

HEARTS AT HOME

FUNDRAISING GUIDE



Your guests are cordially invited to . . . stay home! That's right, while big hearted people are happy to support the kids at CHaD, sometimes a night at home is what they want most. A Hearts at Home fundraiser allows for both. Invite them to make a donation to CHaD in lieu of attending a fundraiser, they can enjoy an evening at home in honor of CHaD. To kids in the hospital, the promise of being at home is cause for celebration!

HOW ARE FUNDS RAISED?

- ◆ Donations

LOGISTICAL NEEDS:

- ◆ Invitations
- ◆ Postage
- ◆ Facebook Event Page ♥
- ◆ Thank you cards ♥

♥ Hearts in Action can help!

Social Media

By setting up a Facebook event, you can promote your fundraiser and track RSVPs for free! Consider going live on Facebook at a set time to check in during their evening at home, or even do an online game of charades! You could also have participants post a photo in their jammies using a unique hashtag. Hearts in Action's social media guidelines and custom graphic header can get you started!



HOW TO INVITE YOUR FRIENDS TO STAY HOME

This “non-event” allows your friends to both honor of the kids at CHaD and add a free evening to their calendar. It can be done in lieu of a birthday party or other special event. Creative outreach is key. Your invitation should be fun and engaging — Include tea bag with list of newly released movies, for an evening of relaxation. Another option is to suggest a family game night and include our template for a game of charades. The possibilities are endless, just add your personal touch to our sample invitation below!

SAMPLE Invitation

You are cordially invited to an evening at home to benefit the kids at CHaD. We encourage you to play games, watch a movie, read, or sleep. You decide! Instead of the money you may have spent on a night out, stay home and consider making a donation in support of the kids at CHaD, Children's Hospital at Dartmouth-Hitchcock.

Suggested donation:

- _\$10 = Gas money you wont need to get you somewhere else*
- _\$30 = for the movie you won't see in a theater*
- _\$40 = no sitter needed for quality time with the kiddos*
- _\$50 = skip the restaurant and have breakfast for dinner*
- _\$100 = eat in your PJ's instead of a new outfit*

BUDGET?

Don't forget to consider the cost of invitations and postage! While this is a low expense fundraiser, your invitations express your commitment to CHaD and engage participants.

Ready to send those non-invites?
Call us at (603) 650-3431
or send an email to
CHaD.Community.Relations@hitchcock.org