

FUNDRAISING TOOLKIT



Welcome!

Thank you for your interest in supporting Children's Flight of Hope! We've partnered with MobileCause to make it easier than ever to spread the word and raise money for CFOH, and we want to be sure you have everything you need to have a successful fundraiser. In this toolkit you'll find current information about the organization and sample content you can use to promote your fundraising campaign. Visit www.cfoh.org/fundraise to download the images and learn more about using MobileCause.

Contact Chase McBride, CFOH's communications and development manager with any questions at chase@cfoh.org or 984.465.0483.

About Children's Flight of Hope (CFOH)

"Children's Flight of Hope provides air transportation for children to access specialized medical care." - Mission Statement.

Since our founding in 1991, CFOH has grown to be an international organization, working with top children's hospitals around the country from our headquarters in North Carolina. Without our services, many families would be forced to postpone care, drive thousands of miles, or forego treatment altogether. We are the only organization that offers a combination of commercial, charter and corporate-donated private flights to ensure clients can access treatment despite certain medical, financial or logistical constraints. CFOH allows families to focus on what is really important: the health and well-being of their child.

In 2017, CFOH provided more than 850 flights. Although most of our clients live in the United States, we've helped families from 24 different countries, and counting! CFOH assists children with a wide variety of illnesses, injuries, and medical needs.

FUNDRAISING TOOLKIT

2

Social Media Tips

- Announce the start of your campaign and tell your friends why you're fundraising for CFOH, what your goal is, and how long the campaign will be running.
- Be sure to include your page's custom link and a clear call to action in each post. Pictures also make a post more noticeable, so feel free to use the ones we've included here. You can use the samples posts "as is" or add own story, quotes, and reasons for supporting CFOH.
- You can share a custom social media post right from your fundraising page using the social share buttons on MobileCause. Encourage your donors to share when they give, too!
- Thank donors and post status updates as you get closer to your goal to encourage people to keep giving. Post often and use different pictures and stories to keep it interesting.
- Tag us in your posts at @ChildrensFlightOfHope, we'd love to see what you're up to!

Sample Social Media Posts

- I'm raising money for Children's Flight of Hope! Last year they provided 850 flights for children to get to life-changing medical treatment. Please visit my page to learn more and donate today **insert your custom link here** Every donation makes a difference and is tax-deductible!
- Please join me in supporting Children's Flight of Hope, a nonprofit that has helped thousands of children access treatment when their families are overwhelmed by the financial and logistical burdens of frequent medical travel. Donate here **insert your custom link here** to give a child hope when they need it most.
- Have you heard of Children's Flight of Hope? They are a small nonprofit doing amazing things! Last year CFOH provided 850 flights for children to access specialized medical care. Every donation to CFOH makes a difference, so please support my fundraising campaign here: **insert your custom link here**

FUNDRAISING TOOLKIT

3

Sample Images

1



2



3



4



Sample Email

Email can be a great way to introduce your campaign to those that are closest to you. You can write more than a social media post, and can personalize it for each recipient. Below is a template you can use to start your email and add your own information to:

“I wanted to let you know that I’ve started a personal fundraiser for Children’s Flight of Hope, a 501(c)(3) nonprofit that provides air transportation for children to access specialized medical care. They are a small nonprofit doing amazing things! Last year they provided 850 flights for children to get to treatment when their families were overwhelmed by the financial and logistical burdens of frequent medical travel. . Every donation to CFOH makes a difference, so I hope you will consider making a tax-deductible gift on my page here **insert your custom link here** and learning more about this great organization.

CFOH holds a special place in my heart because... **explain your connection CFOH, why you’re involved, what CFOH means to families, etc...**”