

Peer-to-Peer Fundraising Toolkit

Getting Started



THE
FUTURE
NEEDS
US **NOW**

All fundraising resources available at [wiscmedicine.org/fundraise/resources](https://www.wiscmedicine.org/fundraise/resources)

The Future Needs Us Now — the Campaign for Wisconsin Medicine

UW Health and the University of Wisconsin School of Medicine and Public Health are ushering in a new era of medicine — one that builds on breakthroughs to save more lives by simultaneously predicting the future and creating it.

By blazing the trail for the next frontier of health care, Wisconsin Medicine is integrating patient care, research, and academics in an unprecedented partnership for one critical purpose: human wellness.

At precisely this moment, UW Health and the UW School of Medicine and Public Health are making cutting-edge breakthroughs and inspiring the next generation to spark new ideas with creativity and empathy that is unmatched. We're redefining the patient experience, uncovering new treatments, and creating lifesaving cures. But there's more work to be done. And it's up to all of us — the local and global community alike — to join with the brightest minds in research and care to improve lives. Let's lead the charge and illuminate endless opportunities for a healthier tomorrow.

It's time to shape the future of health care.

Getting Started

This is for those, “I wish there were something more I could do,” moments. By creating a fundraiser (large or small) as a Community Champion to support a cause or honor a family member or friend, you can make a real difference. And Wisconsin Medicine has the tools you need — putting the power in your hands to activate your community. Bake sales can result in breakthroughs and memorial campaigns can lead to major cures.

The Power of Your Ambitions

Relish the fact that what you are doing is incredible, and no matter how much you raise, you are making a positive impact.

TRANSFORMATIONAL \$25,000 – Transformational change comes from transformational effort. And with your passion and commitment, you can reach such an inspiring fundraising goal that will go toward changing lives and improving health care.

INFLUENTIAL \$10,000 – By working to achieve this goal, your fundraiser will raise the profile of your care cause and, more importantly, the ability to influence greater results in your area of support.

FOUNDATIONAL \$2,500 – Setting this as your goal, it’s a perfect challenge yet provides an attainable outcome that can lead to foundational results for your care cause.

IMPACTFUL \$500 - Every fundraising effort makes a difference. Even if your financial goal is modest, your fundraiser’s impact will still be felt by those who need the support. What’s most important is getting involved.

Select your fundraising care cause.

1. Select the area you wish to impact at wiscmedicine.org/fundraise. Don't see your care cause? Select 'Additional Impact Areas' for those other worthy areas that need your support.

Find Your Cause



UW Health Carbone Cancer Center

Start your own fundraising effort so you can help finish off cancer. Your initiative will allow the Carbone Cancer Center's team of experts to continue their pursuit of treatments and clinical trials.

FUNDRAISE



American Family Children's Hospital

Put together a fundraiser that cares for kids and ensure American Family Children's Hospital remains a perfect place for healing children and their families.

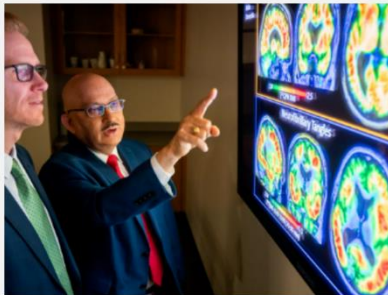
FUNDRAISE



UW Health Transplant Center

Take the lead on a fundraiser to transform the lives of transplant patients and raise awareness of the importance of organ and tissue donation.

FUNDRAISE



Initiative to End Alzheimer's

Focus your fundraising efforts to improve early and accurate diagnosis, treatment, and care for patients with Alzheimer's disease and related dementias.

FUNDRAISE



Additional Impact Areas

Work with Wisconsin Medicine to find other worthy areas that need your support. Make an impact in an area that's close to your heart.





FUNDRAISE

Select your fundraising campaign type.

1. Select your campaign type to propel your fundraiser. See below for descriptions of the options:

Find the Right Campaign for You

Wisconsin Medicine provides multiple campaign options to activate your fundraiser in support of the UW Health Carbone Cancer Center.

			
<p>Milestone Campaign</p> <p>Celebrate a milestone moment like a cancer anniversary, birthday, etc., by creating a fundraiser that will touch the hearts of those affected by cancer.</p> <p>CREATE YOUR CAMPAIGN</p>	<p>Memorial Campaign</p> <p>Honor a loved one's legacy by starting a campaign that supports the continued fight against cancer.</p> <p>CREATE YOUR CAMPAIGN</p>	<p>'Get Active' Campaign</p> <p>Take part in an already established event like a run/walk, or get creative by accomplishing an active feat on your own to generate support for your cancer cause.</p> <p>CREATE YOUR CAMPAIGN</p>	<p>'Get Creative' Campaign</p> <p>Think outside the box when coming up with a fundraising campaign to fight cancer. Maybe it's a bake sale or a personal cause web page — do what you do best, so you can do the most good.</p> <p>CREATE YOUR CAMPAIGN</p>

Milestone Campaign – Celebrate a milestone moment that will touch the hearts of those affected by your care cause.

Memorial Campaign – Honor a loved one's legacy to support your care cause.

'Get Active' Campaign – Take part in an already established event or get creative by accomplishing an active feat on your own to generate support for your care cause.

'Get Creative' Campaign – Think outside the box when coming up with a fundraising campaign for your care cause.

Create your fundraising page.

1. Click on 'Become a Fundraiser' and choose what type of fundraiser you'd like to create from the available choices.



As an individual – Sign up to get started right away and start getting donations to help those who need it most. *This option is the most common.*

Join a team – If your friends, family or other group have already created a team, join them to amplify their efforts.

Create a team – If you plan on recruiting your friends and family to set up fundraising pages in addition to yourself, make sure to create a team so that you can make a remarkable impact together.

2. Set your fundraising goal –

Although a goal amount is prepopulated, you can customize an amount that's right for you. Keep in mind that you can always adjust your goal once you get started. Here are some suggested ambition levels:

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Create your page


I'm fundraising to honor someone else.

Set your fundraising goal *

Currency cannot be changed once a donation to your page has been made.


USD \$ 500.00 

Fundraising end date *



Your Page's Headline *

I'm fundraising for *

UW Carbone Area of Greatest Need 

Set your Fundraising Page's Short URL (optional)

<https://give.wiscmedicine.org/ExampleShortUrl>

NEXT

3. Are you fundraising to honor someone? – Check the box and tell your supporters who you are honoring
4. Choose fundraising end date
5. Add your headline – Share a quick blurb about why you are setting up a fundraiser for your Wisconsin Medicine care cause. It can also be edited once your campaign is live.
6. Select your fund – Indicate which fund you'd like your supporters' donations to go. Don't see what you're looking for? Select 'Other' which will later prompt you to write-in your intended fund.
7. Set an optional short URL – Having a customized web link to your fundraising page helps in sharing with family and friends. It can also be edited once your campaign is live.
8. Upload a photo – For a personalized touch, update the page photo with an image of your own. It can also be edited once your campaign is live.

Manage your fundraising page.

Congratulate yourself for successfully creating your fundraising campaign and taking the first step in advancing your care cause. Customize your page by clicking on the 'Manage' button in the top right corner. Here is where you can modify your page.

Modify Your Story from the default content that is prepopulated. Successful fundraising campaigns explain WHY you are raising funds for your cause while adding additional personal touches such as photos and videos to your story. Be sure to utilize the prepopulated content for added inspiration.

Build your plan for success.

Now that you have your fundraising campaign built, visit our wiscmedicine.org/fundraise website for added resources to propel your fundraiser.

Review our [Keys to Success](#) resource while gathering inspiration from our fundraising execution samples.