



## BECOME A CHAMPION FOR KIDS!

Children's Mercy Online  
Community Fundraiser  
Resource Guide



## Your **LOVE WILL** inspire a community of champions for kids.

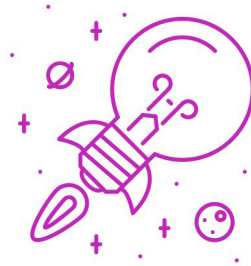
Planning an online fundraiser to benefit Children's Mercy is exciting! Not only do you become a champion for the 1 in 3 families in our region who come to us seeking expert care and answers, but you inspire a whole community of champions for kids when you encourage your friends, family and closest connections to give.

We can't wait to partner with you to make your fundraiser a success! To get you started, we've outlined next steps in this resource guide. From start to finish, we want to help you make your community fundraiser as easy and impactful as possible.

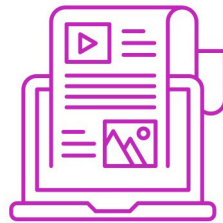


# HOW TO SET UP YOUR PERSONAL FUNDRAISING PAGE

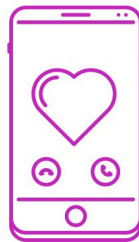
It is quick and easy to set up an online fundraiser to benefit Children's Mercy. Follow the steps below, and in just a few minutes you'll have a personalized fundraising page to send to your family and friends. Share your story, post on social media, inspire others to give and much more.



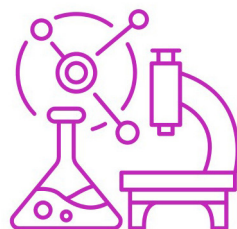
**1** Visit [champions.childrensmercy.org](https://champions.childrensmercy.org) and select the fundraiser that works for you.



**2** Tell your story. Share why fundraising for Children's Mercy is important to you.



**3** Start fundraising. We'll give you all the tools you need!



**4** Make a difference. Every dollar raised helps save lives.

# TIPS FOR MAXIMIZING YOUR ONLINE COMMUNITY FUNDRAISER

You want to make an impact! Once you have created your personal fundraising page, below are a few tips and tricks to help your fundraiser be successful:

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## Upload A Photo

Your friends want to see you on your fundraising page! Consider using a photo that represents your fundraising mission.



## Tell Your Story

Let your friends know WHY you are fundraising on your custom page. They want to hear why Children's Mercy matters to you.



## Create a Facebook Fundraising Page

Find the Facebook tab in your fundraiser dashboard to create a Facebook Fundraiser for active friends and family to see.



## Make A Donation

Show your family and friends that you are committed to your goal by jumpstarting your fundraising with a personal donation.



## Email Your Circle

Ask for support from your friends and family, and thank your donors. Copy and paste the email templates into your personal email account and send to your friends.



## Share On Social Media

Post to Facebook, Instagram, Twitter and other social media sites to get others excited about your fundraiser. Don't be afraid to post on social media often. Tag donors to inspire others. To tag Children's Mercy use @ChildrensMercy.



## Send updates, say thank you and CELEBRATE!

Send updates and reminders about your fundraiser. Don't be afraid to email and post on social media more than once! Thank donors on social media to inspire others. Fundraising is hard, yet rewarding work. Be sure and celebrate yourself and others and your collective impact on children and families in our community.

# Join community champions like Emma and make a difference today!

Emma, at age 6, was diagnosed with Ewing's Sarcoma on her first day of school in 2019. Ewing's is typically a bone cancer, but Emma's was a small bump in the soft tissue of her chest. Her tumor was removed last September and all scans showed no additional tumor sites. She endured 14 rounds of chemotherapy, and now has received clear scans with no evidence of disease!

"I'm celebrating my birthday and the gift of Emma's restored health. My one wish is for no child to ever have to endure pediatric cancer, so I'm giving back to a cause that's close to my heart. Your support brings hope, comfort and brighter tomorrows to children and their families. All donations will go to the Children's Mercy Oncology team to support other kids like Emma."

- Emma's mom Lauren, Emma's custom online fundraiser



## CONTACT US

We're here to help! If you need fundraising support or have any questions, please contact us at:

[giving@cmh.edu](mailto:giving@cmh.edu)

(816) 234-1300

Thank you for rallying your friends and family to create a world of well-being for the kids of our community!



[champions.childrensmercy.org](http://champions.childrensmercy.org)