did you know that every 30 seconds a child is diagnosed with a life-threatening medical condition? I am fundraising to #DeliverHappiness to hospitalized kids and you can help: [link]
- I am fundraising to #DeliverHappiness to seriously ill kids with @StarlightUS. Just \$10 can give Starlight programs to 10 hospitalized kids. Donate to my fundraiser now to make a difference >> [link]



## Email Sample

Dear [NAME],

Every 30 seconds a child is diagnosed with a life-threatening medical condition. These kids are scared, lonely, and missing out on all of the things that make being a kid fun.

I'm raising money for Starlight to improve the in-hospital experience for seriously ill children.

Since 1982, Starlight has brought smiles to more than 16 million seriously ill or injured kids and their families across the US. Innovative and inspiring programs like Starlight Virtual Reality, Starlight Hospital Wear, and Starlight Gaming bring the very best in gaming, play, and other fun experiences to our partners hospitals' youngest patients. Because regardless of the sophistication of the illness or injury, a hospitalized kid is still a kid.

I hope you will join me and donate today to deliver happiness to a seriously ill child.

Sincerely,  
[YOUR NAME]