



FUNDRAISING TOOLKIT

In this packet, you will find the following information:

- Best Practices
- Information about Fred's Footsteps
- Sample fundraising e-mail
- Sample thank-you letter
- Social media tips and messaging
- Information on the impact that donations can make on the lives of our Fred's Footsteps families
- Frequently asked questions

We are here to support you in your endeavors to raise funds on behalf of our families. Should you need any additional support, please contact [Emily Cheramie-Walz](#), Director of Development/Communications, 215-530-9588.

Best Practices

We want to make this as easy for you as possible. Here are some ways that you can maximize your fundraising efforts and reach your goals.

- Make it personal.
- Be upfront about your donation request. Set your goal on your fundraising site and ask for a specific dollar amount from contributors.
- Inspire others by sharing some of our family stories (found here: <https://fredsfootsteps.org/families/> or our video profiles: found here: <https://vimeo.com/user65109983>)
- Post regular updates about your training and fundraising progress
- Reach out right before your race and then again after your race to share your experience
- Matching dollars can double a pledge. Encourage your donors to check into matching gift programs from employers.

About Fred's Footsteps

Fred's Footsteps provides financial relief to hard-working families in the Philadelphia region who find themselves in a crisis due to the costs associated with caring for a seriously ill, injured, or disabled child. We provide direct financial assistance for items, such as household bills, to make up for gaps in income as well as one-time extraordinary expenses, like medical equipment or home modifications. We are the only program in the region that provides this type of bridge—not just momentary help—to families during their time of need.

ABOUT G. FRED DIBONA, JR.

Fred's Footsteps was created in memory of G. Fred DiBona, Jr., who died on January 11, 2005, at the age of 53 after a courageous fight with cancer. Fred was a native South Philadelphian who became president and CEO of Independence Blue Cross and was a leader in Philadelphia's business community for more than three decades. Fred was well known by his family, friends, and colleagues as the one who always went out of his way to help people who were dealt a bad hand, were struggling with some kind of

hardship, or were the underdog. While he was a driven business leader, he also had a big heart. When he gave his word, he kept it. He was loyal to those he trusted, and he expected the same in return. He loved to laugh, and to make others laugh. When Fred saw someone in need—especially a child—he did everything he could to help.

Sample Fundraising E-mail

Dear Family & Friends,

I am running the [name of race] on [date] on behalf of Fred’s Footsteps to help ensure that hard-working families in the Philadelphia region have a safety net when their worst nightmare happens. I am making a commitment to raise funds and awareness for families caring for a critically ill, injured, or disabled child.

Fred’s Footsteps helps working families stay on their feet during a child’s illness or injury. They provide direct financial assistance for non-medical expenses, such as household bills, to make up for gaps in income, as well as one-time extraordinary expenses, like medical equipment or home modifications. They are the only program in the Philadelphia region that provides this type of funding bridge, not just momentary help.

My personal goal is to raise [fundraising goal] to support Fred’s Footsteps’ mission. Please help me reach by goal by making a contribution. Donations are tax-deductible to the full extent allowed by law.

How you can donate:

- Online donation: Donate on my personal fundraising page HERE [\[link to Causevox site\]](#)
- Check – make checks payable to “Fred’s Footsteps” with my name in the memo (Mail to: Fred’s Footsteps, 110 Ardmore Avenue, Suite B, Ardmore, PA 19003)

To learn more about Fred’s Footsteps, please visit their [Website](#). I would also encourage you to view one of their incredible [family profile videos](#) to hear directly from a family that benefits from the program.

Thank you in advance for your support and generous donation. Together, I know we can make a difference.

Sincerely,
[\[Your name\]](#)

Sample Thank-you Email

Dear [\[Name of Donor\]](#),

Thank you for supporting my [\[race\]](#) to benefit Fred’s Footsteps. With your support, we are providing a lifeline to local families when they need it most.

[\[Add personal highlight from race and a photo\]](#)

[Click here to here about just one of the families helped by this incredible program.](#)

In total, I raised [\[insert amount\]](#) for families caring for a critically ill, injured, or disabled child. I could not have accomplished this without your help.

With gratitude,
[\[Your name\]](#)

Social Media Tips and Messaging

Social media is a great way to reach your community! Post your training videos/photos and link directly to your fundraising page. Remember to use our @Fred'sFootsteps handle and the following hashtags:

- #FFHero
- #Fred'sFootsteps
- #RunforFred's
- #FFsupportingfamilies

FACEBOOK/INSTAGRAM

- Support me as I run the [INSERT RACE NAME] with Fred's Footsteps (@Fred'sFootsteps) to provide financial relief to working families who are caring for a critically ill or disabled child. [INSERT CAUSEVOX LINK] #FFHero #RunforFred's #fred'sFootsteps #supportingfamilies
- Why am I running? Because these hard-working families often have nowhere else to turn when their worst nightmare happens. I am proud to offer them a helping hand. [INSERT CAUSEVOX LINK] #FFHero #RunforFred's #fred'sFootsteps #supportingfamilies
- On [INSERT RACE DATE] I will run [INSERT # OF MILES] to help provide a lifeline to a deserving family in the Philadelphia region so that they can focus on their child's health and recovery. [INSERT CAUSEVOX LINK] #FFHero #RunforFred's #fred'sFootsteps #supportingfamilies
- On [INSERT DATE] I ran the [INSERT RACE] for @Fred'sFootsteps to raise funds for families in the Philadelphia region who are caring for a critically ill, injured, or disabled child. I believe that their child's health and recovery should be their only concern during their time of crisis. There is still time to help make a difference. Support my race here: [INSERT CAUSEVOX LINK] #FFHero #RunforFred's #fred'sFootsteps #supportingfamilies

When posting on Instagram, be sure to add your Causevox link to your bio page! You can do this by going to the edit profile button on your Instagram page and adding the link under Bio.

TWITTER

- Running [INSERT RACE NAME] for @Fred'sFootsteps families! Fundraising to provide a lifeline to deserving families when they need it more. Help me make a difference [INSERT CAUSEVOX LINK] #FFHero #RunforFred's #fred'sFootsteps #supportingfamilies

The impact your donation can make

\$25	Provides a hospital bound family with a warm meal.
\$50	Fills the gas tank of a family busy with doctor, therapy, and post-op appointments.
\$75	Helps provide the cost of groceries for a family struggling to put food on the table.
\$100	Covers the phone bill for a parent who needs to stay connected to their child's medical providers, family and friends.
\$250	Takes care of a car payment for a parent traveling to and from the hospital to be with their sick child.
\$500	Pays off a utility bill that is crucial for a family caring for their technology-dependent child.
\$1,000	Make the mortgage payment for a parent unable to work during their child's hospitalization.
\$2,500	Provides a chair glide to a child who needs assistance to safely navigate the stairs in their home.
\$5,000	Affords a wheelchair ramp for a family's home to provide essential accessibility for their child.
\$10,000	Covers the cost of a bathroom modification for a child who needs safe access for their showering and personal care needs.

FAQ

What do I do if someone gives me a check?

Checks should be made payable to "Fred's Footsteps". The check MUST include your name and race in the memo section of the check. Send checks to:

Fred's Footsteps
110 Ardmore Avenue, Suite B
Ardmore, PA 19003

For larger donations, we recommend donating via check to avoid online processing fees.

Can I fundraise through Facebook?

Yes! Visit our Fred's Footsteps Facebook page, scroll down to the Fundraisers section, and click "Create" to get started. Be sure to share your personal fundraiser, rather than the Fred's Footsteps page, so that you can directly track donations to your campaign. Please e-mail emily@fredsfootsteps.org once your Facebook fundraiser is complete.

How do I match donations?

Save your receipt and contact your company's HR department to find out if your company matches. Reach out to mary@fredsfootsteps.org to let us know it is coming. Please allow for at least 3 months for a match to come in.