

give  
**HOPE**

through my·Face

TOOLKIT



my·Face



# WELCOME

This tool kit will contain the information you'll need to launch your campaign, hit your target, and show your donors the huge impact they've made! Should you need anything else, please don't hesitate to ask our staff. We're always available if our guide doesn't answer all your questions.





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# GET STARTED

## CHOOSE YOUR CAMPAIGN THEME



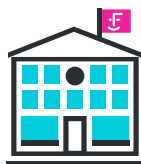
### CELEBRATORY EVENT

Birthday, Wedding,  
Graduation, Life Milestone



### SPORTING EVENT

5K, Marathon,  
Swim/Bike/Run



### SCHOOL/COMMUNITY FUNDRAISER

Bake Sale, Lemonade Stand,  
Car Wash, Art Show



### TRIBUTE

In Honor or Memory  
of a Loved One



### OTHER

The sky's the limit!

Express your purpose for launching a campaign and  
your commitment to the myFace mission!

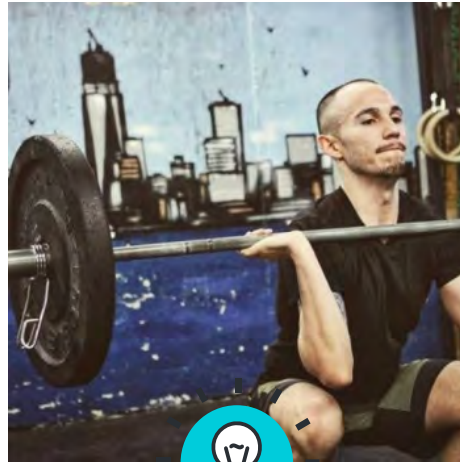


# GET INSPIRED!

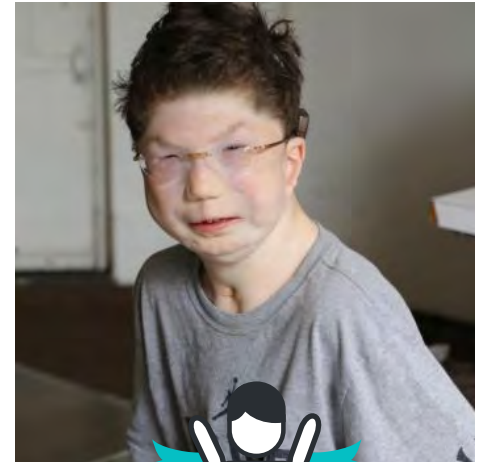
CHECK OUT SOME OF THESE GREAT FUNDRAISERS:



Chloe raised \$3,115 for her 26th Birthday fundraiser to raise money and awareness for the craniofacial community



Eddie started the myFace Monster Mash, a Halloween Fitness Fundraiser benefiting the children of myFace



Kyle started "The Kyleman Team" for Races for Faces, an annual fundraising walk; his team raised \$25,950



The YLB, a diverse group of young professionals, raised funds to support myFace and its programming



Lily organized a series of weekend lemonade stands in honor of others born with cleft lip and/or palate

# SET YOUR GOAL

HOW MUCH WOULD YOU LIKE TO RAISE FOR MYFACE?



**\$25**

As little as \$25 could pay for a child's place at a myFace support group or family networking event



**\$50**

Just \$50 could provide a place in a workshop for 5 parents within the craniofacial community on how to talk to their children about bullying



**\$100**

\$100 could provide a one-night stay at a myFace apartment for out-of-town families in need



**\$250**

\$250 could fund a nutrition consultation for one patient



**\$500**

\$500 could provide one month of orthodontic treatment for one patient



**\$1,400**

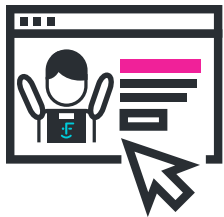
\$1,400 could fund four speech consultations for a child



**\$3,000**

\$3,000 could fund a BAHA (Bone-anchored Hearing Aid) for a child, enabling them to hear and succeed in school and life

# LAUNCH YOUR CAMPAIGN!



Start by first personalizing your fundraising page with photos. Donate to your own campaign to show your commitment and to serve as inspiration to others.

Put together your communication plan.

Map out how long you will campaign for and at what intervals you'll want to reach out to your audience. We'll provide some example emails, but it's up to you how often and when you'd like to reach out.



Choose your audience. Starting with your close contacts, put a list together of 10-15 people who you know will support your goals.

Once you start your campaign, reach out to your audience directly! Let them know what you're doing and why.



## INITIAL EMAIL EXAMPLE:



Dear **[Friend]**,

In the U.S., approximately 600,000 individuals have been diagnosed with a craniofacial condition. Together, we can help the craniofacial community with myFace, an organization dedicated to transforming the lives of patients with facial differences. With a special focus on children and their families, myFace funds medical, surgical, dental, speech, and psychosocial services as well as research and public awareness.

Help me raise money for myFace by donating to my **[event]** campaign. My goal is to reach **[\$Goal Amt]** to help sustain their programs. You can find my campaign here: **[your campaign link here]**

Check it out and together, we can make a difference. Thank you for your support!

Cheers,  
**[Your name]**

# SOCIAL NETWORK



Utilize your social media platforms to help get word out about your campaign! Once you've shown your personal commitment by donating to your campaign and reaching out to your closest contacts, officially launch your campaign on your social media pages.

myFace Social Media Handles:  myFace Foundation  +  thisis\_myFace

## EXAMPLE SOCIAL MEDIA POSTS:



Every hour, a child in the US is born with a craniofacial difference. These are myFace's children. Join my campaign: [\[your campaign link here\]](#)



In the U.S., 600,000 individuals have been diagnosed with a craniofacial condition. Together, we can help. [\[your campaign link here\]](#)



myFace transforms patients' lives by providing comprehensive care at the myFace Center at NYU Langone Health. [\[your campaign link here\]](#)

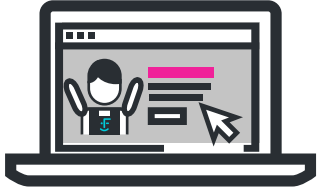
## KEEP YOUR NETWORK UPDATED.

Post on your social media pages once a week but vary your posts. Thank donors, provide updates, talk about your passion for helping the craniofacial community, and ask others to get involved.





# FOLLOW UP



Follow up with your audience, whether or not your initial response is what you were expecting. Regular updates are imperative to a successful campaign. People like to know what is going on, and they may have missed your initial email.

## FOLLOW-UP EMAIL EXAMPLE:



Dear [Friend],

A little while ago, I reached out to you to let you know about my myFace fundraiser. If you haven't had a chance to check it out, please do so! I'm still on track to reaching my goal of raising **[\$Goal Amt]** for myFace, an organization dedicated to transforming the lives of patients with facial differences. With a special focus on children and their families, myFace funds medical, surgical, dental, speech, and psychosocial services as well as research and public awareness. You can find my campaign here: **[your campaign link here]**

Thanks so much for your support!

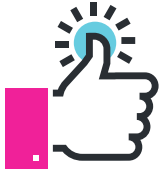
Cheers,  
[Your name]

It's important to also communicate to your contacts about what myFace does, who we help, and why we're important to you. Not every communication has to ask for donations. Direct people to our YouTube channel for some inspiration: [youtube.com/user/myFaceUSA](https://youtube.com/user/myFaceUSA)

Or, direct people to our blog: [myface.org/blog](https://myface.org/blog) to read about some of our patients' stories and our most up-to-date news.



# UPDATE



Keep your audience well-informed about your campaign!  
There's nothing like incentivizing your contacts with your progress.

## UPDATE EMAIL EXAMPLE:



Dear [Friend],

My myFace campaign is ending soon, and I need your help to reach my fundraising goal! Every gift helps. Each year in the U.S. alone, 1 in 700 children is born with an oro-facial cleft and 1 in 1,600 is born with facial asymmetry, a missing ear, a jaw deformity, or a defect of the skull, nerves or facial bones. Let's help transform their lives!

You can find my campaign here: **[your campaign link here]**

Just a few days to go!

Cheers,  
**[Your name]**



For the final push, tweet, post, and share across your social network that time is running out in your campaign.



My @thisis\_myFace fundraising campaign is almost over! Help me support myFace transform the lives of patients with craniofacial differences: **[your campaign link here]**





# SAY THANK YOU!

SEND AN EMAIL TO EVERYONE WHO GAVE TO YOUR CAMPAIGN.

## THANK YOU EMAIL EXAMPLE:



Dear [Friend],

Thank you for donating to my myFace campaign. With your help, we raised **[\$Amt Raised]** for myFace, an organization dedicated to transforming the lives of patients with facial differences. With a special focus on children and their families, myFace funds medical, surgical, dental, speech and psychosocial services as well as research and public awareness.

I encourage you to get more involved with myFace by starting your own fundraising campaign. Please check out their website ([myface.org](http://myface.org)) for any information you might find helpful.

Thanks so much for all your help!

Cheers,  
[Your name]

## THANK YOUR SOCIAL NETWORK.

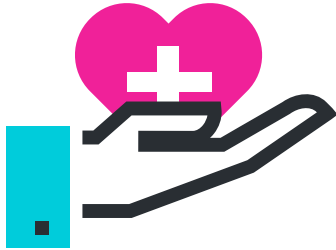


Thank you to those who donated to my @thisis\_myFace campaign; we helped myFace continue their mission in transforming the lives of patients with craniofacial differences.



# OUR ACCOMPLISHMENTS

OCT 2016 - SEP 2017



**5,906**

Patient Consultations  
& Procedures



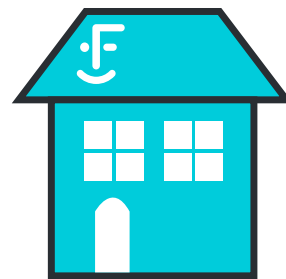
**40**

Support Groups



**225**

Roundtrip Tickets



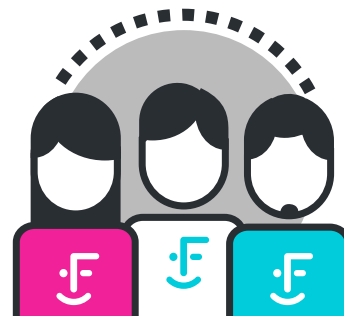
**155**

myFace  
Apartment Stays



**173**

Schools Reached



**220**

Volunteers



# CONTACT US

TOGETHER, WE TRANSFORM THE LIVES OF PATIENTS  
IN THE CRANIOFACIAL COMMUNITY.



Please don't hesitate to reach out to our Community Relations Manager,  
Vera at [vera@myface.org](mailto:vera@myface.org) to guide you through your fundraiser!



P. 212.263.6656 F. 212.263.7534  
[myFace.org](http://myFace.org)