

Fundraising for Methodist Hospital Foundation

THANK YOU for organizing a fundraiser to support Methodist Hospital Foundation and the patients and communities we serve. The quick and easy process of launching your fundraiser starts here: MethodistHospitalFoundation.org/peer2peerfundraising.

1. Once you log in to the site, scroll down, choose the campaign you want to support and click the appropriate link.

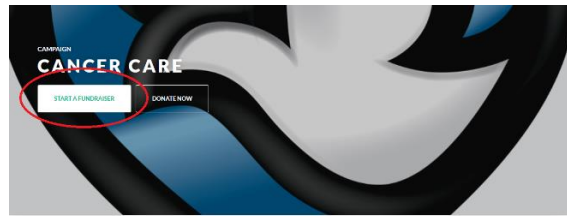
To get started:

1. Create your peer 2 peer fundraising page by clicking the appropriate link below.
2. Set a goal | Let your friend and family know the impact their donation is having.
3. Add your picture and story
4. Appeal to friends and family | Share your fundraiser on social media, by email and however else you want to spread the word.

Campaigns | Start a fundraiser to support:

- Cancer Care
- Community Services
- Charitable Care
- Scholarships and Education
- For All Women
- Party With Purpose

2. From there, you'll be taken to our partner, donately.com. This is where you'll be able to 'Start a Fundraiser.'

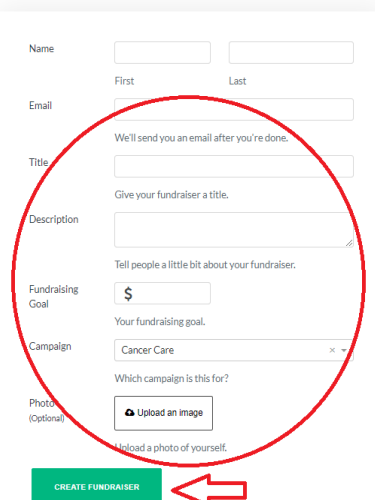


3. After you click the 'Start a Fundraiser' button:

- Fill in your contact information
- Give your fundraiser a catchy title
- Add a description that shares why you are organizing this fundraiser:
 - Did something happen? A cancer diagnosis? A co-worker's financial burden? Gratitude for care or services received?
 - Share a story about why you are fundraising and what you hope to accomplish
 - Tell your donors how they can help and how their donation will make a difference
 - Call to action! Make sure your donors know what to do next and how to get involved.
- Click the 'Create Fundraiser' button

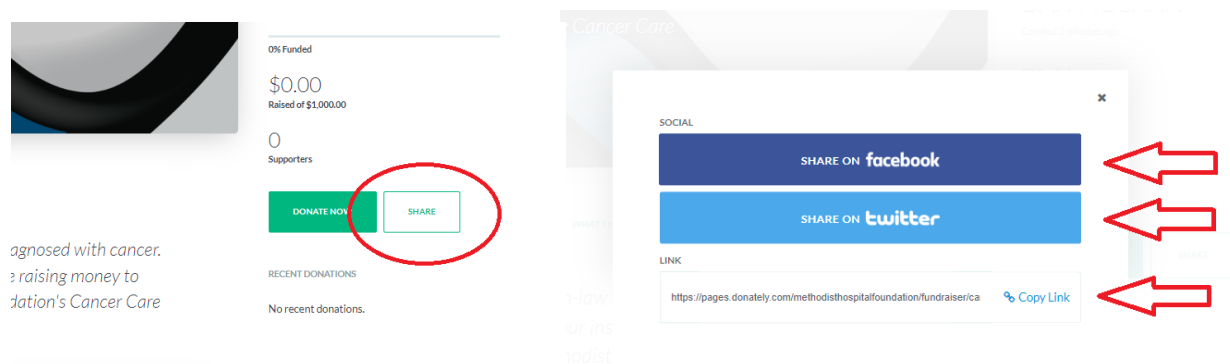
START A FUNDRAISER

Starting a fundraiser is a great way to rally your friends and family to support the cause you care most about. It's your story and your connection to the organization that makes the difference.



4. Once you've created your fundraiser, it's time to spread the word!

- Share your event on your social channels, including Facebook and Twitter.
- You can also copy the link and promote your event by email.



How can you use social media to share about your fundraiser:

- **Facebook:**

First, make sure to "Like" the Methodist Health System Facebook page.
When posting on your own page, tag Methodist in the message by typing @bestcare.

Example:

Hard to believe Charlotte is turning two next month! Our house is full of more dolls, puzzles and books it can hold, so instead of birthday gifts, we are giving back to @bestcare. Please celebrate with us by making a donation in Charlotte's honor. #MWHbirthday or #MWHpartywithheart

- **Twitter:**

"Follow" the Methodist Health System Twitter page
Tweet a message about your fundraiser and include Methodist's Twitter handle: @MeaningOfCare.

Example:

For Charlotte's 2nd birthday we are giving back to @MeaningOfCare! Join us by making a gift in her honor. #MWHbirthday or #MWHpartywithheart

- **Use pictures:**

Everyone loves photos and they get the most attention in busy newsfeeds.

Example:

This sweet girl is celebrating her 2nd birthday in the best way, by giving back to help other babies. Keep Charlotte smiling by making a donation! #MWHpartywithheart @MeaningOfCare.