Wentworth-Douglass Hospital Foundation
Third Party Event
Fundraising Toolkit

Welcome

Thank you for supporting Wentworth-Douglass Hospital Foundation! With your help, we can positively impact thousands of people in our community each year. Enclosed are the tools to leverage the GoFundMe page to maximize your generous fundraising efforts, while making it easy and fun to do.

Let's Get Started – Step by Step

1. Let us know the details of your event by completing the WDH Third Party Event Information form and returning it to elizabeth.victor@wdhospital.org.
2. In addition, please read through and sign the agreement. You can return it to elizabeth.victor@wdhospital.org as well.
3. The Wentworth-Douglass Foundation will provide a written acknowledgement to donors who make checks payable to "Wentworth-Douglass Hospital Foundation". These acknowledgements will also serve as tax receipts. *Please be sure to let your donors know that ticket purchases, raffles, donations of services and auction purchases are not tax deductible.*
4. If you'd like to use the Wentworth-Douglass *Helping with Heart* logo, we'd be happy to work with you to make sure that it is used for the best impact. Please see Waiver for more information.
5. Please share any event promotions, photos and other fun event information with us so we can help promote your fundraiser through our communication channels.
6. After your event is completed we will schedule a check presentation so we can share your accomplishment and generosity!

For Further Help or Clarification... Contact Liz Victor at Elizabeth.Victor@wdhospital.org or 603-609-6801.

How to Sign Up and Create your Online Campaign

1. Click HERE or type https://charity.gofundme.com into your browser to get started.
2. Click "Start for free" in the upper right hand corner to create an account.
3. Fill out the required fields included you first name, last name, email, and password. Make sure you agree to the terms and conditions by checking the box provided. Click "Sign Up" to continue.
4. If you work for a nonprofit feel free to add your organization, but if not just click "I don't work for a nonprofit organization."
5. You've now created your account! Time to create your campaign. Fill in a campaign title, goal, and story, and click "Next."
6. Upload a photo to make your campaign your own! Crop the photo as needed.
7. Search "Wentworth-Douglass Hospital and Health Foundation" and select.
8. Success! You've successfully created your campaign. Click on "Campaign Manager" to edit and personalize your campaign.
9. Your fundraiser will be in draft mode. Click "Publish Campaign" to make it go live!
10. Lastly, it's time to spread the word. Share to your friends and family through the options provided Facebook, Email, Instagram, Twitter, LinkedIn, etc.

Quick Tips

- **Step up** – Be the first one to donate! The people in your life will be more interested in donating when they see that you took initiative and donated to start the campaign strong!
- **Set a goal** – This will help to motivate yourself and everyone around you!
- **Get personal** – Choose something meaningful to you and share using word of mouth and social media.
- **Get specific** – Feel free to use www.wdhospital.org to find and share information about the cause.
- How and where to **spread the word** -
    o At work, with coworkers
    o Online through social media and email
    o Talk it up and invite your friends and family
    o Engage often and share updates through all outlets!
- **THANK YOUR DONORS** – Be a grateful and appreciative host to your donors and event participants whether it's an online fundraiser or an event.