

TEAM Lurie Children's

FUNDRAISING TOOLKIT



 Ann & Robert H. Lurie
Children's Hospital of Chicago®





Welcome to Team Lurie Children's!

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Running any distance is an amazing accomplishment. Choosing to fundraise for the patients and families at Ann & Robert H. Lurie Children's Hospital of Chicago throughout your experience is even more incredible! We are here to help every step of the way so your marathon journey is as successful and rewarding as possible.

We encourage you to get creative when it comes to your fundraising efforts. Any type of fundraiser can make a difference and get you closer to your goal. The Team Lurie Children's Fundraising Toolkit is designed to make fundraising as easy as possible and to help spark ideas to help you meet your goal. We hope that you find this planning guide to be a valuable resource as you start your fundraising efforts!

**THANK YOU
FOR GOING THE
DISTANCE FOR
KIDS!**





Meet Marshall

Age 7, Maple Park, IL
received a **Heart Transplant**
at Lurie Children's



CHAMPION FACT

Our Pediatric Heart Failure and Heart Transplantation Program is the only program of its kind in the state and a leading transplant program in the country, thanks to the support of generous donors. Join us and help more kids like Marshall receive the lifesaving care they need.

They Need Us, We Need You

HOW YOUR SUPPORT HELPS



Access for All

Donations help us support families who are underinsured or uninsured so they can focus on their child, not on their finances.

1 in 4

Chicago children
live in poverty



Kid-Friendly Environment

Donations help fund services that insurance doesn't cover and programs that families don't receive a bill for child life specialists and social work services.

1,800+

art therapy sessions
provided to patients
each year, free of charge



Stronger Communities

When communities thrive, kids are less likely to end up in the hospital. Donations help us to confront issues like gun violence, mental health issues and food access challenges.

7,000

ER and hospital visits by
youth for violence-related
injuries in Chicago



Meet **Vivianna**

Age 10, Chicago, IL
treated for **Leukemia**
at Lurie Children's

CHAMPION FACT

From the moment Vivianna was diagnosed, her care team at Lurie Children's was by her side, providing expert treatment and emotional support. Today, she is thriving, thanks to cutting-edge cancer care and the generosity of our community. Your support helps fund innovative treatments and compassionate care for kids like Vivianna.



Where do your fundraising dollars go?

\$25

Comfort Doll- \$25 can provide a Comfort Doll for babies in the NICU that are separated from their parents.

\$50

Birthday Celebration- \$50 can provide a fun and memorable birthday celebration for a child spending their day in the hospital.

\$200

Pet Therapy Program- \$200 can support our Pet Therapy Program to lift the spirits of patients and provide relief during stressful times.

\$500

Travel Stipend- \$500 can provide a travel stipend for a patient family who is participating in a clinical trial.

\$700

Molecular Oncology and Bioinformatics Program - \$700 can support our Molecular Oncology and Bioinformatics Program so doctors can analyze tumors at the DNA and RNA levels.

\$1,500

Automated External Defibrillator- \$1,500 can provide an Automated External Defibrillator (AED) to detect and treat a child's potentially life-threatening irregular heartbeat.

\$2,500

Scientific Breakthrough- \$2,500 could support the next scientific breakthrough in pediatric care.

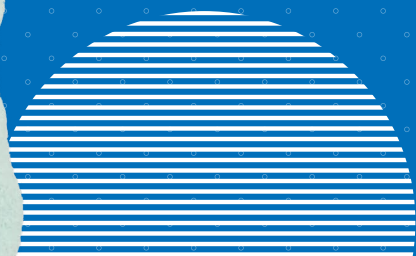


Meet Ella

Age 6, Glenview, IL
treated for **Leukemia**
at Lurie Children's

CHAMPION FACT

Ella is the longest known survivor of her particular type of leukemia (AML). In February of 2025, she celebrated her 5 years since her stem cell transplant. Her stem cell donor was a college student from West Virginia, who she later got to be a flower girl for in his wedding, along with her sister Lily.





Champion Spotlight: **AIDAN**

At Aidan's 7-year checkup, his parents, Christine and Ryan, grew concerned about his slow growth, as he had gained only one pound and one inch over the past year. Despite following his pediatrician's advice, Aidan's weight gain remained slow, and his parents' worries persisted.

Determined to find answers, they sought further medical evaluation. A battery of tests at Ann & Robert H. Lurie Children's Hospital of Chicago revealed that Aidan had polycystic kidney disease, a diagnosis that would change their family's life forever. Though the news was daunting, Christine and Ryan found reassurance in knowing they were in the right place: Lurie Children's Pediatric Kidney Transplantation Program is a national leader in both transplant volumes and outcomes. Within just three months of his diagnosis, Aidan's health deteriorated rapidly, and he urgently needed a kidney transplant.

Fortunately, the search for a donor was swift—Christine was a perfect match. In April 2021, she donated her kidney to Aidan in a successful transplant. He continues to be monitored by his team at Lurie Children's and will likely need two more kidney transplants throughout his life.

Today, Aidan expresses loving gratitude toward his mom, his kidney donor. "We're so grateful for all the care we received at Lurie Children's," Christine said. "We're so glad that we took advantage of all the services that they had to offer."

Fundraising Tips

MAKING THE MOST OUT OF YOUR PERSONAL PAGE

Fundraising can be easier than you think! Here are some tips and ideas to get you started.



Tip #1: Check out the Participant Center on your Personal Fundraising Page

- Find helpful tools including an email center, email templates, blog and more!
- Track your fundraising progress and see a list of all donors that made a donation through your page.



Tip #2: Personalize your fundraising Page

- Add an image or photo to your page to make it more personal.
- Share your story and your reasons for choosing to fundraise for Lurie Children's
- See the worksheets below to help you write your reasons for running



Tip #3: Set your fundraising goal

- Make your goal challenging but attainable.
- Kickstart your fundraising efforts by making a self-donation.
- Once you've reached your goal, continue to increase it. Donors may feel inclined to donate more if they see that you're almost to your goal.

Tip #4: Inspire Others to Make a Donation to help shape the future for kids



- You are providing an opportunity for family and friends to make a difference in the life of a child. Their donations make a large impact – so don't be afraid to ask for their support!
- Start with the sample email within your Participant Center to message your network. Ask often! It can take donors 3-5 times to see your message before they act, so share often!
- Try personal and targeted communication. Develop a list of people that you can directly ask and tailor your communication for each of them.
- Utilize offline techniques as well – make phone calls, send letters and ask in person.
- Remind everyone how impactful their donations can be for our patients and families.
- Share photos and videos from our content page.



Tip #5: Check out the Participant Center on your Personal Fundraising Page

- Find helpful tools including an email center, email templates, blog and more!
- Track your fundraising progress and see a list of all donors that made a donation through your page.

Need Ideas?

HERE'S SOME INSPIRATION FOR YOUR NEXT FUNDRAISING EVENT

Although your point-of-sale fundraising is the greatest area of opportunity for fundraising, there are countless other ways to fundraise, engage your team in the cause, and have fun!



Need some inspiration to start your fundraiser? Check out some of our top fundraising ideas for families, kids, work or school!



FUNDRAISING IDEAS:

Car Wash

Lemonade for Lurie Stand

Potluck

Ice Cream Social

BINGO Night

Donate your Birthday

Cook Off

Trivia

Chili Cook-Off

Friendship Bracelet Sale

T-Shirt Sale

Fitness Class Fundraiser

March Madness

Bowling Party

Doughnut Sale

Football Squares

Prime Parking Spot Raffle



HERE ARE SOME MOMENTS YOU CAN LEVERAGE FOR YOUR FUNDRAISER:

FEBRUARY

February 4 - World Cancer Day

February 7-14 - Congenital Heart
Defect Awareness Week

APRIL

National Donate Life Month

MAY

Cystic Fibrosis Awareness Month

Mental Health Awareness Month

May 3-9 - Children's Mental Health
Awareness Week

JUNE

June 6 - National Cancer Survivors Day

SEPTEMBER

Childhood Cancer Awareness Month

National Sickle Cell Month

OCTOBER

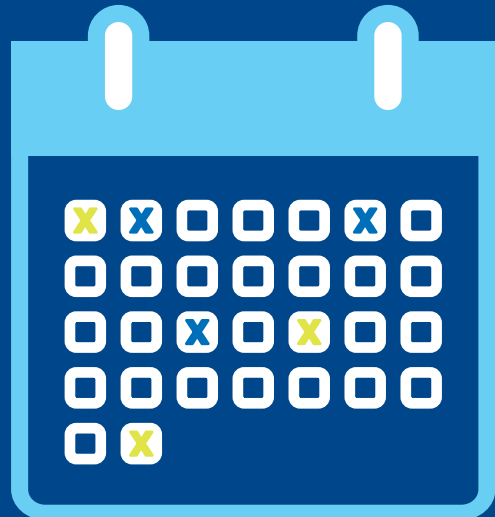
Spina Bifida Awareness Month

October 10 - World Mental Health Day

NOVEMBER

Prematurity Awareness Month

November 17 - World Prematurity Day



The Power of Social Media

Here are some ways you can use the patient per city & county numbers on the following pages for your fundraising:

Top 3 Social Media Tips

1



SHARE YOUR STORY Your personal story is the most powerful tool in generating support and excitement. Share your connection to Lurie Children's and why **you** care.

2



TAG AND THANK PUBLICLY Giving special shout outs makes people feel appreciated and inspires others to give. By tagging your friends, you can potentially reach a wider audience also!

3



DRAW IN DONORS Photos and videos are the most popular social media content to attract attention and get the most shares.



Include your fundraising page link **ALWAYS!**

Tag us! @teamluriechildrens or use
#teamluriechildrens

More Tips and Tricks





- Tell your friends and followers why you created your fundraiser. Be specific about fundraiser details, your fundraising goal and how your fundraiser will make a difference for kids.
- Include “behind the scenes” images or videos as you prepare for your fundraiser.
- Post as often as possible (daily is ideal). Remember, your audience may be following hundreds of other people - don’t get lost in the shuffle!
- Be creative. Keep your audience engaged by posting a variety of messages, images, videos, etc.
- Keep it short. You have 8 seconds to catch the attention of your audience.
- Create a challenge. For example, ask for a donation in the amount for the day, June 1 = \$1...June 30 = \$30.
- Include a call to action. What do you need your supporters to do? Don’t be afraid to ask!
- Interact with your audience. Social media is designed for conversations and engaging with others. Reply to people’s posts, retweet, like posts and use @ mentions.
- Recruit your community. Recruit your friends and family to spread the word through their networks.



The Power of Social Media

Social media is a great way to reach people who fall outside of your inner circle. To make this even easier, take advantage of the built-in social sharing options on your team fundraising page!

All social channels are good social channels. Your network on Facebook will be vastly different from your network on LinkedIn, but each offers its own unique value. Don't be shy about promoting your campaign across all of them to spread the word!

SOCIAL SITE	TYPES OF MEDIA TO SHARE	RECOMMENDED TEXT LEGTH	BEST FOR
	<ul style="list-style-type: none">• Photos• Videos• Links	120 words or less	Telling personal stories of impact. Share why you're joining Team Lurie Chidlren's with family and friends.
	<ul style="list-style-type: none">• Photos• Videos• Links	140 characters or less	Retweeting news and engaging with your community discussing the challenge.
	<ul style="list-style-type: none">• Photos• Short Videos	150 characters or less	Photos from events, real-time moments. Share a picture of your activity.
	<ul style="list-style-type: none">• Photos• Short Videos	100 words or less	Sharing news about your business, corporate partners, announcements, etc. Share why you're supporting Lurie Children's with your connections.

The Power of Social Media Examples



Facebook

I'm running the [Race Name] Marathon with Team Lurie Children's, and every mile I run is for the incredible kids at Lurie Children's Hospital.

I'm fundraising to support life-changing care, breakthrough research, and critical programs that help kids and families when they need it most.

Will you support my journey and help me hit my fundraising goal? Every dollar makes a difference.

[Insert Fundraising Link]

Thank you for being part of this with me! #TeamLurieChildrens #WhyIRun #RunForTheKids



Instagram

Every mile = more hope for kids at @LurieChildrens

I'm training for the [Race Name] Marathon with #TeamLurieChildrens and raising funds to support world-class care for every child who walks through their doors. Help me reach my goal and make an impact: link in bio

#WhyIRun #MarathonForACause #RunForTheKids #FundraisingJourney #LurieStrong

The Power of Social Media Examples



I'm running [*Race Name*] with #TeamLurieChildrens to support world-class care for kids in Chicago and beyond.

Help me hit my fundraising goal: [*Fundraising Link*]

#WhyIRun #RunForTheKids #MarathonTraining



Every mile = more hope for kids at @LurieChildrens

I'm training for the [*Race Name*] Marathon with #TeamLurieChildrens and raising funds to support world-class care for every child who walks through their doors. Help me reach my goal and make an impact: link in bio

#WhyIRun #MarathonForACause
#RunForTheKids #FundraisingJourney
#LurieStrong



Email & Text Templates

Fundraising Email Template

Subject: I'm running for the kids at Lurie Children's—will you support me?

Hi [*Name*],

I wanted to share something exciting—I'm running the [*Race Name*] Marathon this year as part of Team Lurie Children's!

I'm not just running for the challenge (though the training is real). I'm running to support the incredible kids and families at Lurie Children's. It's a cause that means a lot to me, and I'm proud to be fundraising to help make childhood possible for thousands of kids.

My goal is to raise [*\$X*], and I'd be so grateful if you'd consider supporting me with a donation of any amount. Every dollar makes a real impact.

[*Insert Fundraising Link*]

Thanks so much for reading—and for cheering me on, in whatever way you can. I'll keep you posted as race day gets closer!

With gratitude,

[*Your Name*]

Email & Text Templates

Fundraising Text Template



Subject: I'm running for the kids at Lurie Children's —will you support me?

Hey [Name]! I'm running the [Race Name] Marathon with Team Lurie Children's to support the kids at the hospital I'm working toward my fundraising goal and would be so grateful if you'd consider donating—even a few dollars helps! Here's my link:
[Insert Fundraising Link]

Thank you so much!!

Shorter Text Option (for follow-ups or updates)

Hey [Name]! I'm running the [Race Name] Marathon with Team Lurie Children's to support the kids at the hospital I'm working toward my fundraising goal and would be so grateful if you'd consider donating—even a few dollars helps! Here's my link:
[Insert Fundraising Link]

Thank you so much!!



Thanking Your Donors

- 1. *SEND A HANDWRITTEN THANK YOU NOTE***
Taking the time to write down why you appreciate your donors conveys thoughtfulness.
- 2. *TAG THEM IN YOUR SOCIAL MEDIA POST***
Show gratitude to your donors by tagging them in a social media post. By doing so, you are allowing them to be seen by their friends and receive public recognition.
- 3. *BROADCAST YOUR APPRECIATION***
Show your donors how their contributions are directly impacting your cause. Consider creating a Facebook Live video to broadcast your appreciation.
- 4. *MAKE SPECIAL DONOR GIFTS***
Use your skills to make a gift as a way to show your gratitude. Consider hand making holiday wreaths, knitting scarves, or brainstorm unique donor gift ideas.
- 5. *PAY IT FORWARD***
When your supporters have a cause they're fundraising for, offer your help. Even if you can't donate to their cause, you can still offer to volunteer, to help with their campaign, and share their fundraiser with your social network.
- 6. *SPOTLIGHT A DONOR***
If you have a personal website or blog, consider writing a profile on some of your donors. This simple act of kindness serves as an opportunity to get to know some of your supporters more personally.
- 7. *SEND POSTCARDS***
Pick a few fun postcards or use some of your fundraising photos to create your own, and write a heartfelt thank you message on the back of each before mailing it off to your donors.



Meet **Libi**

Age 7, Chicago, IL
treated for **Williams Syndrome**
at Lurie Children's



CHAMPION FACT

Libi's journey has been filled with challenges, but thanks to the expert, compassionate care at Lurie Children's, she continues to thrive. Thanks to the generosity of donors, our dedicated teams can provide specialized care for children with complex medical needs, ensuring they receive the treatment and support they deserve.

Become a Local Hero for Kids

Children's Miracle Network Hospitals is a national nonprofit that raises funds and awareness for **170 children's hospitals**.



EVERY DAY

CMN Hospitals treat **925 babies** in the NICU and **2,329 kids** for surgeries.



EVERY HOUR

CMN Hospitals treat **39 children** with diabetes and **92 kids** with cancer.



EVERY MINUTE

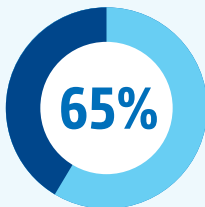
62 children in need of care enter a CMN Hospital.

How Your Fundraising Will Help

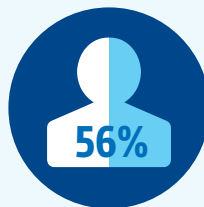
Donations allow us to go above and beyond in providing care to every child, regardless of their ability to pay. Your gift funds key areas: access, environment, care, research and community.



of which live in under-resourced neighborhoods



of which receive social work support during in-patient stays



of which are under- or uninsured

