

YOUR CAMPAIGN TOOLKIT



Thank you for paying it FOREward fundraising for Jeremy Cares. Your caring will go a long way in creating hope.

Use this toolkit as a guide to maximize the impact of your fundraising campaign. In this toolkit, you'll find:

- Details about Jeremy Cares**
- Information about the fundraising campaign**
- Fundraising tips**
- Sample social media posts and email templates for outreach**
- How the donations you raise make a difference**



ABOUT THE CAMPAIGN

“Jeremy Cares changes lives! They support families at some of their most fragile moments and do so in a fun, life affirming manner! If you know of a family whose son or daughter has a health challenge, please remember Jeremy Cares! They really do care and strive to support whole families, not forgetting even the quiet souls. They have certainly brought light and love to our family and hundreds of others during dark days.”

- The Pena Family

While we can't physically come together during the COVID19 pandemic, we can virtually come together for the cause- just in a different way. Now more than ever, we want and need to serve those affected with a pediatric illness and there has never been a more important time where **HOPE** and **JOY** are needed.

Please join our virtual golf event and help us create smiles in Northeast Ohio. Creating a fundraising team is an easy step-by-step process and we hope you'll join us in supporting Jeremy Cares!



IMPORTANT DATES FOR FUNDRAISING



August 8, 2020

Launch of Jeremy Cares Pay it FOREward Campaign!

Spread Awareness - Send fundraising emails & post on social media



**2-week Fundraising Blitz!
Spread Awareness!**

Campaign fundraisers have 2 weeks to spread awareness to your communities! Use our email template guides and social media images to share with friends, family, and colleagues.



August 23, 2020

Pay It FOREward Campaign Concludes!

Call, email, text, and post on social media to tell your community they have one last chance to help you make a difference!



HOW TO GET STARTED

1

Create Your Fundraising Page Here

[Click here to start your page!](#) Change your default photo, add a special message, and let people know why creating moments of joy is important to you.

2

Spread the Word

Begin your fundraising journey by asking others to make a donation to your page and help spread hope in Northeast Ohio.

3

Become a Champion!

Every dollar makes a difference. By fundraising for Jeremy Cares, you are creating much needed smiles for families with children in treatment. See page 8 for more details on fundraising levels.



FUNDRAISING TIPS

Donate to yourself: No matter the amount, a donation to yourself will show your supporters how much you care about our cause.

Use Pictures: Pictures are really worth a thousand words! Use a picture from a past Jeremy Cares event, service, or contact us at info@jeremycares.org and we will provide one.

Donate your birthday: (or any other special day) to Jeremy Cares. Share your personal fundraising link and ask for donations in place of other gifts.

Get Creative: If you reach your goal, will you dye your hair? Wear a silly outfit in public? Post a funny picture of yourself on social media? The possibilities are endless!

Stay Motivated: Life gets busy! The average person needs to be reminded several times before they make their donation. Consistent updates and thank yous are key!



SAMPLE SOCIAL MEDIA POSTS

Copy and paste the sample text below to help you raise money through your social media channels, include a picture where applicable!



I am fundraising for @JeremyCares to help spread joy to families impacted by a pediatric illness. Will you help me reach my goal of (insert Goal)? Donate at (Insert Fundraising Link)

#JeremyCares #PayItFOREward



Friends and family, I have accepted the challenge of fundraising to help create moments of joy and show that caring can help create hope! I have joined the @JeremyCares team to pay it FORE-ward. Please click on the below link and be a Hope Creator with me!

#JeremyCares #PayItFOREward

SOCIAL MEDIA-FRIENDLY GRAPHICS FOR SHARING

(CLICK TO DOWNLOAD)

[Facebook Cover Image](#)

[Instagram Cover Image](#)

[Twitter Cover Image](#)

[Email Banner](#)



SAMPLE EMAIL

Copy and paste the sample text below to help you raise money through email.

Family and Friends,

You may have heard me talk about a very special organization called Jeremy Cares. They are based in Cleveland, Ohio and they work tirelessly to spread kindness and support to children and families dealing with serious medical crises.

The organization is 100% volunteer-led and they make a huge impact in our communities. Oftentimes when a family experiences an extended stay at the hospital, Jeremy Cares will visit them and provide everything from companionship, fun events at the hospital, spa days for stressed moms, and college scholarships for survivors and their siblings.

Every year, Jeremy Cares hosts a golf outing that helps them raise most of their budget for the year. However, with the current restrictions on large events, Jeremy Cares isn't able to put on their big event. But that's not going to stop them! They are launching their first "virtual golf outing" fundraiser and are asking their loyal supporters to join them.

If you're able, please consider making a donation to support this wonderful organization.

Thank you in advance for helping me help Jeremy Cares in paying it "FORE"ward Virtual Golf Outing Campaign to families in need of some extra care and support.

More information can be found about Jeremy Cares at www.jeremycares.org
With gratitude, (Insert Your Name Here)



HOW EVERY DONATION MAKES AN IMPACT

Pay It FOREward | How Your Gift Makes An Impact



Raise \$1000 to Adopt a Family for the Holidays

Spending the holidays in the hospital is one of the hardest parts of having a child in medical crisis. Your gift will bring festive cheer, gifts, and decorations to a patient, their parents, and their siblings.



Raise \$500 to Give a College Scholarship

Patients and siblings often have to delay college due to medical reasons, and the financial difficulties that come with them. Your gift will support the Jeremy Cares College Scholarship Program, and help survivors and their siblings chase their dreams and look towards the future.



Raise \$250 to Create Moments of Joy

The best times are when we can bring joy and smiles to families. Your gift will help to host special events like sports outings, surprise ice cream socials, costume parties, holiday gatherings, superhero theme-nights, and arts and crafts afternoons.



Raise \$100 to Show Love to Siblings

Siblings make many sacrifices when their sister or brother are living with a terminal illness. Your gift will support Benny's Buddies, our program that focuses on giving siblings special experiences like invites to baseball games, Dave & Buster's game nights, and surprise gift deliveries to their doorsteps.



Raise \$50 to Give Comfort & Care to Families

Hospitals become a second home for those in treatment. Your gift will help hospitals build a welcoming environment for patients and their families, and allow us to contribute items like computers, toys, games, snack pantries, arts and craft supplies, and even decorations for year-round patient birthday celebrations.



Raise \$25 to Support the Care Teams on the Frontlines

Nurses and life specialists often become an extension of the family. Help recognize the kindness and contributions of the nurses on the front lines. Your support will provide gift cards, meals, self-care surprises, and celebrations for the medical teams who give love and care each day.



FUNDRAISING INCENTIVES

To honor the top three teams who inspire the most donations, we want to offer you an opportunity to experience the truest sense of what it is really like for us at Jeremy Cares to “Pay it Forward”. Over the years, we have shared story after story of ways that we have paid it forward and now it will be your turn to make one of the most important and impactful things we do a reality.

You and potentially some of your team members will have the opportunity to create a “Moment of Joy” by being responsible for taking care of a family during our holiday delivery. You will be assigned a family, given their wish list of presents as well as some details of their story and then you will have the joy of shopping for them. You will decide what to get them and of course one of our “elves” will support you in any way needed.

Included in the shopping will be a special gift that the patient has identified that they want to get for a special person to them. You will get to see what that item is and why that person is special to them and then you will buy that item for them to give to that person.



CONTACT ME!



I am your biggest fan and happy to support you in any way that I can:



Deborah George
debbie@jeremycares.org
440-933-9146

