



# Fundraising Toolkit

Benefitting the



MASS GENERAL  
CANCER CENTER  
at Newton-Wellesley

Thank you for your continued dedication to Hope Walks and the Mass General Cancer Center at Newton-Wellesley. Given the challenges presented by the COVID-19 pandemic and our commitment to protecting the health of our community members and walk participants, we have made the difficult decision to move this year's Hope Walks – scheduled for October 4, 2020 – *to a fully virtual event*.

While we won't be walking side-by-side this year, we will still be walking together. Now more than ever, we need your support to raise funds for the Mass General Cancer Center at Newton-Wellesley. Your participation will help us continue to offer a range of programs and integrative support services including massage, reiki, psychosocial counseling and more to patients with a cancer diagnosis. **Please help us reach our fundraising goal of \$100,000!**

## Hope Walks

Hope Walks is a community walk that brings together patients, families, friends and cancer center staff to raise funds for the Mass General Cancer Center at Newton-Wellesley. Because Hope Walks has gone virtual this year, things may look a little different than they have in the past, but the reasons we walk and the patients we are virtually walking for, remain the same.

Funds raised at Hope Walks are directed toward several programs that benefit our cancer patients at the Mass General Cancer Center at Newton-Wellesley. In addition to the advanced treatment we provide, we offer our patients a range of integrative support services—massage, reiki, classes to regain strength and psychosocial counseling to help provide patients and their families with help during this stressful time. Hope Walks funds these, as well as important onsite clinical research underway at Newton-Wellesley.

### Mass General Cancer Center at Newton-Wellesley

Newton-Wellesley Hospital has a longstanding commitment to providing expert, compassionate cancer care to the communities we serve. Offering medical, radiation and surgical oncology services, our

team is committed to treating every component of a patient's wellbeing: physical, emotional and more.

Through our partnership with the Mass General Cancer Center, patients have access to the entire team of Mass General cancer specialists and subspecialists, the latest research and the most advanced technology, ensuring that our patients receive the absolute best chance for their best outcome – while receiving care in a setting that is comfortable and convenient for them.

### Newton-Wellesley Hospital

Newton-Wellesley Hospital is a full system member of Mass General Brigham, a nonprofit organization that includes academic medical centers Massachusetts General Hospital and Brigham and Women's Hospital. Serving its community for more than 130 years, NWH provides a wide range of services to its surrounding communities, including medical, surgical, obstetric and gynecological, cardiovascular, emergency, orthopaedic, neonatal, pediatric, hematology / oncology and psychiatric care—with a medical staff of more than 1,000 physicians practicing a full range of specialties. NWH is a major teaching hospital for Tufts University School of Medicine and has established post-graduate training programs for residents of Massachusetts General Hospital and Brigham and Women's Hospital, teaching hospitals of Harvard Medical School.



## Contact and Donation Information

### Contact

Office of Special Events  
[hopewalks@partners.org](mailto:hopewalks@partners.org)  
 617.243.5491

For submission of offline donations, please fill out the "Offline Donation Form" and mail it to the below address along with your check(s).

Development Office  
 Newton-Wellesley Hospital  
 2014 Washington Street  
 Newton, MA 02462

*Make checks payable to "Newton-Wellesley Hospital"*

Add "Hope Walks" and the individual walker/team name that you would like the check credited to in the memo section on the check.

### Tax ID:

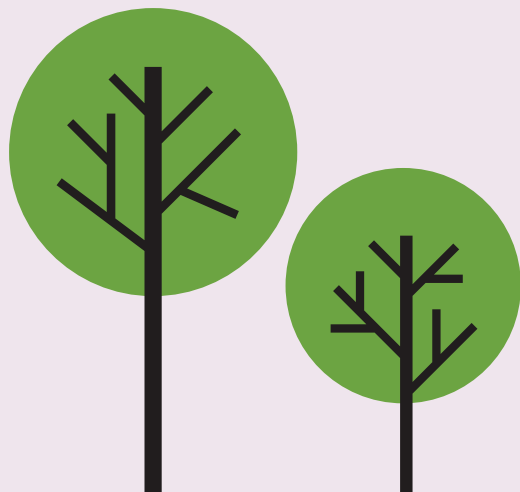
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### Matching Gifts

If your company matches gifts to Hope Walks and you have a Newton-Wellesley Hospital-related question or form request, please contact Laura Solarz at [lsolarz@partners.org](mailto:lsolarz@partners.org).

### Hope Walks Website

[nwh.org/hopewalks](http://nwh.org/hopewalks)



## How will funds be used?

Funds raised at Virtual Hope Walks will benefit the following services at the Mass General Cancer Center at Newton-Wellesley:

- **Social work, psychosocial counseling, genetics and nutrition** – needed by many of our patients and all in need of additional funding.
- **Integrative therapies** – including massage, reiki and the popular Strength in Motion class.
- **Clinical trials** – another layer of treatment that benefits many cancer center patients. The center is now participating in an important Stand Up to Cancer grant-funded trial.
- **Facility upgrades** – such as replacing infusion chairs and creating greater privacy in the infusion area.
- **Launching survivorship and other wellness programs** – The cancer center currently is piloting a highly regarded 12-week survivorship course called, "Paving the Path to Wellness" to provide survivors with the support they need.



## Fundraising

While fundraising for Virtual Hope Walks is not a requirement for participating, fundraising is essential to support and sustain the programs that benefit patients of the Mass General Cancer Center at Newton-Wellesley. With everything happening in our community the last couple of months, our patients need your support now more than ever. Please help us reach our goal!

## Individual and Team Fundraising Awards

Awards will be given out to the top three team and individual fundraisers participating in this year's Virtual Hope Walks. Fundraising totals will be based on totals through Wednesday, September 30 at noon.

## Gifts

As a thank you for raising funds for the Mass General Cancer Center at Newton-Wellesley, Youth Virtual Walkers who fundraise \$100 and Adult Virtual Walkers who raise \$250 will receive a Hope Walks gift. Challenge yourself and raise \$1,100—in honor of our 11th Annual Hope Walks—to receive an additional Hope Walks gift.

*While requesting support from your network may seem to be a daunting task—especially now with no in-person walk—there are resources and tools available for you to become very successful.*



### Step 1: Create your online fundraising page

Creating your own personal fundraising page is a great way to share your enthusiasm and commitment to cancer care with a wide audience.

Below is information on how to set up your personal Hope Walks fundraising page.

#### 1) Register for Hope Walks

- Visit the Hope Walks registration website: [nwh.rallybound.org/hopewalks](http://nwh.rallybound.org/hopewalks)
- Click on the **register** button and enter your information and log-in password for your Hope Walks fundraising page.

- Select your registration type, t-shirt size (**you must self-donate \$20 at this time to receive a shirt**), enter your **fundraising goal**, and if you are a cancer survivor, please check the box.
  - » If you are registering as an **Individual**, skip over the section titled “Create or Join a Team” Click “**Next**”.
  - » If you are **Creating a Team**, enter your team name, team goal and team URL in the “Create or Join a Team” section. Click “**Next**”.
  - » If you are **Joining a Team**, type the name of the team you would like to join in the “Create or Join A Team” section. When you see the name of the team you would like to join, select it and click “**Next**”.
- If you are registering additional friends or family members, click “**Register Another Member**” and repeat the same steps.
- Click “**Continue**”.
- Fill out your **credit card information**, click to **accept the waiver**, and complete your registration.

## DON'T FORGET:

If you want to receive a Virtual Hope Walks event t-shirt, be sure to self-donate \$20 at the time of registration.



## 2) Once registration is complete, you will be directed to your personal fundraising page.

Create your **custom fundraising page link** by using one word of only letters. Once complete, click “**Create my URL Now**”.

**CONGRATULATIONS!** Your registration is now complete, and your fundraising page is live. Now it is time to personalize your Hope Walks fundraising page. Be sure to complete the tasks outlined on your fundraising page dashboard, such as:

- Select a fundraising goal
- Personalize your page
- Upload a video
- Share your fundraising page to social media

Your Hope Walks fundraising page dashboard is a great resource to make soliciting your network and spreading the word that much easier. In the dashboard you will find:

- Templated outreach, follow up and thank you emails
- Ability to upload your contact list so you can send emails right from your fundraising page
- Real-time updates as donations come in

To access your dashboard, log-in to your Hope Walks fundraising page by clicking [here](#).

Still have questions related to your registration or fundraising page? Click “**Contact**” under “**Event Info**” and submit an inquiry. Someone from the Development Office will get back to you shortly.



## Step 2: Spread the Word!

While your fundraising page is the platform to describe your campaign and to provide the means for on-line contributions, you'll need to be proactive to continuously get the word out.

Keep your potential and existing donors motivated and engaged by reminding them that they too are part of your important and impactful Virtual Hope



Walks team. Ask them to spread the word about your campaign to their friends and families to expand your network of potential donors!

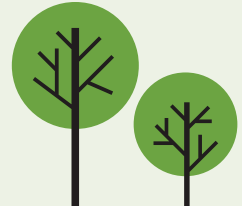
We get it, sometimes it is difficult to ask people for money. But remember, you are not asking for yourself. You are asking your network to make a donation to support those who have been affected by cancer in our community.

### Here are some ways you can "Spread the Word"

- Create a fundraising email campaign.
- Reach out to your network.
- Send emails or letters to small businesses you frequent.
- Create a virtual event on social media.
- Post a video on your social media asking for support.
- Recruit others to join your Virtual Hope Walks team and challenge them to meet a specific fundraising goal.

### \*TIP

Ask your employer for a matching gift



### Who is in your network? Reach out to anyone and everyone you know:

- Friends and family
- Co-workers and business associates
- Other fundraisers who you may have supported
- Educational contacts: classmates, alums from your high school or university
- Neighbors, social groups, club members, religious groups, etc.

### Create an Email Campaign

Send multiple emails to your network to ask for donations to your fundraising campaign.

#### 1st Email

This is the first introduction to your Virtual Hope Walks fundraising campaign and potential supporters.





### Key Points:

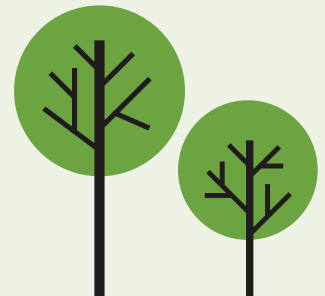
- Briefly introduce what you are doing and most importantly, why you are walking
- Share your Hope Walks fundraising page link and invite your network to also participate in Virtual Hope Walks
- Don't be shy: Ask for a donation to your fundraising page!

### Writing your emails – Some things to remember and things to do...always!

- Include the link to your Hope Walks fundraising page.
- Personalized emails will generate more donations than distribution list blasts. "Dear Friends and Family" is okay, but "Dear Mrs. Smith" is more effective. Handwritten notes have maximum effect.
- Ask for a specific dollar amount. This will help eliminate uncertainty or any awkwardness associated with trying to determine an

### \*TIP

Adhere to social distancing guidelines and organize a virtual fundraising event to raise funds and awareness for Virtual Hope Walks! Do you like to cook? Host a virtual cooking class for your close friends or family. Do you have a musical talent? Host a virtual concert. Do you like to work out or are you a fitness trainer? Host a virtual workout class. Get creative and find a virtual platform that works best for you. Charge your attendees a fee to participate that you can then put towards your fundraising goal.





appropriate donation. For example, if you ask ten people for \$25 each, you will raise \$250 quickly!

- Include your fundraising deadline to create a sense of urgency. This will encourage your friends and family to donate as soon as possible!
- Keep your email brief.

## 2nd Email

If you have not received a response from your first email, get personal!

### Key Points:

- Storytelling can be very effective. Share your story on why you are walking, what Newton-Wellesley and the Mass General Cancer Center at Newton-Wellesley means to you, etc.
- Share pictures of past walks or of you and your team that could lend a personal touch of why you support Hope Walks.
- Encourage your network to also register to participate in Virtual Hope Walks.

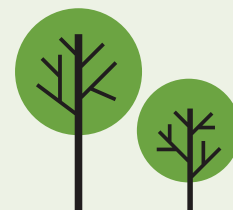
## 3rd Email

“Last Call to Participate”.

- Send a brief message to convey a sense of urgency and that you would be grateful for their support as a member of your team.
- Let them know how much more money you have left to reach your goal.
- Include a definitive call-to-action to donate and include the link to your Hope Walks fundraising page.

## \*TIP

When you are trying to raise money, the most important thing you need to do is ask for it. Make a commitment to ask at least one person for a donation every day.







### Step 3: Using Social Media

Social media platforms allow you to easily tap into your network of friends, family and coworkers with just a simple message. Here are some tips for social media posts:

- Announce your fundraising efforts for the Mass General Cancer Center at Newton-Wellesley Hospital and why you've decided to participate in Virtual Hope Walks.
- Add a link to your Hope Walks fundraising page so your network can easily donate to your cause.
- Update your network with progress on your fundraising efforts and why the cause is so important to you. If you always post text updates, try updating a video to mix things up a bit!
- Thank your supporters – people like to be recognized for their donations no matter the amount! Plus, when other people in your social network see who is already helping you, they'll feel more motivated to get involved.

Social media is great for building awareness for your fundraising efforts and your participation in Virtual Hope Walks. When posting, don't forget to tag Newton-Wellesley Hospital by using #NWHHopeWalks



### Step 4: Say Thank You

Aside from the initial mailing to your targeted donors, the thank you letter to those who contributed to your event is THE most important step. These must be sent soon after their contribution, acknowledging their generosity and support of your walk. Donors will quickly become disenchanted with your request if they fail to receive a timely and gracious thank you. Not only is this courteous, but it will increase the likelihood of support for future Hope Walks efforts.

The following are some best practices:

- Send a hand-written thank you card.
- Send your donors a personal email immediately after donating.
- Explain how your fundraising will impact and support the Mass General Cancer Center at Newton-Wellesley and thank them for being a part of it.
- If you host any virtual events, announce how much you raised and thank everyone for their attendance and donations.
- After Virtual Hope Walks, share photos and videos from the event via email and social media.

**Thank you for fundraising on behalf of the Mass General Cancer Center at Newton-Wellesley Hospital. We are grateful for your support, and we look forward to your participation in this year's Virtual Hope Walks!**