Thank you very much for your interest in becoming a fundraiser for the National Hospice Foundation! With your help we are making a difference in the lives of patients facing life-limiting illnesses and their families. As a national organization, we are able to fund programs and special initiatives that have a powerful impact on hospice and palliative care in your community, our nation and around the globe.

As a fundraiser, you have chosen to dedicate your time to raising awareness and funds to support programs and special initiatives that have a powerful impact on hospice and palliative care across the country like these:

- **Partnersing for Children** is a national awareness campaign to help get the word out about the critical need for compassionate, family-centered healthcare for children with life-threatening conditions.

- **We Honor Veterans** empowers hospice and palliative care providers to serve Veterans at the end of life more effectively and work with VA medical facilities in their communities.

- **Lighthouse of Hope** enhances the quality of life of adult hospice patients and their families so that their remaining time together can be meaningful and memorable. The Lighthouse of Hope Fund supports “experiences for the living” that help make a hospice patient’s last times with family and friends extra special.

- **Global Partners in Care** builds partnerships between U.S. hospices and hospices in developing countries to support compassionate care where the need is great and the resources are few, improving access to hospice and palliative care worldwide.

This toolkit provides the information and resources to make your fundraiser successful. Keep things simple—take advantage of your FREE Razoo event page to help promote your event, collect donations and tell your story! Use it to inspire your friends, family, clients, customers, students or co-workers to MAKE A DIFFERENCE!

Have a question? Contact us directly at 877-470-6472 or info@nationalhospicefoundation.org.

Thanks to your fundraising, we are able to fulfill our mission to advance compassionate end-of-life care.
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NHF FREQUENTLY ASKED QUESTIONS

What is the National Hospice Foundation?
The National Hospice Foundation (NHF) supports the National Hospice and Palliative Care Organization’s quality and research initiatives; hospice/palliative care provider education activities; consumer engagement and caregiver serves; and Global Partners in Care.
In partnership with NHPCO, we work to improve care at the end of life throughout the United States. We raise funds from individuals, foundations, and corporations to support programs that make a difference in the lives of the patients and families served by NHPCO’s membership, representing more than 70,000 individuals and over 4,000 hospice and palliative care providers.

What do they do?
NHF’s primary focus is to fund programs that enhance hospice awareness and access while educating the public about the quality and availability of hospice and palliative care. To this end, NHF supports the many projects of NHPCO, including quality and research initiatives; hospice/palliative care provider education activities; public policy and advocacy efforts; consumer engagement and caregiver services; grief and bereavement programs; and the development of global hospice partnerships.

Why?
In 2012, more than 1.5 to 1.6 million patients received hospice services with 83.4% of the patients 65 years of age or older. It is projected that by 2025, the number of Americans over the age of 65 will have grown to 65 million. As the nation ages, the need for comprehensive care at the end of life will only intensify, and NHF wants to ensure compassionate, quality end-of-life care for everyone.

Why should we fundraise for NHF?
NHF is uniquely positioned to apply donations to programs that educate people, create awareness about the value of hospice, and offer an abundance of educational resources for hospice professionals. For example, NHPCO’s Caring Connections program provides individuals information about caregiving, serious illness, hospice care, grief and advance care planning via a Web site (www.caringinfo.org), a toll-free HelpLine and printed materials.
NHF also supports NHPCO’s quality and research initiatives; hospice/palliative care provider education activities; consumer engagement and caregiver services; and international work through Global Partners in Care. Please visit www.nationalhospicefoundation.org to learn more.

How will my donation benefit my community?
NHF harnesses local donations to make a national impact. It funds programs that educate people, create awareness about the value of hospice and offer an abundance of educational resources for hospice professionals. Together, we share a vision of a world where everyone facing serious illness, death and grief will experience the best that humankind can offer.
FACT: Hospice is care designed for patients with a life-limiting illness. Hospice is not where you go to die, rather hospice professionals are trained to assist patients in living their lives fully, completely, and without pain until the end of their lives.

FACT: Hospice is for anyone facing a life-limiting illness, regardless of age, race or diagnosis.

FACT: Hospice care is provided wherever the patient may be: in their own home or a family member’s, a nursing home, or an assisted living facility. Hospice is also provided in in-patient units, VA Hospitals, and some correctional facilities.

FACT: Family members are encouraged, supported, and trained by hospice professionals to care for their loved ones. Hospice staff is on call to the patient and their families 24 hours a day, 7 days a week, to help family and friends care for their loved ones.

FACT: Approximately 63% of hospice patients are diagnosed with conditions other than cancer or AIDS.

FACT: Bereavement services and grief support are available to family members for 13 months after the death of a patient.
HOW DO I RAISE MONEY?

three steps to get started:

**STEP 1**
- Customize your fundraising page by adding a photo.
- Share with your donors why you have chosen to fundraise for NHF. People respond to personal stories.
- Update your goal to reflect your fundraising commitment.
- Update your Facebook page and Twitter feed.
- Make the first donation and encourage others to match that donation.
- *Don’t forget to mention that donations are 100% tax deductible!*

**STEP 2**
- Send out an email to everyone in your contact list.
- Send them a text message or tweet.
- Make sure to tell them why you are supporting the National Hospice Foundation.
- Don’t forget to ask them to donate—suggest a donation amount ($20 or $25) and include a link to your fundraising page.
- *Mention again that all donations are tax-deductible!*

**STEP 3**
- Emails pile up and people might forget. Send a follow up email, text or phone call.
- Stay positive and believe in your reason for fundraising.
- Don’t feel guilty about asking for donations—people want to support causes you are passionate about.
- Check your fundraising progress regularly by checking your fundraising page.
- Keep Facebook and Twitter updated with your fundraising progress.
- *Don’t forget to send out Thank You letters to all your donors.*
LET'S GET STARTED!

STEP ONE // sign up for a FREE Razoo account at:

https://www.razoo.com/signup

You can even sign up using your Facebook page or Google account!

STEP TWO // fill out your Razoo profile.

Add a fun photo and make sure you connect to your social networks!
STEP THREE // set up your fundraising page at:

STEP FOUR // customize your page.

Fill in the profile. This is your chance to tell your story—why is hospice important to you? Inspire others to action.

Add videos or images and add captions. Make sure you add a personalized thank you message!
STEP FIVE // choose a fundraising goal.

Do you want to raise $1,000? $5,000? Make it challenging and achievable - the sky’s the limit!

Razoo will also let you add “suggested donation amounts,” pre-determined donor goals and descriptions let supporters know what impact their contributions can have. Here are some examples:

- **$15** helps provide people with free, online information and support when they are planning ahead, caring for a loved one, living with an illness or grieving a loss.
- **$18** can help fill a hospice toy chest.
- **$20** can help improve Veterans’ access to hospice and palliative care and transitions across care settings by maintaining a toll-free hotline.
- **$25** can provide free state-specific advance care directives.
- **$75** can help provide assistance to hospice communities when a natural disaster overwhelms regularly-available resources.
- **$80** can help develop and deliver fresh, cutting edge, virtual education opportunities for hospice professionals.
- **$100** can help provide scholarships to support social workers around the world in hospice and palliative care.
FUNDRAISER IDEAS

can’t think of what to do? here are fun ways to raise money

RUN. SWIM. WALK. CYCLE //
Find a race in your area, challenge a friend to complete it with you, and run/swim/walk in memory of a loved one who received hospice care!

CELEBRATE //
Getting married? Turning a year older? Ask friends and family to donate to NHF in lieu of presents!

GOLF DAY //
Organize a golf outing with family, friends or co-workers. Ask for donations to participate in or attend the event.

DANCE COMPETITION //
Have a dance off! Invite friends and ask guests to step up to the challenge and show off their moves. Charge an entry fee for the competition. The best dancer comes out with a prize and bragging rights. You can also have guests vote for the best moves by placing $1 bills in a jar in front of each dancer; whoever receives the most donations wins!

COSTUME CONTEST //
Guests dress for a particular theme—Roaring ‘20s, Disney characters, disco... whatever you decide! To enter, the guests pay a fee. Get a group of judges to choose a winner, who receives a prize!

SELL SNACKS AT A SCHOOL EVENT //
With permission from the school, have a snack stand at a student sports event, talent show, or even debate tournament. Have parents, teachers, employees or sponsors make or donate food to sell.

AUCTION //
Ask friends, family, local businesses and your company to donate items to a silent auction. Perhaps a colleague has a time-share they will not use one week, or a family member has unique art from a foreign country that just doesn’t match the rest of her décor. Assemble the donors and the rest of your friends, family, colleagues and community to bid on these items.

GAME WATCH PARTY //
Grab the opportunity to turn an ordinary Sunday night football game into a fundraising event. Host a watch party at your home and donate the proceeds to your fundraising goal.

JEANS DAY //
Ask your co-workers to make a $5 donation in exchange for wearing jeans at work.
YARD SALE //
Use spring cleaning as a way of raising funds! Sell books, household items, and games and put the earnings toward your goal. (Ask your friends and neighbors to pitch in).

BOARD GAME TOURNAMENT //
Pick a favorite, such as Monopoly. Assemble 4 person teams that will work together to accumulate points or you can allow individuals to participate. Charge an entry fee for each team.

HOST A WINE AND CHOCOLATE PARTY //
Gather an assortment of wines and chocolates. Invite your friends and family over for a special party for $20 per person (and you can try to get the wine and chocolate donated, too, to save on costs).

OFFICE OLYMPICS //
Paperclip chain jump rope, office chair races, post-it origami contests. Entry fees. Enough said.

HOST A KARAOKE EVENT //
Sell tickets for an evening of not-quite professional singing at a local bar, a community room or your home. Get people to donate money to stop their friends from singing or have a singing contest. Charge an entry fee and have the proceeds go to your fundraising goal.

BOOK CLUB //
Host your book club and charge admission.

BOWLING NIGHT //
Hold a bowling fundraising event and invite family and friends. Ask the bowling alley to donate or provide discount rates but charge full price to play. The proceeds will then be put toward your fundraising.

ALUMNI ORGANIZATIONS //
Ask your university or college for an advertisement slot in the alumni newsletter or university newspaper.

GUEST BARTENDING //
Ask a local bar/restaurant if they will allow you to "guest bartend" on a slow night, with tips (and maybe even a potion of the evening's proceeds) going to towards your fundraising goal.
RAISE $500 IN 7 DAYS

DAY 1: Sponsor yourself first $ 25.00
DAY 2: Ask 4 family members to sponsor you for $25 each $100.00
DAY 3: Ask 5 co-workers to contribute $15 each $ 75.00
DAY 4: Ask 5 friends to contribute $20 each $100.00
DAY 5: Ask 5 neighbors to sponsor you for $15 $ 75.00
DAY 6: Ask your boss for a company contribution of $50 $ 50.00
DAY 7: Ask 3 businesses you frequent for a donation of $25 each $ 75.00

8 WEEKS OF FUNDRAISING

Week 1
Personalize your page and ask for a $40 (or more) donation in your 1st round of emails to your immediate family and closest friends. Be sure to include a link to your page!

Week 2
Send your personal email to another five family members and ten friends asking for a $40 donation.

Week 3
Ask five coworkers to donate $25 via email. Ask your HR department or supervisor about a matching gifts program.

Week 4
Visit Razoo, and check for your donation update. Send a mass email to your contact list with “every penny counts” as the theme of the email. Post your campaign on your Facebook, Twitter, and blogs.

Week 5
Ask your local businesses for $50 donations: doctor, dentist, dry cleaners, hair salons etc.

Week 6
Tell five neighbors about your online campaign and ask for cash or digital donations.

Week 7
Send a reminder email to your contact list with a possible deadline and exact donation amount (ex. Donate by October 12)

Week 8
Send a final email to update your supporters of your fundraising accomplishment to date. Ask them to help you reach your goal.
WHO DO I KNOW?

ask people for support—they can join your team or make a gift

Use the list below to identify people you know and organize them into categories. Start with the easiest people to reach--your family and friends - and then branch out.

- Family
- Friends
- Your employer (check with your employer for a matching gift)
- Colleagues
- Neighbors
- High School/College Alumni
- Fraternity/Sorority
- Your children's sport teams
- Your children's schools
- Community/civic/social clubs
- Vendors/suppliers
- Your place of worship
- Businesses you frequent
LETTER WRITING CAMPAIGN

how to write a top-notch fundraising letter

1. **Grab your holiday card list or your wedding invitee list and begin writing!** Letters can expand your donor base to people you may not see on a regular basis. Send them the letter and let them decide. Check with your family, relatives and people who knew you as a child. Do not hesitate to include casual acquaintances, as they will understand that you are seeking donations for a worthy cause.

2. **Put your HEART into your letter.** Tell them why you are doing this. Don't include too many facts and figures; instead include your personal story of why you have taken on this task. Someone will donate to you because they know you and want to support your reasons for doing this.

3. **Include a call to action.** Don't just tell them what you are doing, ask for their help. Include your personal fundraising goal in the letter, and suggest giving levels. Do not diminish your request by being apologetic or by saying something similar to "I hope you can donate something".

4. **Make it easy to donate.** Include a return envelope for them to send their donation to you. Label the envelopes with your address. It is nice to include a stamp on the return envelope.

5. **Provide a description** of the National Hospice Foundation and tell your story - show your passion for our mission.

6. **Ask donors to make checks payable to the National Hospice Foundation** - include your name in the memo line. Or let them know to visit your Razoo page!

7. **Set a deadline.** People are always motivated by deadlines. We give you a deadline for your own fundraising, but we recommend that you set a deadline earlier than that date. This way you can assess your fundraising and revise your plan if needed before the actual deadline.

8. **Send a reminder.** Keep a list of those who send in donations. Send a reminder to those what have not yet donated. Include training updates in your reminder, and let them know that fundraising is going well, but you still have a bit farther to go. Sometimes, reminder letters are more successful than original letters for bringing in the money.

9. **Send a "thank you" card.** "Thanks" is a powerful word. It is nice to receive a note acknowledging the importance of a donation, no matter the amount.
1. Subject line: This is your first pitch! Plan it well. There are two ways of writing a good subject line.

- Indirect: example, “Learn more about National Hospice Foundation”
- Direct: example, “Help me reach my goal of $_______ to support national hospice”.

A direct subject line has been proven to result in more clicks than an indirect. People receive many emails in a day and it is easy for your email to be lost in the pile. Intrigue the recipient by the subject line.

2. Personal touch: Research shows that people tend to respond more to a personal story than a general cause. Let your donors know why you support NHF. Your story (no matter how big or small) has the power to touch people on an emotional level. Start the body of your email with your story.

3. About NHF: Adding a couple of lines about NHF will educate the recipients about our organization and how they support the mission by supporting you.

4. How to donate: The last lines of your email should have a link to your personal Razoo fundraising page where the readers can visit and donate. Make sure to list your fundraising goal in the email. Be clear and concise in the amount of money you’re asking them to donate.

5. Say Thank You: Always remember to thank them for taking the time to read your email. Restate your cause, what it means to you, and make one final donation ask; then ask them to forward the email to their contacts.

Quick Checklist:

- Make sure you have the link to your Razoo page in your email signature. (You can also add the link to your social network sites).
- Directly ask people to donate a certain amount of money.
- Always say thank you and let the reader know how much the donation is appreciated.
- Don’t forget to mention: All donations are tax deductible.
LET’S GET SOCIAL

Facebook—Post It!
- Start a Facebook group to get the word out about your fundraising. Invite your friends and update this page frequently with your progress on both training and fundraising.
- Include a link to your personal fundraising page each time you post an update.
- Tag people who have contributed to your fundraising.
- Post photos and stories.

Twitter—Tweet it!
- Tweet weekly about your commitment to your fundraising goal.
- Include a link to your personal fundraising page so people can follow you.
- Follow up with people on Twitter with email or tweets about your fundraising.
- Mention friends in tweets to thank them for their donation.

Blog About It!
- Provide updates on your fundraising.
- Invite your donors to add a blog post sharing why they are supporting you and NHF.

Message—Text it!
- Send an introductory text message to your friends asking for their email if they wish to know more about National Hospice.
- Send a text asking people to donate – include the URL for your fundraising page.
- Send a quick text message to the donor right after they make their donation. Thank them immediately.
Example #1: to an individual

Dear [insert name],

I am excited to announce that I am working to raise [insert amount] for the National Hospice Foundation through [event name].

[Insert your Story]

Please make a donation to help support the much-needed programs and services provided by hospice nationwide and around the globe. Donating is quick and easy....and tax deductible!

To donate online, visit my personal fundraising page at [insert personalized URL]. If you prefer to make your gift via check, please make it payable to “National Hospice Foundation” and mail to: National Hospice Foundation, P.O. Box 824401, Philadelphia, PA 19182-4401. Please include my name on the memo line.

Any amount makes tremendous difference—your gift will fund the critical programs and special initiatives that have a powerful impact of hospice and palliative care across the nation and around the globe.

Thank you in advance for supporting my efforts and for supporting the National Hospice Foundation. Please feel free to pass this along to anyone you think may have an interested in supporting this cause.

Sincerely,

[Your Name/Signature]
Example #2: to an individual, if you are running a race in someone’s memory

Dear [insert name],

On [insert date] I am lacing up my sneakers and running the [insert race] to raise money for the National Hospice Foundation. I am taking on this challenge in honor of [insert name].

I am putting in the physical training and now I need your help. I have committed to raising [insert amount] for the National Hospice Foundation. Please donate as generously as you can by sending in your check payable to: “National Hospice Foundation” and mail to: National Hospice Foundation, P.O. Box 824401, Philadelphia, PA 19182-4401. Please include my name on the memo line.

Or follow this link [insert personalized URL] to make a donation directly to my webpage. All donations are tax deductible!!

And just in case you need a little extra motivation to sponsor me, here are the Top 5 Reasons to sponsor me:

5. You can sleep in late on [insert race date] while I get up at dawn to run [insert race distance] in the [insert race name].
4. Your donation is tax deductible.
3. You can transform my sneakers into a money machine as I raise [insert $ amount]/mile.
2. If you are the top donor, you get to pick my race day outfit!
1. You will be part of the National Hospice Foundation’s vision of a world where everyone facing serious illness, death, and grief will experience the best that humankind can offer.

Thank you in advance for your generosity!

Sincerely,

[Your Name/Signature]
**Example #3: To a Business, if you are hosting an event**

Dear [Business Name/Owner],

I am hosting a fundraiser for the National Hospice Foundation because [insert your story].

In order to reach my fundraising goal of [insert amount], I am asking for your support in the form of a monetary or in-kind donation. I am a frequent customer of yours and would appreciate any support you can provide. Donating is easy and tax-deductible.

To donate money online, visit my personal fundraising page at [insert personalized URL]. If you prefer to make your gift via check, please make your check payable to “National Hospice Foundation” and mail to: National Hospice Foundation, P.O. Box 824401, Philadelphia, PA 19182-4401. Please include my name on the memo line.

Any amount makes a tremendous difference!

Sincerely,

[Your Name/Signature]

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**Example #4: Follow Up**

Dear [insert name],

I need your help! As you know, I am raising money for the National Hospice Foundation because [insert personal story]. So far, you have helped me raise [x] toward my goal of [insert amount].

The largest donor this week will get recognition on my personal web page as well as on Facebook and Twitter. Also, they can post their most embarrassing photo of me on these websites. By working together, we fund the critical programs and special initiatives that have a powerful impact of hospice and palliative care across the nation and around the globe.

To give visit [insert personalized web link] or if you prefer writing a check, make it payable to “National Hospice Foundation” and mail to: National Hospice Foundation, P.O. Box 824401, Philadelphia, PA 19182-4401. Please include my name on the memo line.

No donation is too small...every penny counts and there’s still time to support my efforts with a donation!

All donations are tax deductible!!

Sincerely,

[Your Name/Signature]
**Example #5: Thank you**

Dear [insert name],

We’ve done it! Thanks to your generosity and support, the National Hospice Foundation is able to continue its mission to improve care at the end of life throughout the United States and to fund programs that make a difference in the lives of the patients and families served by NHPCO’s membership of more than 4,000 hospice and palliative care providers.

Thank you for all your support, as well as your generous donation. By working together, we are working towards a world where everyone facing serious illness, death, and grief will experience the best that humankind can offer.

Sincerely,

[Your Name/Signature]
MANAGING DONATIONS

In today’s fast-paced society many donors may choose to support your fundraising efforts by making a donation online. That’s why we highly recommend that you utilize online fundraising tools on Razoo, social networking applications and the email templates available in this guide. On the other hand, we realize that a good number of people prefer to make donations offline as well.

If you choose to collect cash or check donations, be sure you keep track of the contributors.

**What should I do if I receive a check donation?**

To ensure that these donations are counted on your personal fundraising page, follow these instructions:

1) Make sure all checks are made payable to “National Hospice Foundation” (please do not enclose cash donations).

2) Print your name on each check’s memo line so that we can record it appropriately.

3) Mail checks to:

   National Hospice Foundation
   P.O. Box 824401
   Philadelphia, PA 19182-4401

As checks are received at our office, we will process and confirm your totals on your fundraising page. Please note that all donations by check will receive a mailed receipt. If you have any questions, please contact us at info@nationalhospicefoundation.org or 1-877-470-6472.

**What should I do if I receive a cash donation?**

We are happy to accept and receive donations in whatever form they come! But, for safekeeping, please do not mail the cash to us! We don't want it to get lost en route. Instead, write a check for the donation amount and mail it in with your name on the check’s memo line and note the donor(s) name(s) and address(es) if possible.