



BEST BIRTHDAY YET

 **GIFT of LIFE**
Howie's House

FUNDRAISING TOOLKIT





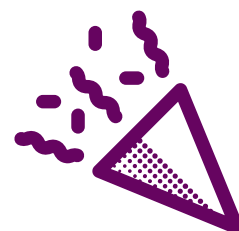
DEAR FRIEND,

Happy birthday! Whether today is your special day or it's later this year, I'd like to thank you for giving up your birthday to raise money for the transplant families at Gift of Life Howie's House. It's going to be your best one yet!

Social media makes it so easy to connect with the people we love and now, we can connect them with the causes we love. This toolkit will make it easy for you to let your friends and family know that a donation to the House would be the perfect gift for you this year.

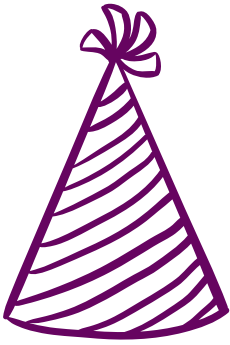
Read on for some tips and posts to make fundraising on your birthday a success! If you have any questions, please email us at info@giftoflifehowieshouse.org or call 267-546-9812.

Sincerely,
Sara Cohen
Development Manager



HOW IT WORKS

Hosting your birthday fundraiser is so easy!



Create your fundraiser on Facebook or on our website.



Spread the word!
Share your fundraiser with family and friends on social media and also through text and email.



Use your story and this toolkit to show others why you care about giving the gift of home to transplant families.



James gave up his birthday in memory of his sister, Kristen, who passed away while waiting for a liver transplant. James stayed at Howie's House with his family while she saw doctors in Philadelphia.

"I gave up my birthday for Gift of Life Howie's House because everything it does for families is more important than any material gift I could've received."



Anthony and his mother stayed at the House while his father, Joe, received treatment in Philadelphia. They became his caregivers during his treatment and recovery.

“My Facebook friends know about my father’s transplant and I thought I could use my experience to help other families like ours. It’s hard to go through something like transplant and not be changed by it. I want to help out as much as I can.”

TIPS FOR A SUCCESSFUL BIRTHDAY FUNDRAISER

Share with your friends and family.

Give them a call or send them an email or text message to let them know that you've decided to give up your birthday for transplant families at the House! Don't forget to share your fundraiser on your social media pages, too!

Educate others and tell your story.

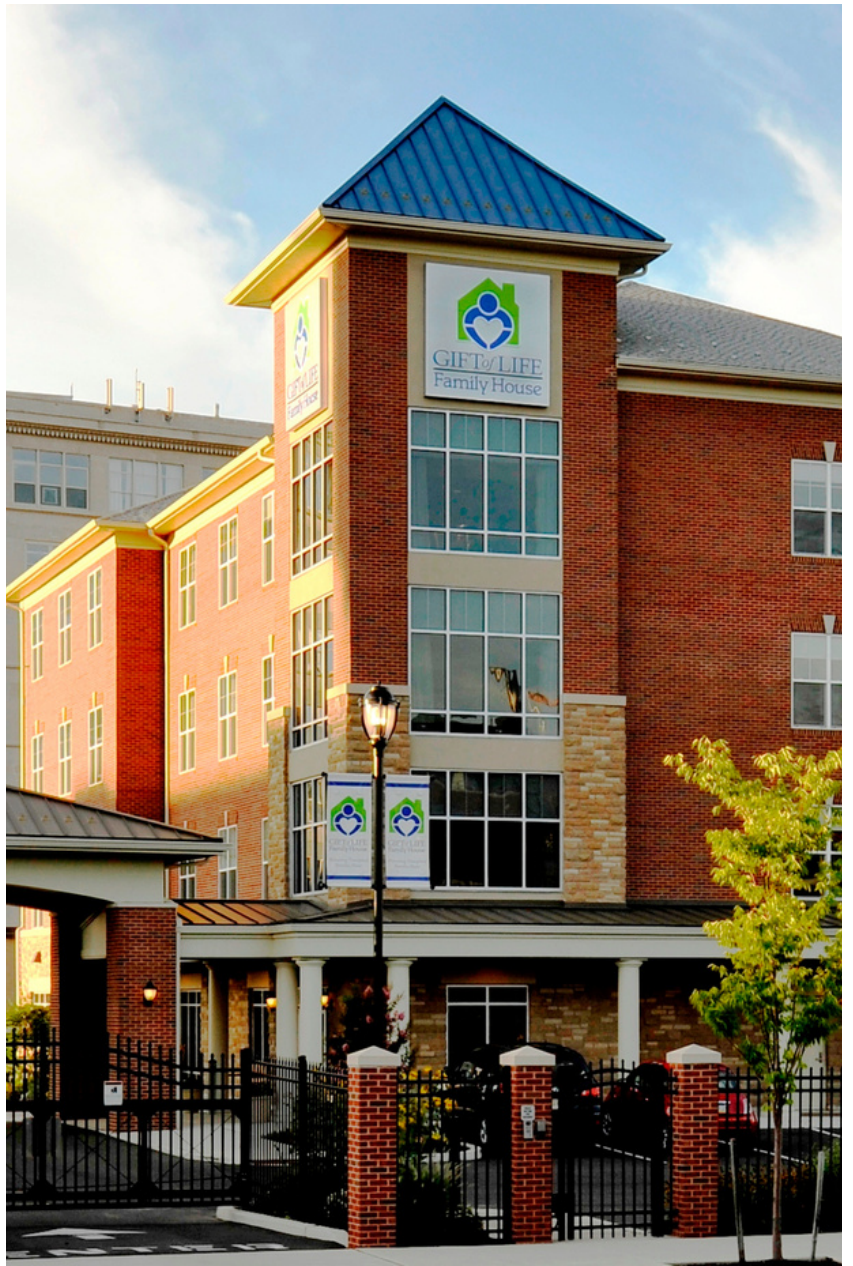
Why is supporting the House important to you? Informing others of our mission and sharing your personal connection to the House or organ transplantation and donation with photos will help people understand why a donation would be the perfect gift for you this year. They'll be more likely to make a contribution!

Say thank you.

Let your friends and family know how much their donation meant to you. Expressing your gratitude and passion for supporting transplant families may encourage someone else to give a gift, too!

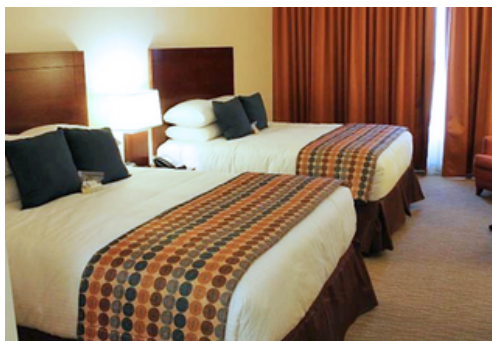
THE FACTS

Sometimes transplant patients and family members are forced to travel far from home for the best medical treatment. To be away from home and work during a medical emergency like transplant can be overwhelming and put these families under a lot of emotional and financial stress. While patients receive care in the hospital, there are few places where family members and caregivers can receive the support they need.



OUR MISSION

Gift of Life Howie's House serves as a "home away from home" for transplant patients and their families by providing temporary lodging and supportive services to those who travel to Philadelphia for transplant-related care.



Families are only asked to pay \$40 a night.

No one is ever turned away due to an inability to pay.

Families receive a warm meal each evening and transportation to and from the hospital.

Families can talk with a licensed social work team.

Families are surrounded by others going through the transplant journey, too.

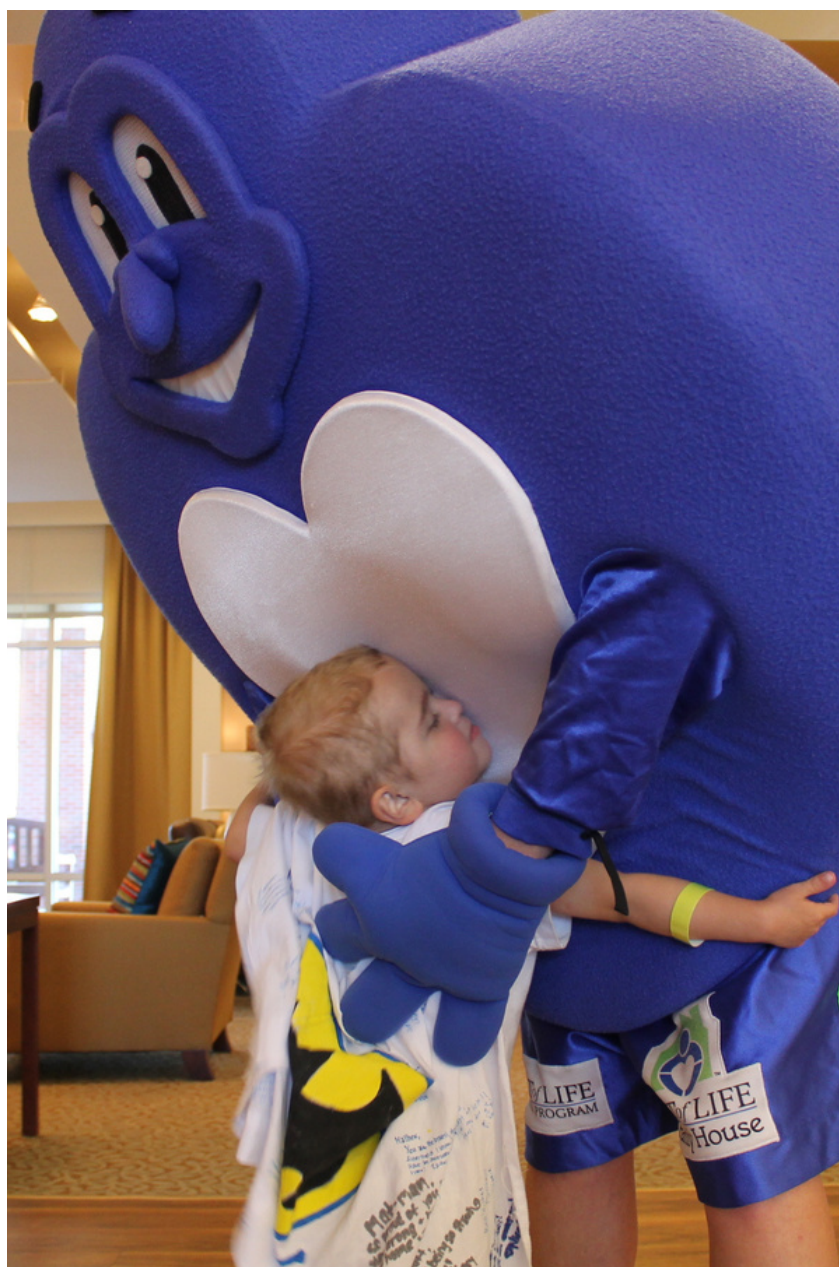


TESTIMONIALS

“The House is such a blessing. I can’t even begin to tell people what it means to not have to worry about grocery shopping or housework. Transplant is a 24/7 job. You don’t realize until you’re living it. Everyone here is so warm, friendly, comforting, and they want to help you.”

“The House is great. It’s nice to know you’re surrounded by people going through the same thing as you. You don’t have to be closed off or shy. You can be open.”

“The House provided not only a bed--it provided hope for us, it provided understanding, it provided a place of peace, and it provided a place of love...and I didn't know it at the time, but we needed all those things.”



SAMPLE SOCIAL MEDIA POST

Join me in celebrating my birthday by donating to my fundraiser for Gift of Life Howie's House in Philadelphia!

[Put your story here or use the info below!]

The House supports transplant families who travel far from home to receive medical treatment. There, they have a safe place to sleep, meals, rides to and from the hospital, and support from social workers and other families on the transplant journey.

Giving to my fundraiser will be the perfect gift you could give me this year!

[Add a link to your fundraising page with your post and share either your own photos or photos from this toolkit!]

SAMPLE EMAIL/TEXT

Hey! For my birthday this year I am raising money for transplant families at Gift of Life Howie's House! I would love if you made a gift in honor of my birthday. Will you check out my fundraising page? [include your link!]

Dear Relative,

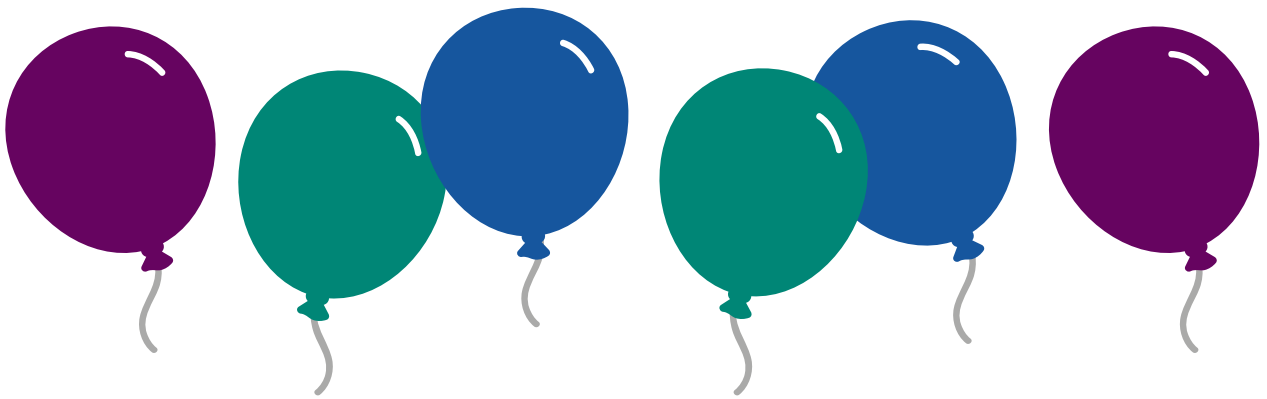
This year for my birthday I am raising money for transplant families at Gift of Life Howie's House in Philadelphia! The House provides supportive services like lodging, meals, and access to a community of other families also on the transplant journey.

Will you make a donation to my fundraiser? It would be the perfect gift you could give me this year!

Here is the link to my fundraiser: [put your link here]

Thank you!

LET'S GET STARTED!



We are so grateful you've decided to give up your birthday to raise money for transplant families at Gift of Life Howie's House.

Thank you so much for your support!

If you have any questions about your fundraiser, please contact us at info@giftoflifehowieshouse.org or 267-546-9812.