



## Sample communications for fundraising via a special occasion

On Your Special Day Ask for Gifts that Give Back! All you have to do is start your own fundraising page on Crowdrise, and ask your family and friends for donations instead of gifts. Promote your fundraising page on social media, or throw a party where your guests bring donations!

### Social Media

Facebook is a great way to share your campaign with many different people who may become potential donors. Anyone will be able to see and contribute to your fundraiser via Facebook. It's also a great platform to publicly thank your donors for their support - a very important part of successful fundraising.

When you make a post, only about 10% or less of your friends will see it, so you can feel free to post several times in the weeks leading up to your occasion if you'd like. **Birthdays are great occasions to use social media based fundraising.**

#### LONG SOCIAL MEDIA POST *(for a birthday)*

*I am donating my birthday to a cause! If you want to celebrate my birthday or want an excuse to donate to a great non-profit, this is your chance. All funds go to International Medical Corps. They provide medical relief during humanitarian crises like war, disaster and outbreak of disease in some of the toughest places around the world (think Nepal earthquake, Ebola in West Africa, and the Syrian Refugee Crisis.) And they train local health workers so they can be their communities' own best First Responders. So it's a birthday present AND a long-term investment in global health!*

*You can make your gift here. [LINK]*

*Thank you!*

#### SHORT SOCIAL MEDIA POST *(for a birthday)*

*I am donating my birthday to raise money for International Medical Corps! If you want to celebrate my birthday or want an excuse to donate to a great non-profit, this is your chance.*

*You can make your gift here. [LINK]*

*Thank you!*



## Along with Invitations

You can also include requests with more personal invitations. **Weddings, anniversaries, & graduations are all excellent events to request donations instead of gifts.**



**SPECIAL OCCASIONS**

### **LONG GIFT REQUEST** (for a graduation)

*My graduation is coming up on [DATE]. Most people celebrate their graduation by throwing a party or going out on the town. I definitely love to have my fair share of fun, but I want my graduation to be about something bigger than me. So instead of gifts, I am asking that my family and friends make a donation in honor of my graduation to International Medical Corps.*

*I am choosing to donate my graduation day because I know I can make a difference in the world, whether it is big or small. I can make a difference in the life of a malnourished child, a pregnant woman who needs maternal health care, or a family fleeing violence in their own country. I want this big day to be about more than 'likes' on Facebook or selfies on Snapchat. While all that is fun (and yes, I still want to celebrate,) I want my graduation day to be something special to me. I can't think of a better way to start this phase of my life than by making a difference in the lives of others!*

*If you'd like to make a donation to celebrate my graduation, you can do that here: **[LINK or International Medical Corps, 12400 Wilshire Blvd., Suite 1500, Los Angeles, CA 90025]** Need help? Please call 424-252-6008 or email [donation@InternationalMedicalCorps.org](mailto:donation@InternationalMedicalCorps.org) and they will be happy to assist you.*

### **SHORT GIFT REQUEST** (for a wedding)

*In lieu of gifts the happy couple suggests a donation in their honor to International Medical Corps.*

**[LINK]**

or

**International Medical Corps,  
12400 Wilshire Blvd., Suite 1500,  
Los Angeles, CA 90025]**

*Need help? Please call 424-252-6008 or email [donation@InternationalMedicalCorps.org](mailto:donation@InternationalMedicalCorps.org) and they will be happy to assist you.*

### **Thank You**

Always be sure to send a thank you! **Thank you notes are appropriate for all occasion donations.**

### **THANK YOU NOTE** (for any occasion)

*Thank you so much for your gift! It means so much to **[ME / US]**. Your gift will help provide lifesaving medical treatment in more than 35 countries around the world, and make a real difference in the lives of people suffering the effects of war, natural disaster or disease.*

**[I AM / WE ARE]** deeply grateful to celebrate this special day in such a meaningful way.