



Fundraising Toolkit



Ready to Give Back?

Are you ready to raise support for your neighboring New Yorkers in need? When you help PHS, you are:

- Giving back to families who need health insurance, SNAP benefits and other services so they can stay afloat through difficult times
- Supporting immigrant mothers and their babies who need healthy food
- Ensuring high-risk teens get guidance and support for contraception and sexual health

In just a few easy steps, this toolkit will provide you resources, messages and ideas for raising funds for PHS and help us build health equity in New York City.



Why Fundraise for PHS

For over 60 years, PHS has helped vulnerable New Yorkers and their families build health equity. Our work at PHS has impacted thousands of lives in need of assistance, especially during challenging periods when we have faced obstacles like the global pandemic.

- **Nearly 2 million New Yorkers live in poverty** and one in eight are unable to afford food for themselves and their families. Supporting PHS means enabling low-income New Yorkers to connect with essential services such as food and nutrition assistance and health insurance enrollment programs that are affordable and put them on a way to a healthier life.
- **Black women in NYC are 12 times more likely to die of pregnancy-related complications than white women.** High-risk mothers, many of them teenagers, are more likely to finish school, find a job and have a healthy baby because they are helped by PHS' home visiting programs.
- **As much as 80% of a person's health is affected by factors outside of a doctor's office** – including where they live or work, how much income they make, their access to social resources, and other social and environmental factors. PHS' healthcare community partnerships work keeps New Yorkers out of hospitals by connecting them to community resources which address their essential needs impacting their overall health.

Getting Started

1

Set a goal

Decide a goal amount of how much money you want to raise. Find a goal that is realistic but will also inspire others to support PHS' mission. Keep in mind that often times, social media fundraising goals are lower than those on peer-to-peer giving platforms.

2

Select a fundraising platform

There are several platforms on which to raise funds for PHS. Start by deciding which one works best for you. Here are some of the popular options:

Facebook: This is the easiest and most popular way to raise funds online, especially for occasions such as your birthday or anniversary. You can get started with just ONE click. Simply log in to your Facebook page and [click this link](#). And, the best part? Facebook charges no fees and 100% of all donations raised are routed to PHS.

Crowdfunding Websites: Another popular method to fundraise is using platforms such as [JustGiving](#) or [GoFundMe](#), which allow you to set up your own online fundraising page.

Events: Hosting your own events – such as a potluck, wine tasting or trivia night – is a great way to engage with your circle of friends and family, and ask them to donate to a good cause.

Get creative: Encourage loved ones to donate to PHS in lieu of wedding gifts. Include a link to the PHS donate page on your holiday cards. Host an online auction!

3

Create a message

Here is a message you can customize with a personal story or by adding a reason why you are personally motivated to support PHS:

I am raising funds for Public Health Solutions, an organization that supports New Yorkers and their families in living their healthiest lives by connecting them to food, health insurance, sexual and reproductive health services, and maternal health care. Join me in helping transform lives of those who are in need!

4

Post and send

Publish your fundraiser and spread the word among your contacts through social media or email. Make sure that you also check-in with a reminder about your progress or other updates periodically.

5

Thank your supporters


You can never thank people enough for their generosity and support. We highly recommend thanking your donors soon after they make their donation. Personal phone calls, emails and handwritten notes are great ways to let them know how much you appreciate their support.

Spreading The Word

Once you have your fundraiser set up, it is time to spread the word! Here is some sample messaging to spread the word through social media and email.

Social Media Outreach

No matter the platform you've chosen for your fundraiser, a great way to get it going is to share a link to your campaign on social media. Remember to tag us on your posts so we can share and amplify your message!

Join me in transforming the lives of underserved New Yorkers by helping them achieve good health! I am raising funds for Public Health Solutions, an organization that is vital in connecting New Yorkers to food, health insurance, sexual and reproductive health services, and maternal health care. Donate to my fundraiser  [add the link to your fundraising campaign page]

This giving season, I am raising funds for Public Health Solutions, an organization that helps New Yorkers and their families live their healthiest lives by connecting them to essential services like food and health insurance. Will you join me? [add the link to your fundraising campaign page]

I am raising money to ensure that all New Yorkers have access to health equity. Please support **Public Health Solutions** today: [add the link to your fundraising campaign page]

Times haven't been easy lately. Thousands across the city are turning to **Public Health Solutions** for assistance with food, health insurance, and other basic necessities. Will you join me in supporting them? ➞

<https://www.healthsolutions.org/donate/>

Help me celebrate my [birthday/anniversary] by supporting my fundraiser for a cause that is really important to me! I am raising funds for Public Health Solutions, an organization that helps New Yorkers and their families live their healthiest lives by connecting them to food, health insurance, sexual and reproductive health services, and maternal health care. Contribute ➞

<https://www.healthsolutions.org/donate/>



Email or Regular Mail Outreach

And finally, another option is to send out an email or personalized notes to your contacts asking them to give. See sample email below:

Dear xx,

[add your personal message]

I hope you will join me in supporting my fundraiser for a cause that is important to me. Public Health Solutions (PHS) is an organization that does incredible work to improve health outcomes for underserved communities in New York City.

They are connecting thousands of New Yorkers to health insurance, SNAP (food stamps), sexual and reproductive health, and helping high-risk mothers and their babies throughout the city get needed maternal health care. As unemployment grows across the city and more and more people find themselves in need of these very services, PHS' work is more needed than ever before. The demand for their services has increased more than 500% as people have lost jobs and find themselves for the first time in their lives in need of PHS' services.

Will you join me? My goal is to raise [insert amount] by the end of the year. Head over to [add the link to your fundraising campaign page] to make a contribution today. You can even make a contribution directly on the PHS website at <https://www.healthsolutions.org/donate/>.

Thank you in advance for your support.

**Thank you for your dedication to our work
and raising funds for PHS! We are happy to
assist you and be a resource for you.**

Contact Us

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