



# COMMUNITY CAMPAIGN

## TOOLKIT



**St. Elizabeth**  
FOUNDATION



## ST. ELIZABETH CANCER CENTER

You've come to expect quality, patient-centered care from St. Elizabeth Healthcare, and now, with the St. Elizabeth Cancer Center, there will be an even greater increase in prevention, genetic screening, precision medicine and tailored treatment plans. At six stories and encompassing nearly 250,000 square feet, this building – and the programs and specialists based within it – will change the trajectory of cancer in our region.

### *Built for Our Community, by Our Community*

The St. Elizabeth Cancer Center will be a warm embrace for cancer patients and their loved ones.

*Built by neighbors who believe in the cause.  
Supported by appreciation for compassionate care.  
Uplifted by memories of loved ones.  
Blanketed in determination to continue this journey.*

This Center will be a living testament to those who have come before and the great work we've yet to do.



## CANCER CENTER COMMUNITY CAMPAIGN

With the opening of the St. Elizabeth Cancer Center this fall, we are about to embark on a new chapter in cancer care. One that will ensure all of a patient's needs – physical, mental and emotional – are met in one location, close to home. And one that will transform our community for generations to come.

Join us in this pivotal moment by supporting the Cancer Center Community Campaign. Central Bank has committed \$1 million in matching funds and we are \$75,000 away!

Together, we'll make a lasting impact – **right here at home.**





## SHARE YOUR “WHY”

When the St. Elizabeth Cancer Center opens its doors this fall, it will belong to each and every one of us. Many generous neighbors – inspired by the courage of loved ones, the care they received or hope for a better tomorrow – have come together to invest in the health of our community.

We are excited that you are joining us in building on that foundation to continue paving the way toward a brighter future! You’ll see there are many ways you can support this campaign ... *but what’s the key ingredient?*

### Identifying your “MY WHY”!

Your “WHY” is your story. It’s how cancer has impacted your life, it’s the reason you are supporting this campaign.

Everyone has a unique story to share and the halls of the St. Elizabeth Cancer Center will be filled with those stories.

*Celebrate your journey.*

*Remember a loved one.*

*Give thanks for caregivers who go above and beyond.*

*Share messages of hope.*

**Thank you** for your support of the Community Campaign!





## HOW TO HELP

Ready to get started? The following pages will outline how you can support this campaign. If questions arise, feel free to connect with St. Elizabeth Foundation at (859) 301-3920 or [stefoundation@stelizabeth.com](mailto:stefoundation@stelizabeth.com).

### CROWDFUNDING CHAMPION

Create an individual fundraising page or a crowdfunding team through our online platform, MobileCause. Once your page is up and running, and your goal is set, you can share the pages on social media with everyone you know.



Go to [bit.ly/CommunityCampaign20](https://bit.ly/CommunityCampaign20) or text SEH to 71777 to begin!

**1** After click the **Become a Fundraiser** button on the main page, you will sign up with your first name, last name, mobile number and email. Click the blue button below and your participation is set!

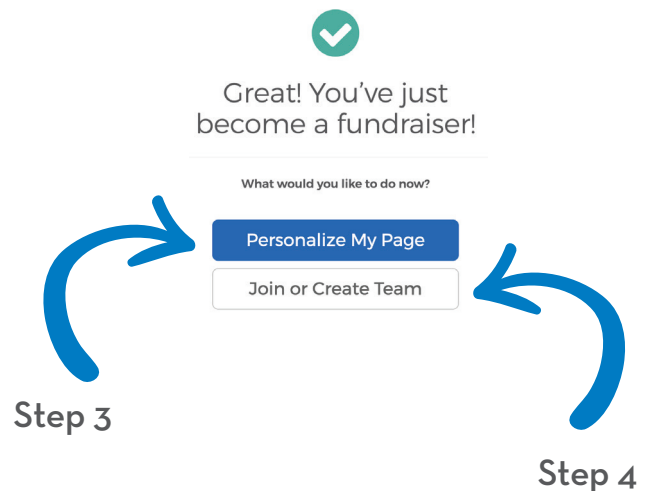
**2** Next choose if you wish to continue fundraising as an **individual** by personalizing your page OR as a **team** with your family, friends and neighbors!

You'll receive an email with links to edit and share your page. Keep this email available for future needs!

**Success Tip!** When personalizing your page, upload your profile picture as a square (143 x 143 works best).

First Name	Last Name
<input type="text" value="First Name"/>	<input type="text" value="Last Name"/>
Mobile Number	Email *
<input type="text" value="Mobile xxx-xxx-xxxx"/>	<input type="text" value="name@example.com"/>

Become a Fundraiser



# 3

## Individual Fundraising

Now that your page is set up, you can personalize it to make your own! You have the ability to upload a profile picture, set a fundraising goal and write a message to your supporters (a.k.a. your “WHY”). Profile Pictures should be square (143 x 143 works best), and customize your goal amount to what works best for you!

**A** Upload Profile Picture

Click to Upload An Image

**B** Fundraising Goal \*

\$ 2,500

**C** Message for Your Supporters

When the St. Elizabeth Cancer Center opens its doors this fall, it will belong to each and every one of us. I want to support the Cancer Center and I invite my friends to do the same! Thank you for joining me in transforming the health of this community for generations to come!

Characters: 278 53 words

Save

**A** Built for our community, by our community.

Your Name Here  
Fundraiser

\$0 Total Raised

**B** \$2,500 Goal

0 Donors 0 Fundraisers

Donate Now

Become a Fundraiser

**C** When the St. Elizabeth Cancer Center opens its doors this fall, it will belong to each and every one of us. I want to support the Cancer Center and I invite my friends to do the same! Thank you for joining me in transforming the health of this community for generations to come!



**Success Tip!** Start your campaign with a personal donation to show your supporters that you believe in your mission! Campaigns that raise \$2,500 will have a tribute screen on the Recognition and Honor Wall.

# 4

## Team Fundraising

By clicking the Join or Create Team button, you're on your way to fundraising as a team!

**Step 5**

Create a Team

Search for existing Team

Young Patron's C...  
Text SEH6 to 71777 to donate

Join

Total Raised \$3 Goal \$10,000

**Step 6**

Here you can create a team of your own or search for the team you wish to join.



ABOUT



MY WHY



JOIN



THANK YOU

# 5

## Team Fundraising

Creating a team is very similar to creating an individual page ... with one exciting difference! Teams can add carousel images to customize their page even more!

Other key items about your Team:

- A team can have an overall goal and, when others participate by joining the team, they can have their own pages and goals as well. All donations given to the participant pages within a team count toward the Team goal too!
- All participants are listed on the Individuals tab on the Team page .
- All donors to a participant page are listed on the Team page and on the participant's page too (Donors Tab)!

Team Name \*

A

Team name

Upload Team Picture

B

Click to Upload An Image

Fundraising Goal \*

C

\$ 2,000

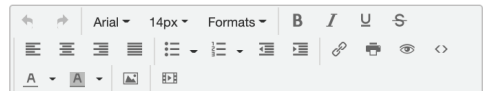
Upload Carousel Images Images should be at least 500 x 300 pixels.

D

0 of 10 images uploaded

Add Carousel Image

Message for Your Supporters



When the St. Elizabeth Cancer Center opens its doors this fall, it will belong to each and every one of us. I want to support the Cancer Center and I invite my friends to do the same! Thank you for joining me in transforming the health of this community for generations to come!

E

Characters: 278 53 words

Create Team

Built for our community, by our community.

B



Young Patron's Guild

A

D



\$3 Total Raised

C

\$10,000 Goal

3

Donors

1

Fundraiser

Donate Now

Join This Team

My Why Fundraisers Donors Comments

E

Young Patron's Guild members lead the community with their investment in the vision of a healthier tomorrow for our community. We are proud to support the St. Elizabeth Cancer Center!





ABOUT



MY WHY



JOIN



THANK YOU

6

### Team Fundraising

If you choose to join an already established team, great! Click the Personalize My Page button to customize your participant page like in **Step 3**!



Great! You've just joined team:



Maximize your success!

Personalize My Page



#### Upload Profile Picture

A

Click to Upload An Image

#### Fundraising Goal \*

B


\$ 2,500

#### Message for Your Supporters

C

When the St. Elizabeth Cancer Center opens its doors this fall, it will belong to each and every one of us. I want to support the Cancer Center and I invite my friends to do the same! Thank you for joining me in transforming the health of this community for generations to come!

Characters: 278 53 words



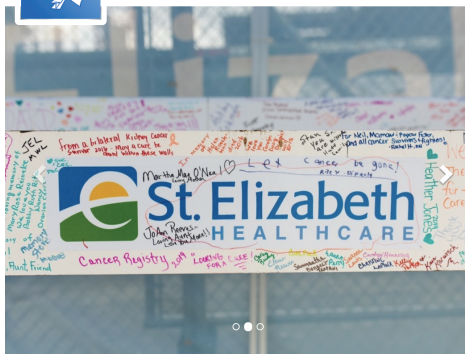
Save

Built for our community, by our community.

A



Your Name Here  
Fundraiser



\$0 Total Raised

B \$2,500 Goal

0

Donors

0

Fundraisers

Donate Now

Become a Fundraiser

C

When the St. Elizabeth Cancer Center opens its doors this fall, it will belong to each and every one of us. I want to support the Cancer Center and I invite my friends to do the same! Thank you for joining me in transforming the health of this community for generations to come!



# TEXT TO DONATE

Every fundraising campaign created – individual or team – is assigned a custom **Text to Donate** code to share with your network!

Check out the top of your page for the custom code:  
*Text SEH\_\_ to 71777*



Also don't forget to share your campaign  
on social media and via email!





ABOUT



MY WHY



JOIN



THANK YOU

## SHARE THE NEWS

While social media is a wonderful and powerful tool to generate support for your campaign, direct communication with potential donors allows you to personalize requests based on your relationship with them and other relevant details, such as how cancer may have touched their lives. If social media isn't your thing, or you're just looking to complement your social media effort, the examples below can help you connect with donors on a deeper level – and maximize the success of your campaign!

### *Send An Email*

Like letters, emails offer the opportunity for personalization, but you need to be more efficient with your message. While the example below can help you get started, feel free to be even more direct or conversational with your ask, depending on the recipient.

#### **Email Subject: It's Time to Change the Cancer Story**

Hi [Name],

*Draw the reader in with your "WHY". Are you a cancer survivor? Are you currently undergoing treatment? Has the cancer journey of a loved one inspired you to make a difference? Are you just passionate about changing the cancer story in our community? Also consider acknowledging the donor's experience with cancer, if you feel it's appropriate.*

My story is just one of so many in our area. Did you know Kentucky leads the U.S. in cancer? It's time to change those statistics – and I want to be a part of the solution. That's why I've started a personal campaign to raise [amount] to support the St. Elizabeth Cancer Center.

Many generous neighbors have come together to invest in the Center and the future health of our community. But they need our help raising the final \$75,000 for the Central Bank \$1 Million Match. . I hope you will consider sharing and contributing to this cause that is so important to me and many others.

You can:

- Make a gift online at [\[link to your fundraising page or bit.ly/CommunityCampaign20\]](#)
- Text-to-donate by texting [\[your page code or SEH\]](#) to 71777
- Share my fundraiser link with your family, friends and social media contacts, or start your own campaign

Thanks for your consideration and support! No gift is too small, and each one is essential.

Sincerely,  
[Your Name]



ABOUT



MY WHY



JOIN



THANK YOU

### *Make a Phone Call*

Telephone and in-person donation requests allow you to gauge your connection's interest – and pivot your approach if need be. They also allow you to answer any questions or clarify any confusion up front. Below is a sample script to help guide the conversation, but do what feels most natural – and approach the donor the way you'd want them to approach you.

Hi [Name], it's [Your Name]. *If the person you're calling is not a close friend or family member, explain your connection (e.g., It's [Your Name] from \_\_\_\_).*

Do you have a few minutes to chat? I was hoping I could tell you about a fundraiser I've started to help to support the health of our community.

*Offer details on your "WHY". Are you a cancer survivor? Are you currently undergoing treatment? Has the cancer journey of a loved one inspired you to make a difference? Are you just passionate about changing the cancer story in our community?*

Of course, my story is one of many. Did you know Kentucky leads the U.S. in cancer? It's time to change those statistics. And with the new St. Elizabeth Cancer Center opening right here in our community, I know we will. That's why I've decided to help raise funds for this project.

Many generous neighbors have come together to invest in the Center. But they need our help raising the last \$75,000 for the Central Bank \$1 Million Match. I've set a personal goal of [amount]. Would you consider helping me with a donation? No gift is too small and every little bit helps. This is a once-in-a-generation opportunity to be a part of something that will prove a turning point in the story of cancer in our community.

#### *If the contact declines ...*

No worries. I understand, and I appreciate you taking the time to listen. *Sign off of the call in a way that's most comfortable for you.*

#### *If the contact agrees to help ...*

Thank you so much! You have no idea how much I appreciate your support. There are several ways you can contribute. The easiest is texting [your page code or SEH] to 71777. But you can also give online. Would you like me to email you the link? Or I can read it to you over the phone: [link to your fundraising page or [bit.ly/CommunityCampaign20](https://bit.ly/CommunityCampaign20)].

Thanks again for your time and your support. I know it will make a meaningful difference for so many in our community. *Sign off of the call in a way that's most comfortable for you.*



ABOUT



MY WHY



JOIN



THANK YOU

### Send a Letter

The example below can help you get started, but the more you customize the message for a particular donor, the deeper the connection they'll feel – and the more invested they'll become in supporting your cause.

Dear [Name],

*Draw the reader in with your WHY. Are you a cancer survivor? Are you currently undergoing treatment? Has the cancer journey of a loved one inspired you to make a difference? Are you just passionate about changing the cancer story in our community?*

My story is just one of so many in our area. *Consider acknowledging the donor's experience with cancer, if you feel it's appropriate.* Did you know Kentucky leads the U.S. in cancer? It's time to change those statistics – and I want to be a part of the solution. **That's why I've started a personal campaign to raise [amount] to support the St. Elizabeth Cancer Center.**

This one-of-a-kind beacon of hope is opening its doors this fall, right here in our community. No longer will we or our loved ones have to travel to get the best care possible. The St. Elizabeth Cancer Center will ensure all of a patient's needs are met in one location, close to home. *Consider adding details about the Cancer Center that you find most interesting, exciting or relevant to your story (for example clinical trials, precision medicine, demonstration kitchen, mind-body studio and more).*

Many generous neighbors have come together to invest in the Center and the future health of our community. But they need our help raising the final \$75,000 for the Central Bank \$1 Million Match. I hope you will consider sharing and contributing to this cause that is so important to me and many others.

You can:

- Make a gift online at [\[link to your fundraising page or bit.ly/CommunityCampaign20\]](#)
- Text-to-donate by texting [\[your page code or SEH\]](#) to 71777
- Share my fundraiser link with your family, friends and social media contacts, or start your own campaign

Thank you for your consideration and support! No gift is too small, and each one is essential.

Sincerely,

[\[Your Name\]](#)



ABOUT



MY WHY



JOIN



THANK YOU

## SOCIAL MEDIA CHAMPION

Share St. Elizabeth Cancer Center posts on your own social media channels! The more people who know about this Center, and the Community Campaign, the greater the impact it will have on our community.

- Facebook: [@StElizabethHealthcare](#)  
Follow & Like us at [facebook.com/StElizabethHealthcare!](#)
- Twitter: [@StElizabethNKY](#)
- Instagram: [@stelizabethnky](#)
- LinkedIn: [linkedin.com/company/st--elizabeth-healthcare](#)
- YouTube: [youtube.com/StElizabethNKY](#)

## DONATE TODAY

The community will help make this Community Campaign a success and all support is greatly appreciated!

Here's how you can give directly toward the \$75,000 goal:

- Online: [bit.ly/CommunityCampaign20](#)
- Mobile: Text SEH to 71777

## LOOKING FOR ADDITIONAL WAYS TO HELP?

Host a virtual fundraising event, engage your favorite local school or business or even celebrate your birthday by collecting donations for the Cancer Center!

St. Elizabeth Foundation can help you coordinate your efforts. Contact us at (859) 301-3920 or [stefoundation@stelizabeth.com](mailto:stefoundation@stelizabeth.com).

come together  
to transform  
cancer care.

**RIGHT HERE.**

Donate Now

Text SEH to 71777 to join this campaign!





ABOUT



MY WHY



JOIN



THANK YOU

## CORPORATE SUPPORT

Supporting the campaign as a business is a great way for your company to invest in the health of the place your employees and customers call home. The opportunities are diverse, and we are more than happy to work with you to develop an approach that works best for your business.

- **Make A Gift**

Making a corporate donation can be as quick and easy as texting [SEH to 71777](tel:71777) or donating online at [bit.ly/CommunityCampaign20](https://bit.ly/CommunityCampaign20). You can also leave a lasting mark by becoming a part of the St. Elizabeth Cancer Center Recognition and Honor Wall with a \$2,500 donation.

- **Become a Corporate Samaritan** (*for commitments of \$10,000+*)

The Corporate Samaritan program provides many options for support, so you can choose the level that best fits your company's philanthropic goals. Gifts can be made in one payment or as a pledge paid over time, up to four years. Corporate Samaritans receive recognition in Foundation materials, naming opportunities and invitations to Samaritan celebration events, depending on the level of support.

- **Create Your Own Crowdfunding Page**

Whether through our online platform or your own site, creating a crowdfunding page allows you to set your own goal and invite people from inside and outside your organization to share and contribute to the campaign.

- **Payroll Giving**

Make it simple for employees to support the campaign by setting up tax-efficient recurring or one-time payroll giving.

- **Match Giving**

*Are any of your employees already working to raise funds for the Community Campaign?* Matching their gifts is a great way to support the cause while boosting employee morale. It's also a powerful way to encourage continued generosity among employees.

- **Customer Giving**

If you have a retail location, you can get your customers involved by asking them to give at the register. It's a great way to support the cause while elevating your profile in the community, at minimal cost to you.



ABOUT



MY WHY



JOIN



THANK YOU

## SAYING THANK YOU

When it comes to thanking your supporters, the more personal you can get with your appreciation, the better. The sample below can help get you started.

Dear [Name],

Thanks so much for supporting my fundraiser for the St. Elizabeth Cancer Center! As you know, this cause is very important to me, *reiterate your “WHY”*. And having you join me in the fight makes it all the more meaningful.

Because of you, *provide an example – preferably one that connects with your “WHY” – of how the cancer journey will be different for patients moving forward (for example cancer will be detected sooner, patients will have access to more innovative treatment options and more)*.

On behalf of our neighbors navigating their cancer journey, and those who will in the future, thank you. I’m confident that what we’re doing – and what St. Elizabeth is doing – is going to change the story of cancer in our area to one of better outcomes and a brighter future for us all.

Gratefully yours,

[Your Name]

# THANK YOU

[illegible]