

# GIVING TUESDAY

DECEMBER 3, 2024



## General Information

Welcome to Heroes Circle | Kids Kicking Cancer Giving Tuesday Campaign!

**THANK YOU!** We are honored to have your participation in our Giving Tuesday initiative this year. We are grateful for your commitment to help share our organization's impact, allowing us to continue to serve more children in need.

We are here to support your fundraising efforts every step of the way! This toolkit is designed to help you spread the word, engage with your network, and maximize your impact on Giving Tuesday.

### Giving Tuesday Toolkit includes:

- **General Information** – How to get started and fundraising FAQs and tips
- [Fundraising Page Setup](#) – Directions on how to setup your fundraising page
- [Communication Guide](#) – Suggestions to help you navigate telling your story over social media, email, and in person
- **Social Media Graphics** (optional) – Automatically download our Giving Tuesday [Social Media Graphic](#) for posts and [Social Media Profile Picture](#)

### Let's Get Started!

#### Step One

Set your fundraising goal. Any amount will help to make a difference. We recommend you select a goal from the following:

- \$500 - Will provide a child access to our Pediatric Healing Program at bedside
- \$1,200 - Will provide a family access to our Community Enhancement Programming
- \$1,700 - Will provide a child and family full access to our Pediatric Healing Program – at the bedside and in our Community Enhancement Programming

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## Step Two

Set up your fundraising page. (See **Fundraising Page Setup**)

## Step Three

Get started by sharing your fundraising link!

- Use your social media platforms, emails, and personal connections to spread the word about your campaign.
  - See **Communication Guide** for tips
- Start a conversation with family, friends, coworkers, personal networks - anyone can help to make a difference!
- Don't wait until December 3<sup>rd</sup> to start reaching out – let your network know about your goal in advance!

## Fundraising FAQ

### Can I start fundraising before December 3<sup>rd</sup>?

Yes! You can start fundraising right away! Don't wait until December 3<sup>rd</sup> to start reaching out! Start having conversations and raising funds in advance - then on December 3<sup>rd</sup>, you will already be on your way to meeting your goal!

### Do I need social media to participate?

No. You can fundraise by phone, email or in-person. Use your Fundraising Toolkit as a guide, to help you tell your story and reach your goal!

### How to sound like a fundraiser?

Be yourself! The best way to make your case is to be honest and authentic. Talk about what part(s) of programming has made a difference to you or someone you know - something that you are passionate about. Speaking from your heart and showing that you care is what helps others connect to your initiative and our cause.

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## What is the Pediatric Healing Program?

The Pediatric Healing Program is the umbrella term for our core services, which take place in hospital/clinic as well as Community Enhancement Programming.

The hospital is often the first place our martial artists meet heroes, working with their family and their care team to coordinate a targeted care plan, but our services don't stop there! Our Community Enhancement Programming offers in person & virtual wrap-around programming for children, their siblings, and caretakers in the forms of community classes and targeted special programming for young adults and caretakers.

## Can I get some stats?

### Overall growth

- 172% growth in program demand this past year.
- Over a 4-year average, we serve 2,500 children nationally. In 2023, we saw 4,400 children. That equals on average, 8,400 instances of service.

### Location Stats

- We are a national organization offering programming in 21 states with in-person and virtual opportunities.
- At our headquarters location in Metro Detroit Michigan, we offer an array of Community Enhancement Programming.
- We have international partners operating in 10 countries across the globe.

## Do I need to use numbers?

No. If you don't like using numbers, don't use them!

**Additional Questions?** We are here to support you! Reach out to:

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