

Newton-Wellesley Hospital Community Fundraising Toolkit

Welcome to our community fundraising program! Whether you are an individual, part of a group or representing a company, your efforts can make a significant difference in our mission to treat every patient as we would a beloved family member.



Examples of community fundraising

- Create an online giving page to honor a loved one, celebrate a special occasion like a birthday or wedding or set up a crowdfunding page in support of a department or program.
- Hold a bake sale, lemonade stand or trivia night with proceeds supporting NWH.
- Participate in an athletic event, such as a 5k, triathlon or trail run and raise funds for NWH.
- Organize an event for NWH, such as a golf tournament, charity run or dinner.

Thank you for your support!

Newton-Wellesley Hospital (NWH) is a nonprofit community teaching hospital and depends on the support of philanthropy. NWH has cared for our community for more than 140 years. The generosity of dedicated supporters like you makes everything we do possible. Your generosity and advocacy will make an immediate and lasting difference in NWH's ability to continue to provide exceptional and world-class care. The impact of your support can be wide-ranging or targeted. **Please note: fundraising for specific programs/departments is subject to approval by the Development Office.**

- Investing in the NWH Fund
 - o In today's fast-changing world, this unrestricted funding enables our leadership to respond to emerging opportunities and unanticipated needs in the timeliest way possible, allowing us to direct funds to have the greatest impact. Support of the NWH Fund helps us deliver on the wide-ranging needs of the community we serve and address the most compelling health needs of our neighbors.
- Investing in our purpose and people
 - o Your philanthropic support can be targeted to any program, service, department or caregiver of the hospital. By targeting your support to the part of NWH that means the most to you, you can have a tangible impact in the stability and sustainability of that particular focus area or caregiver.
- Investing in our place
 - o NWH is committed to having the most welcoming, healing, and state of the art environment possible, with the ultimate goal of being able to continue to provide the highest quality care. Gifts in support of capital or equipment allow us to enhance and maintain our facilities while making sure we have the equipment and technology needed to provide the best care.

About Newton-Wellesley Hospital

Founded in 1881, NWH is a full-service, comprehensive medical center and community-based hospital, providing direct, high-quality inpatient and outpatient care for the MetroWest Boston community. Named one of America's 50 Best Hospitals by Healthgrades for three consecutive years, and with a more than 140-year history of serving our community, we place the patient and their family at the center of everything we do. As a member of Mass General Brigham, NWH's affiliation allows us to provide our patients with access to the best community-based medicine and the most advanced specialty care in the world.

Fundraising made easy with OneCause

NWH's OneCause fundraising platform is intended to make your fundraising efforts as efficient as possible. Whether you're an individual or a group, whether you're looking to launch a campaign or event or join an existing one, this OneCause platform is your one-stop shop to be able to take ownership and become a fundraising champion on behalf of NWH. To get started, please visit [NWH's OneCause](#) website.

To assist in your navigation of NWH's OneCause platform, we've outlined some of the key features below:

- **Start a fundraiser:** Selecting an option from this drop-down list, which can be found on the top navigation bar, is the first step to becoming an NWH fundraising champion.
 - o Once you've selected your desired fundraising option from the drop-down list, you'll be able to officially register, and you can begin setting up your fundraising page.
 - o We've included some suggested language to be displayed on your page, but we encourage you to customize this to reflect your personal story and reason for fundraising on behalf of NWH. Don't worry—saving your edits is not permanent, as you can always come back to this editing page at any time! Now that your page is live, you can update your page/settings at any point.
 - o Managing your fundraising page and accessing all of NWH's fundraising options is at your fingertips by simply clicking on the Mass



General Brigham picture icon next to your name at the top right of the navigation bar (next to the search box). Hover over that icon and click on the “Manage my page” button. From there you will see a navigation bar on the left-hand side with several options, including:

- » **View my page:** Clicking on this link will give you a live view of your official NWH fundraising page.
- » **Dashboard:** Clicking on this link will give you a high-level snapshot of your fundraising metrics.
- » **Manage your individual page:** Clicking on this link will let you customize and tweak your fundraising page to your liking. You will be able to customize the name of your page, your overall fundraising goal, language around what you’re fundraising for and why you’re choosing to take on this inspirational endeavor.
- » **Join a team/Manage your team page:** Clicking on this link will allow you to join or start a new team. Once you are a member of a team, you will be able to customize and manage your page, update team settings and content and even invite friends to join you in your fundraising efforts.



- » **Add photos or videos:** Clicking on this link will allow you to easily store all photos/videos that you plan on using on your fundraising page in one area.
- » **Host your own event:** Clicking on this link will allow you to create your own fundraising event page, where others will be able to learn more about the event, register or donate. **Please note: if you would like to organize or host an event on NWH’s behalf, you must complete the event guideline and application agreement. Contact nwhevents@partners.org for more information.**
- » **Celebrate a special occasion:** Clicking on this link will allow you to create a specific fundraising page where you celebrate a special occasion, such as a birthday, anniversary or other milestone.
- » **Create an honor/memorial page:** Clicking on this link will allow you to create a specific fundraising page where you celebrate a loved one by raising money for NWH in their name as an honor or memorial.
- » **Create an athletic page:** Clicking on this link will allow you to create a specific fundraising page centered around an athletic endeavor that you are pursuing in honor of NWH.



- » **Invite friends to join you:** Clicking this link allows you to easily send a link to your OneCause page directly to anyone you wish via email, text, Facebook or X.
- » **Make a self-donation:** Clicking this link prompts you to make a personal donation directly to your fundraising page, which will inspire others to give.

Fundraising on OneCause is intended to provide you with the power and easy-to-use tools to make a tangible impact on the part of NWH that means the most to you. Whether you are an individual or a group of individuals looking to set up a fundraising campaign or event, OneCause allows you to do just that in the most efficient way possible. Through this simple online platform, you can bring to reality your philanthropic goals and make a meaningful impact for our beloved community hospital.

The NWH Development Office is here to assist you every step of the way throughout your use of our OneCause fundraising platform. **For questions, please contact nwhevents@partners.org.**

Fundraising best practices

- Target your philanthropic support
 - o Your philanthropic support can be targeted to the specific part of the hospital that means the most to you, including any program, service, department or even caregiver (subject to approval by the Development Office). A vital part of the fundraising process is defining your why and being able to clearly share it with your network.
- Create a fundraising page
 - o Creating a personalized fundraising page on our OneCause platform is intended to make your fundraising efforts as efficient as possible. Whether you're an individual or a team, whether you're looking to launch a campaign/event or join an existing one, NWH's OneCause platform is your one-stop shop to be able to take ownership and become a fundraising champion on behalf of NWH.
- Set your fundraising goal
 - o Setting a fundraising goal for your campaign is





crucial. Be ambitious, but make sure your goal is also reasonable and achievable.

- Communication templates

- o Just as it's important to create an inspiring fundraising page, it's equally important to spend time creating the communication that is going to draw people in to visit your fundraising page. Creating a template for each of the various forms of communication (letter, email, text, social media, etc.) will be incredibly helpful, so that you are not tasked with creating messaging from scratch each time you make outreach. For each form of communication you plan on utilizing, it's best to create a template for both initial outreach and follow-up outreach. Based on the form of communication, each template will look different in terms of how much content is appropriate to share (letter vs email vs text vs social media) but the general theme/messaging should be consistent throughout. Some helpful elements to include are:
 - » A summary of what you are doing, your why for doing it, the link to your fundraising page, your fundraising goal, your ask, a photo, etc.

- Outreach list

- o Ultimately, you can't control who ends up donating to your fundraising campaign, but you can control whom you ask. Simply put, the greater the number of people who know about your fundraising campaign, the greater the likelihood of fundraising success. Take great pride in this inspiring goal that you're working toward, and make it a top priority to share with anyone and everyone. To help streamline your outreach efforts and help you stay organized, it's best to create a list or spreadsheet of everyone you plan on reaching out to. Some of the groups to think about include:
 - » Friends and family (close or distant)
 - » Co-workers and professional contacts (past or present)
 - » Neighbors, contacts in your town, social groups, alumni groups, club members, religious groups, etc.

- Fundraising outreach

- o Dedicate time on your calendar to make your outreach.

- o Personalize each outreach you make, even if it's simply putting their name at the start/end of the message.
- o You'll want to keep track of whom you've reached out to and when, the status of the dialogue and who has donated.
- o For those on your list who have not donated after the first outreach, don't be afraid to continue to follow up as you see fit (based on your schedule, comfort level and progress to goal).
- o For those on your list who donate, it's important to send a brief thank you note. As one of your communication templates that you create ahead of time, a thank you template is always helpful to have ready to go.
- o As a way to maximize the reach of your campaign and ensure you're touching everyone in your network (beyond your 1:1 outreach), utilize your social media platforms as a way to mass communicate information and updates about your campaign. It's also beneficial to tag NWH in your posts:
 - » X: @NewtonWellesley
 - » Facebook: @NewtonWellesleyHospital
 - » Instagram: @NewtonWellesleyHospital
- o As a best practice, there are five absolute times you should communicate with your network/contacts during your fundraising campaign:
 - » Campaign launch; midway goal; final push; campaign end or goal reached; thank you.
- Lead by example
 - o Giving directly to your fundraising campaign is the best way to demonstrate your commitment and lead by example. Your gift will inspire others and help highlight the personal importance of your fundraising campaign.
- Host an event
 - o Events are a fun and incredibly successful way to raise funds for your campaign. Some event ideas include:



- » House party, restaurant/bar happy hour, game night (trivia, karaoke), auction, work event, sporting event (kickball, softball, bowling, flag football, yoga, 5k run/walk), bake/food sale, craft sale, etc.
- o ANY idea can be turned into a fundraising event. The most important thing is not the idea itself, but the community that it brings together. Remember, what you're doing via your fundraising campaign is an inspirational endeavor. Rest assured, your network thinks so too, and they want to help you in your journey. Give them a fun event idea that acts as a platform to do just that.
- Corporate support
 - o An impactful way to fundraise for your campaign is through corporate support. We encourage you to seek support from your own employer, local businesses and companies where your close friends/family work. Corporate support often comes in the form of a matching gift or a sponsorship.
- Always be fundraising
 - o Your fundraising campaign provides an amazing conversation starter as you go about your life in the days, weeks and months leading up to the conclusion of your campaign. You never know who is willing to donate. Every interaction you have is an opportunity to share what you're doing and how they can help.

Resources

- Website and social media links
 - o [NWH Website](#)
 - o [NWH X](#)
 - o [NWH Facebook](#)
 - o [NWH Instagram](#)
- Giving information
 - o [Giving Directly Online](#)
 - o Information for giving via check, donor advised funds, and employer matching gifts
 - » Legal name: Newton-Wellesley Hospital
 - » Address: Newton-Wellesley Hospital Development Office, 2014 Washington Street, Newton, MA 02462
 - » Please include: Name of your fundraising campaign or purpose of gift
 - » Federal Tax ID Number: 04-2103611
 - o Giving via wire transfer: Please email nwhdev@partners.org
- NWH Development Office Contact Information
 - o Location: 2014 Washington Street, Newton, MA 02462
 - o Email: nwhdev@partners.org
 - o Phone: 617.243.6243

The NWH Development Office is here to assist you throughout your fundraising campaign. If you have questions, are in need of additional information or resources on a particular topic, need help with your OneCause fundraising page, need help with your fundraising messaging or simply want to brainstorm a specific idea, we are here to help. Please do not hesitate to reach out to us!

For more information, contact nwhevents@partners.org.

Thank you for supporting Newton-Wellesley Hospital!