

FUNDRAISING TOOLKIT

Mary Free Bed
Rehabilitation Hospital Foundation



Together, we are making a difference in the lives of individuals seeking hope and freedom through rehabilitation.

Take a look at the following resources to help you meet and beat your goal.

5

steps for successful fundraising

1 **Begin with a powerful start**

To generate those first few dollars, a contribution from you will encourage others to get involved.

\$50 Raised

\$500



2 **Tell your story**

Customize your fundraising page and share why raising funds for rehabilitative medicine is important to you. Include photos, goals, and more.

As many of you know, my son, Jack, was an inpatient at Mary Free Bed after the amputation of his legs due to an infection. Post surgery, Mary Free Bed was a saving grace for his spirit and health. His doctors and therapists worked around the clock to make sure he built strength all while still being a happy kid.

5

steps for successful fundraising

3 Spread the word

Take proactive steps to seek support. Whether through emails, social media, casual conversations, or any other means, the method is less important than the action itself.

PRO TIP: People are more likely to respond if you ask them one-on-one.



4 Stay connected

People are busy, but that doesn't mean they don't care about your cause. Send reminders to potential donors and don't be afraid to make a follow-up request.



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steps for successful fundraising

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Thank your supporters

- As soon as they've made a donation.
- Whenever they refer a new donor to your campaign.
- When you reach important campaign milestones such as 50%, 75%, and 100% of your goal met.

PRO TIP: Donors are more likely to give again if they know you're grateful for their support. Take a moment to let them know you appreciate them!



We are stronger together.

Host a gathering, group, or team to raise funds for hope and freedom. Get your friends, family, coworkers, or community together to support a good cause all while having fun!

The choice is yours

No act of kindness is too small. Share Mary Free Bed's mission and raise support in whatever way is authentic and accessible to you. Whether by yourself, or with friends, nearly any activity can be utilized to raise support for hope and freedom.

Organize a run, walk, or biking event

Bring together your community to raise funds while enjoying a healthy and fulfilling experience, fostering a sense of unity and support for Mary Free Bed.

Host a game night

Gather friends, family, and supporters for an engaging evening filled with laughter, friendly competition, and opportunities to contribute to Mary Free Bed.

"Thon" fundraising

Embark on an exhilarating fundraising journey with a "thon" event that combines passion, endurance, and community support. Whether it's a dance marathon, read-a-thon, or any other themed challenge, participants rally together, seeking pledges and pushing their limits to raise funds for a worthy cause.

Special gifts for special occasions

Encourage your friends, family, or network to contribute a gift towards your Mary Free Bed fundraiser in lieu of gifts for your birthday, wedding, or anniversary. The gift of generosity is one of the most meaningful and thoughtful gifts to give!

Penny wars

Participants engage in a spirited battle to collect the most pennies, turning spare change into a powerful force for fundraising and community impact.

Host a bake sale

Bring together a variety of delicious baked goods, enticing your community to support your fundraiser while satisfying their sweet cravings.

Golf Outing

Collaborate with your favorite golf course to host a fun event for golf lovers. Enlist support from local businesses to sponsor individual holes, and incorporate engaging contests such as Closest to the Pin and Hole-in-One.

Additional Resources

Employer Matching Gifts

Double your impact when your company matches your gift. Contact your Human Resources Department to see if your company offers this program. Remind your supporters to do the same!

Mary Free Bed Resources

Follow along on social media and online to find inspiration from all of the exciting progress being made through rehabilitation.

- Facebook - [@maryfreebedrehab](#)
- Instagram - [@mfbrehab](#)
- Twitter - [@MFBrehab](#)
- YouTube - [@MaryFreeBed](#)
- LinkedIn - [@MaryFreeBedRehabilitationHospital](#)
- Faces of Rehabilitation - [maryfreebed.com/stories](#)
- Rehabilitationship Podcast - [maryfreebed.com/rehabilitationship-podcast](#)

Learn More About Mary Free Bed

[Read our 2022 Annual Report](#)

[Share in our commitment to Diversity, Equity, Inclusion, and Belonging](#)

Thank you!

Still have questions?

Contact Maggie Smitt, Annual Fund Director

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