



**Boston  
Children's  
Hospital**

**community  
fundraisers**

## **Social Media**

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Social media allows you to share your story and the unique reasons you have for hosting a community fundraiser in an immediate and very personal way.

If you have a Facebook, Twitter or other social media page, here are some helpful tips when distributing information to potential donors or event attendees.

**1) Use pictures:** When promoting your event on Facebook, be sure to use a picture from a past event or of a special attendee, such as someone who will benefit from your fundraising. Pictures get the most attention in busy Facebook newsfeeds, especially when they feature close-ups and convey emotion.

Pictures also do well on Twitter, but be mindful that including a picture leaves less room for your message. Pictures use up a portion of the available 140 characters.

**2) Include the link to your personal fundraising page:** Make it easy for followers to learn more about your event by including the link to your personal fundraising page in any tweet or Facebook post.

**3) Keep your text concise:** On Facebook, people scroll through their news feeds quickly, often when they have just a few moments of downtime. Keeping your text brief and to the point helps ensure your post gets read and that your entire message fits on the screen so the reader doesn't have to click "read more."

On Twitter, make sure your tweets are short enough so your followers can "retweet" them. Retweets have fewer characters to work with than tweets.

**4) Share your work:** Once you've created a post or tweet, send it to your friends and family so they can post/tweet to their networks and spread the word. Make it easy for them by providing content.

**5) Connect with us:** "Like" Boston Children's Hospital on Facebook ([www.facebook.com/Bostonchildrenshospital](http://www.facebook.com/Bostonchildrenshospital)) and follow us on Twitter ([www.twitter.com/@BostonChildrens](http://www.twitter.com/@BostonChildrens)). This will show your network that you are connected to and supportive of the hospital!

## Local Media

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Don't forget to utilize your local media outlets as well! Here are a few tips to help get you started:

- 1.)** If you are hosting this fundraiser in honor of a child who was treated at the hospital, please speak with his or her parents before conducting outreach to local media to ensure they are comfortable sharing their story.
- 2.)** Visit the websites of your local media (TV, radio, newspapers, magazines and bloggers). Click on the "Contact Us" section to determine how and to whom you can send press information. Most websites list a main newsroom phone number and/or email address (i.e., [newsroom@townnewspaper.com](mailto:newsroom@townnewspaper.com)).
- 3.)** Phone or email the information to the media outlet: include "Story Idea" in the email subject headline; be brief. Include a few *compelling* sentences about why you're contacting them. Close the call or email by saying you will follow-up soon.
- 5.)** Please alert a member of the Community Fundraising team of any expected or secured media coverage. If media request to come to the hospital to interview you or take a photo, please refer them directly to the Boston Children's team. All media visits must be approved and staffed by a Boston Children's Hospital Trust team member.
- 6.)** Please send copies of coverage to the Community Fundraising team when it runs. We love good news!

### **Community Fundraisers Program Messages:**

The Community Fundraising program at Boston Children's Hospital is about grassroots fundraising.

Whether funds are raised at a lemonade stand, through company dress down days, or at a gala's auction, every fundraiser helps Boston Children's Hospital improve the health of children in New England and worldwide.

Through high-quality patient care, ground-breaking research, education and advocacy efforts, hospital staff strive to improve kids' health worldwide.

Funds generated through a Community Fundraiser helps keep these efforts moving ahead.

In 2013, more than 380 people in New England and beyond planned Community Fundraisers to benefit Boston Children's Hospital, raising more than \$2.7 million for the hospital's life-changing care and world-changing research.

## Sample Press Release

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**Coordinators:** Let your community know about the wonderful work you're doing for Boston Children's through a press release. Below is a sample release; tailor it to your fundraiser, then distribute to your local weekly newspaper or TV station, through your Facebook or Twitter page, your church or synagogue newsletter, or another media outlet.

**If you'd like feedback on your press release, please email [events@chtrust.org](mailto:events@chtrust.org) and a member of the team will review it:**

### For Immediate Release:

#### Contact:

Month Date, Year  
Coordinator's Name

Phone Number/email  
Facebook Page/Twitter Handle

### Insert Headline

#### **EVENT NAME Benefits Patients at Boston Children's Hospital**

**Town, State (Date)** – Hometown resident Name (*Insert personal story/experience with Boston Children's here*). To thank the hospital for X (its life-saving care of his/her son/daughter), Name has planned Fundraiser on Date to benefit Boston Children's Hospital.

The funds raised will help pay the medical costs of patients whose families cannot afford care, purchase essential medical equipment, support pediatric research, and provide training for the next generation of pediatricians. (*If your gift is designated to a specific area, please include that information in place of the sentence above.*)

To support this fundraiser, please send a donation to Your Name and Address or call Your Phone Number.

In 2013, over 380 people throughout New England and around the nation organized Community Fundraisers for Boston Children's Hospital, raising over \$2.7 million for the hospital's life-saving care and world-changing research. For more information about Community Fundraisers at Boston Children's Hospital, visit [www.bostonchildrens.org/fundraisers](http://www.bostonchildrens.org/fundraisers).

**Boston Children's Hospital:** *Boston Children's Hospital, Harvard Medical School's primary pediatric teaching hospital, is a leading source of life-saving care and ground-breaking research for children in New England and worldwide. Boston Children's Hospital has the largest research program at a children's medical center. US News and World Report's "Best Children's Hospitals" edition ranked Boston Children's Hospital first in more pediatric specialties than any other children's hospital nationwide and was the only children's hospital to rank in the top three in all ten specialties For more information or to donate visit: [www.bostonchildrens.org](http://www.bostonchildrens.org).*