

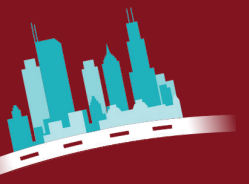


Shriners Hospitals
for Children®—Chicago

Fundraising Toolkit



***Team
Shriners***



About Shriners Hospitals for Children – Chicago



Shriners Hospitals
for Children® – Chicago

We improve the lives of children by providing innovative pediatric specialty care, cutting-edge research, and outstanding medical education. We specialize in care related to cerebral palsy, clubfoot, scoliosis and a variety of rare diseases. We also treat spinal cord injuries, offer plastic surgery including craniofacial, cleft lip and cleft palate repair, and pediatric rehabilitation in a friendly, family-centered environment regardless of the family's ability to pay or insurance status.



Care Beyond Cost

NEUROMUSCULAR DISORDERS

Children with neuromuscular conditions have unique needs that often evolve as the child grows and gets older, or as the condition progresses. These conditions may cause problems with strength and mobility, and lead to the development of secondary medical concerns. We customize our care plans to treat the current needs of the child and to minimize additional conditions from developing. Every family is guided through the treatment process in a warm, collaborative environment that always puts the child first. Our focus is to help every child meet their potential and live their best life — physically, emotionally and psychologically — during every step of their journey with Shriners Children's. Muscular and neuromuscular conditions range in complexity and severity, and they can appear in a number of ways. Every patient deserves an individualized treatment plan that meets their unique needs, and this is why Shriners Children's embraces a multidisciplinary approach.

Some of the pediatric neuromuscular conditions we routinely treat are:

- Cerebral palsy
- Ehlers-Danlos syndromes
- Juvenile rheumatoid arthritis
- Marfan syndrome
- Muscular dystrophy
- Neuromuscular scoliosis
- Spina bifida
- Spinal muscular atrophy

ORTHOPEDICS

Across our healthcare system, we offer the full spectrum of pediatric spine and spinal cord care and services — from fracture care and casting for broken bones, to surgery and rehabilitation. We also provide low-dose radiology, motion analysis, bracing, casting, and orthotic and prosthetic services. All of these are complemented by our physical, occupational and recreational therapy programs. Families appreciate the convenience of a single source for treatment, and children benefit from the continuity of care and collaboration. With this collaborative approach, parents, patients and providers can all support the total care plan.

SPINAL & SPINAL CORD

Our healthcare system offers a full spectrum of pediatric spine and spinal cord care and services. These range from non-surgical serial casting for infantile scoliosis to tendon and nerve transfers. Pediatric spine and spinal cord care can require a number of different services at Shriners Children's. These services can include low-dose radiology, motion analysis, bracing, casting, therapy — including physical, occupational and speech therapy — and prosthetic and orthotic services.



Care Beyond Cost

CRANIOFACIAL

Sometimes a baby or adopted child has a difference in their smile or the shape of their face, nose or chin, known as a craniofacial (head and face) difference. Conditions can range from mild to severe. Shriners Children's specialists can help with the physical, social, emotional and developmental challenges that occur when a child has a congenital (present at birth) or acquired (develops later) condition. We provide a team approach at child-friendly facilities, where multiple specialists see the child all in one day. It is our goal to make medical care convenient and friendly for the child and parent. Shriners Children's locations offer advanced treatments and services such as craniofacial surgery, 3D printing for jaw surgeries, facial and dental imaging, psychology, speech therapy, audiology, ear, nose and throat surgeons, dental and orthodontic related services, and care management. Our family-centered approach celebrates the journey of each patient, inviting the parent to collaborate with specialists to create the best treatment plan for their child. We are proud that multiple Shriners Children's locations are American Cleft Palate Craniofacial Association approved teams. Our plastic surgeons have undergone additional training to evaluate and treat craniofacial conditions in children. Because Shriners Children's provides all care and services regardless of a family's ability to pay or insurance status, physicians and families are able to consider every appropriate treatment option available.

REHABILITATION & THERAPY

Shriners Children's provides comprehensive pediatric inpatient and outpatient therapies to improve your child's function and quality of life, restore independence and promote physical healing. Depending on your child's needs, your doctor may refer them to our rehabilitation department where our caring team will evaluate their skills based on their current function, age, and your concerns and goals. Based on the evaluation, your child's therapist will make recommendations and develop a custom plan to ease the physical, developmental and cognitive (like thinking, knowing, remembering, judging and problem-solving) effects of their condition and allow them to reach their full potential. Depending on your child's needs, rehabilitation and therapy could be in an outpatient setting or inpatient setting. Treatments typically occur in one of our state-of-the-art gyms or in a private room. The team will work closely with you, providing practical advice and training along the way that can improve your child's progress during and after their time with us. Parents/caregivers often participate actively in therapy sessions. Your presence can help tremendously; in addition to the trust they place in you, you are a member of your child's rehabilitation team and may need guidance to understand how to keep the plan in action at home.



How to Reach Your Fundraising Goal

PERSONALIZE YOUR FUNDRAISING PAGE

The best way to start your fundraising is to make it personal! Take the time to personalize your fundraising page. Add pictures of you and your family — show your audience this is important to you and reassure them this is indeed your fundraiser page. Add a short narrative of what you connect and love most about Shriners Children's Chicago. If you do not know, call Kelly Miller, Team Shriners Race Coordinator and Development Officer. She will explain all of the amazing aspects of where hope and healing meet at Shriners Children's Chicago. When donors donate to your page, they are often donating to support you and a cause you care about. Share your story and connections — make it impactful! Customize your fundraising goal! Pick a monetary amount and give an example what type of treatment will be funded by you reaching that goal.



\$300	<i>Robotic treadmill therapy session for one child</i>
\$500	<i>Radiology services for one child</i>
\$1,000	<i>Gait analysis for one child</i>
\$2,000	<i>One bone anchored hearing aid implanted</i>
\$4,000	<i>One day of intensive care</i>
\$6,000	<i>Orthodontic services for one child with a cleft palate</i>
\$8,000	<i>Prosthetic device/artificial limb for one child</i>
\$10,000	<i>Scoliosis treatment</i>

START EARLY

Start your fundraising immediately following personalizing your online fundraising page. Allow yourself plenty of time to meet your goal. Once you meet your goal and you can use the extra time to raise more funds! Look below for how to meet your goal with 9 easy steps!

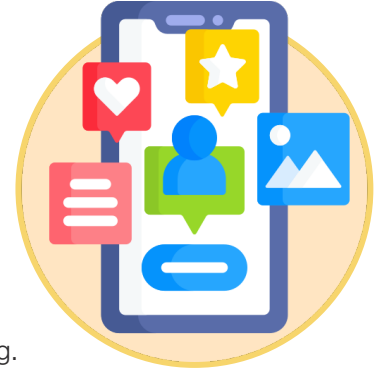
1. Donate to yourself. It all begins with you! (\$50 towards your goal!)
 2. Ask 10 family members to donate \$50 each. (\$550 towards your goal!)
 3. Ask 10 friends and neighbors to donate \$50 each. (\$1050 towards your goal!)
 4. Ask 5 coworkers to donate \$20 each. (\$1150 towards your goal!)
 5. Ask 5 local businesses you frequently visit to donate \$50 each. (\$1400 towards your goal!)
 6. Ask 5 members of an organization you belong to donate \$20 each. (\$1500 towards your goal!)
- The remaining \$500 can come from the following three options:***
7. Host a fundraising event (bake sale, garage, sale, car wash, etc.)!
 8. Ask your doctor, teacher, lawyer, trainer, tutor, etc. to donate \$25 each.
 9. Ask friends to share your link on their social media pages.

FOLLOW UP

Everyone you connect with gets busy and intends to donate to your page- it is your responsibility to follow up with them. After you make the initial and direct ask for a donation, follow up with that person about 7-10 days later, no longer. Many times, they simply need the reminder. Be prepared when you follow up. If you are following up with a text, email or social media messaging, be sure to include the link to your fundraising page.

SOCIAL MEDIA

Facebook, Twitter, LinkedIn, Instagram, TikTok are all fantastic and fast ways to share your reasons for fundraising for us. Keep your message short and to the point, consider sharing a line of service or an example of what impact a donation to Shriners Children's Chicago has on a child.



- Make a video: record yourself running or telling people why you are fundraising. The more people know about your connection to us, the more likely they are to donate.
- Always add your fundraising page url link.
- Marathon hashtags: **#runforshriners** **#teamshriners**

GET CREATIVE

Everyone you connect with gets busy and intends to donate to your page- it is your responsibility to follow up with them. After you make the initial and direct ask for a donation, follow up with that person about 7-10 days later, no longer. Many times, they simply need the reminder. Be prepared when you follow up. If you are following up with a text, email or social media messaging, be sure to include the link to your fundraising page.

AUCTION: Recruit your team members to reach out to local businesses or places they visit often. Use your connections here to get cool prizes and host an in-person auction, or even online using your social media network of choice!

BASKET RAFFLE BINGO: This concept is the same as the bingo we all know and love except the prizes are themed baskets! Charge admission to the event and ask for basket donations from local businesses. The more baskets, the more chances to win!

CAR WASH: Car washes can be held at schools, churches, businesses, and even in your driveway! Ask local youth groups to host the event and have the proceeds benefit your fundraiser.

DOG WALK: Get some exercise and raise money at the same time. Offer your services as a dog walker and charge per dog explaining 100% of the fee is going to your fundraiser campaign.

EMAIL FUNDRAISER: Send out an email with a personal message asking for a specific donation. Include a link to your fundraiser page.

GET CREATIVE, CONT.

HOST A PUB CRAWL: Connect with 3 or 4 establishments and see if they are interested in partnering with you to host a pub crawl. Pick a theme and run with it!

ICE CREAM SOCIAL: Get ice cream donated after lunch one day at the office and charge an entry fee for all-you-can-eat ice cream!

KARAOKE COMPETITION: Host this event at home or at a local restaurant. Secure a night, invite everyone you know, and offer a prize for the best karaoke singer.

SKIP IT: Choose to skip something that you have on a regular basis. Whether this is lunch out or a cup of coffee from a local coffee shop, you will end up with almost \$20 extra dollars a week to put toward your fundraising page.

TSHIRTS: Have team t-shirts made and order extra to sell to supporters who are interested.

USED BOOK SALE: Reach out to your friends and family on social media. See if they have any used books they are willing to donate and host a used book sale.

WINE TASTING: Contact a local wine distributor or grocery store to donate a couple of bottles of wine for a small wine tasting event. Make this a weekly and/or monthly occasion to increase your fundraising efforts!

XTREME CHALLENGE: Challenge friends or co-workers to raise a set amount of money to make you do something extreme (but safe)!

YARD SALE: Do you have a bunch of stuff that you've been meaning to get rid of? Host a yard sale and invite your team members to contribute, then use the cash raised toward your fundraising goal.



Say Thanks!

Be sure to thank your donors. On your personal fundraising page, there is a button to have an automatic email message sent to thank your donors. I suggest an additional thank you in one of these forms depending on the donor. Many times, this stewarding of your donor will pave the way for an additional donation a few weeks later.

- Email
- Text
- Phone call
- Thank You Card: Have cards made up with a picture of you running and our Proud Supporter logo on them.
- Social Media Shout Out (Ask permission first. Not everyone wants to be recognized.)



Suggested Templates for Wording

GENERAL THANK YOU TEMPLATES

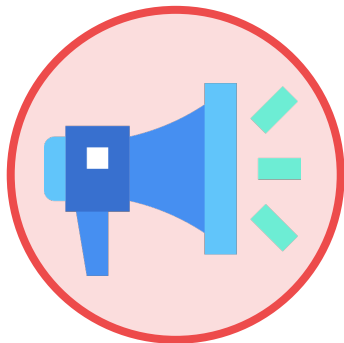
1. Your generosity and investment in our patient care allows us to provide the best quality care regardless of families' ability to pay. Your donation make everyday miracles possible by giving children life-changing pediatric care. You have helped the children we serve to grow big, make big plans and have big dreams. We want to take a moment to thank you for your continued commitment to the missions and work of Shriners Children's.
2. Understand your donation to Shriners Children's Chicago provides specialty pediatric care to children up to age 18 with orthopedic issues from regular to rare. We are part of a network of more than 20 care facilities with locations in the United States, Canada and Mexico. Our mission is to improve the lives of children by providing innovative pediatric specialty care, cutting-edge research, and outstanding medical education. We specialize in care related to cerebral palsy, clubfoot, scoliosis and a variety of rare diseases. We also treat spinal cord injuries in kids, offer plastic surgery including craniofacial, cleft lip and cleft palate repair, and pediatric rehabilitation in a friendly, family-centered environment.
3. I have chosen to fundraise for Shriners Children's Chicago so I can help more kids in more places receive the most amazing wrap around care regardless of their family's ability to pay or insurance status.

GENERAL DONATION REQUEST TEMPLATES

1. The need for children to receive total wrap around care continues. I am fundraising for Shriners Children's Chicago to help provide the resources to make it possible for more children and families to benefit from the most amazing care anywhere. Please support me in the case by donating to my personal fundraising page. Together we can make an impact! *[Insert QR code and/or fundraising link here]*
2. Shriners Children's Chicago is committed to providing the most amazing care anywhere regardless of the family's ability to pay or insurance status. By donating to my fundraising page, together we can provide hope and healing to not only the patients of Shriners Children's Chicago but their families. Please support my efforts by donating to my fundraising page. *[Insert QR code and/or fundraising link here]*

TEAM SHRINERS/MARATHON – DONATION REQUEST TEMPLATES

1. I am excited to share that I signed up for the Chicago Marathon! I have committed to training, fundraising and running 26.2 miles this October no matter what. My miles will make an impact on the specialty care provided regardless of the family's ability to pay at Shriners Children's Chicago. Follow me on my personal fundraising page. *[Insert QR code and/or fundraising link here]*
2. Imagine you or a loved one's child is faced with the need for specialty care and insurance is not covering the cost of the treatment; or more commonly, insurance dictates what best practice is. Shriners Children's Chicago takes away all those problems for children and their family by providing specialty care regardless of the family's ability to pay, insurance status, or approved procedures. They allow for the most amazing care anywhere providing hope and healing for their patients. I believe in the mission of Shriners Children's Chicago and that is why I am running for Team Shriners in the Chicago Marathon in October. I hope you will support me with a donation of \$25 to Shriners Children's Chicago for the kids and me! *[Insert QR code and/or fundraising link here]*



Fundraising Coaching and Questions

Kelly Miller

Development Officer

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Accepting Cash & Check Donations

CASH

Do NOT mail cash! If you receive a cash donation, keep the cash and then do one of the following:

1. Write a personal check to us;
2. Get a money order; or
3. Use your credit card to make an online donation on your own fundraising page but give credit to the cash donor.



CHECK/MONEY ORDER

If you have a check, please mail the check and the attached PDF titled Team Shriners Check Submission Form to address listed on the form.

All checks made **payable to:** *Shriners Hospitals for Children – Chicago*

MAJOR GIFTS ABOVE \$500 OR ACH TRANSFERS

Many times donors and businesses will want to cut a check directly to Shriners Hospitals for Children – Chicago. In the event a donor or business would like to do this or complete the transaction electronically then have the donor contact Kelly Miller directly. Prepare your donor or business to reference you as the fundraiser so I can give you credit for the donation. Once the transaction is processed, I will add the donation to your fundraising page on the backend.



Logos



Shriners Hospitals
for Children®

Proud Supporter



Shriners Hospitals
for Children®

Proud Supporter

Learn more about Shriners Children's Proud Supporter Program by visiting
<https://lovetotherescue.org/how-you-can-help/fundraise-for-us/host-your-own-event>

Infographic



197,000
square feet

8 board-certified
pediatric
orthopedic
staff surgeons



Pinnacle of Excellence Award
Winner for Patient Experience



24
Clinical
exam
rooms

Providing life-changing
care to children and
families, regardless
of ability to pay or
insurance
status.
Medicaid
Accepted



6 Certified
prosthetics/
orthotists



One of 20
accredited
Motion
Analysis
Centers in
the world

4 State-of-the-art
surgical suites



1st EOS Imaging
System in an
Illinois children's
hospital



More than **80** Physicians
provide advanced
family-centered
care.



6 Pediatric intensive
care beds

54 Inpatient beds