

CHaD HERO Tool Kit

The logo is a white circle with a multi-colored border (green, purple, orange) and a drop shadow. It is centered on a background of stylized green hills and a path of colorful diagonal stripes (purple, orange, teal, orange, purple) that converge at the circle. The path is decorated with various footprints. Silhouettes of people running in various colors (white, orange, purple, teal) are scattered across the scene.

CHaD
HERO



Thank you for registering for the CHaD HERO. By registering for the CHaD HERO, you have joined an elite squadron of HEROES with one mission: to raise funds for Dartmouth Health Children's and Children's Hospital at Dartmouth Hitchcock Medical Center (CHaD).

In this tool kit, you will find helpful information and tips as you embark on your fundraising mission. Thanks to your support, children and families at Dartmouth Health Children's and CHaD receive compassionate care from renowned physicians and benefit from the latest discoveries in child health research.

Thank you for being a HERO for the 90,000 kids who receive care at Dartmouth Health Children's and CHaD each year.

HEROES together!

CHaD HERO HQ

CONTACT CHaD HERO HQ

If you have any questions or need assistance, please feel free to reach out to CHaD HERO HQ at CHaDHERO@hitchcock.org. We're happy to help!

Offline donations can be mailed to:
Medical & Healthcare Advancement
Dartmouth Health/Geisel School of Medicine at Dartmouth
One Medical Center Drive (HB 7070)
Lebanon, NH 03756

*Please clearly indicate the name of the participant that the donation should support. Checks can be made payable to "DHH/CHaD HERO."

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Fundraising Tips and Tricks

Personalize Your Fundraising Page

Add a photo to your personal fundraising page and share your Dartmouth Health Children's story. People are more likely to donate to your fundraising efforts when they know why you are fundraising for Dartmouth Health Children's.

Set a Fundraising Goal

It's okay to have a heroic fundraising goal. This will help motivate you and your potential donors. If you surpass your goal faster than the speed of light, you can always increase it.

Donate to Yourself

Be the first to donate to your fundraising efforts. This will kick off your fundraising and encourage others to donate as well.

Take Advantage of Company Matching Gifts

Many employers match funds you donate to charitable causes. You can request the necessary paperwork from your employer to get started.

Email, Email, Email

Email your family, friends and colleagues and share why you are fundraising for Dartmouth Health Children's. Let them know why Dartmouth Health Children's matters to you. Start by emailing your close contacts as they are the ones most likely to contribute to your fundraising. Be sure to take advantage of the email templates that we have provided.

Follow Up

We are all busy and it is easy to forget you received an email asking for support. It is helpful to follow up with people who have talked to you about supporting your fundraising efforts. People usually need to be asked three times before they say yes and donate. A follow-up phone call is a great tool and lets everyone know how much Dartmouth Health Children's means to you.

Get Social

Take advantage of your social media accounts. Share your fundraising page on Facebook, Twitter and/or Instagram. Tag people who have already donated and thank them while asking for new donations. You can connect your CHaD HERO fundraising page to Facebook fundraising through your Participant Center.

Create your Own Donor Incentives

Set your own donor prizes as an incentive to donate - it doesn't have to cost anything either. You could post a funny photo or video in honor of a donor, commit to a challenge if your fundraising goal is met, or deliver baked goods to anyone who donates over \$50. The possibilities are endless.

Thank your Donors

A sample thank you message can be found on the next page that can be customized for each donor.

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Sample Fundraising Messages

MESSAGE TO ASK FOR A DONATION

I'm honored to be participating in the CHaD HERO, a community fundraising event that benefits critical patient and family support services at Dartmouth Health Children's. Because these programs rely on philanthropy, I'm hoping you will support my efforts with a \$35 donation (or more!) toward my fundraising goal. Your gift can help children and their families live their happiest, healthiest lives.

Children and families at Dartmouth Health Children's receive expert, compassionate care and benefit from the latest discoveries in child health research. I'm asking for your support to ensure it stays that way. To make a donation, please click the link to my fundraising page (insert link here).

Thank you for being a HERO for the 90,000 kids who receive care at Dartmouth Health Children's each year!

(Name)

MESSAGE TO FOLLOW UP ON A DONATION REQUEST

I'm following up on a previous note I sent asking for a \$35 donation to support my fundraising efforts for the CHaD HERO, a community fundraising event benefiting Dartmouth Health Children's. Proceeds from the event will support patient and family services that rely on donors, like you, to help kids and families.

My fundraising goal is \$____. So far, I have raised \$____ toward this goal. Your donation today will help me reach my goal, and help thousands of kids get the care they need.

To make a donation, please click the link to my fundraising page (insert link here).

Thank you for being a HERO for the 90,000 kids who receive care at Dartmouth Health Children's each year!

(Name)

MESSAGE TO SAY THANK YOU FOR THE DONATION

I saw that you made a donation to my CHaD HERO fundraising effort. I can't tell you how much I appreciate your support.

My goal is to support Dartmouth Health Children's so that all kids and families can live their happiest, healthiest lives. Your support means the world to the 90,000 kids who receive world class care at Dartmouth Children's each year. CHaD HERO proceeds fund critical child and family support services, including the Child Life Program, Molly's Place, and the Child Advocacy and Protection Program. You have made a real difference in the life of a child.

Thank you!

(Name)

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Managing your Participant Center and Fundraising Page

Edit your Personal Fundraising Page*

1. Log in to chadhero.org.
2. Click "PARTICIPANT CENTER" in the upper right-hand corner.
3. Scroll down to where it says "Personal Page" on the right and click the blue button that says "Edit Content."
4. Use the text box on this page to change the text on your fundraising page. Save your changes.
5. Select the blue "Update Photo" button under where your fundraising page text displays in your participant center.
6. Choose a new photo from your files to upload and select "Save/Upload." Your photo cannot be larger than 300 x 400 or 4MB.

*Please note: participants who are registered by someone else will have their own user names, passwords, and personal fundraising pages. This includes children registered by adults.

Change your Individual Fundraising Goal

1. Log in to chadhero.org.
2. Click "PARTICIPANT CENTER" in the upper right-hand corner.
3. Scroll down to where it says "Your Fundraising Progress" on the left.
4. Select the blue button that says "Edit Goal."
5. Enter your new fundraising goal and click "Save."

Share your Personal Fundraising Page

1. Visit chadhero.org.
2. Search for your name on the homepage under "SEARCH PARTICIPANTS."
3. Click on your name. This will bring you to your personal fundraising page.
4. From there, you can either copy the link in the search bar at the top of the page and share that or click on one of the icons under the word "SHARE" on the bottom right-hand side of your fundraising page to share your page through email or social media.