



VICTORIA HOSPITALS  
FOUNDATION

*Giving makes us all better*

# Create Your Own Virtual Fundraiser With VHF and JustGiving Promotion Toolkit

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## Welcome!

On behalf of the Victoria Hospitals Foundation (VHF) and our Island Health colleagues, thank you for creating a fundraising campaign to benefit our local hospitals. Your commitment to enhancing and protecting our world-class healthcare is what helps VHF donors raise millions of dollars to fund priority medical equipment, research, education and special projects every year. You are making an impact locally. Thank you.

Peer-to-Peer Fundraising is a fun and exciting way to raise awareness and funds for our hospitals in new and creative ways. This easy-to-use toolkit will guide you on how you can engage your network to raise money and awareness for a cause you are passionate about.

## Getting Started

Create your own fundraiser for a birthday, a fitness challenge, in honor of a loved one, or to generate awareness. It's easy to set up your own webpage and start engaging your network:



### Step 1: Create an account on JustGiving.com

The Victoria Hospitals Foundation and JustGiving—the world's leading online platform for charity giving—are partners in empowering our community members to create fundraisers for causes they are passionate about. By creating an account on JustGiving.com, you can set up your own custom fundraising webpage in minutes.

- [Sign up for an account](#)
- [Login to an existing account](#)



### Step 2: Choose a campaign or an area of care you want to support

VHF supports all areas of care in our hospitals, as shown below. Don't see what you're looking for? All areas of care and current campaigns are listed on our website: [victoriahf.ca/peer-to-peer](http://victoriahf.ca/peer-to-peer)

- [Adult Intensive Care](#)
- [Cancer Care](#)
- [Cardiac Care](#)
- [Caring Spirit](#)
- [Critical Care](#)
- [Diagnostics & Pharmacy](#)
- [Education](#)
- [Emergency & Trauma](#)
- [General Medicine](#)
- [Maternity & Pediatrics](#)
- [Mental Health](#)
- [Neurosciences & Rehabilitation](#)
- [Research](#)
- [Seniors Health](#)
- [Surgical Services](#)



### Step 3: Customize your fundraiser

Once you login to JustGiving.com and select a campaign or an area of care to support, you will then be prompted to complete the initial set-up of your page.

Choose what type of fundraiser you would like to create, set the duration of your fundraiser, include a personalized URL, and set your communication consent preferences.

Once the initial set-up is complete, and you create your webpage, a preview of your page will load. Click “Edit your Page” (top left) to personalize it. Edit your page’s title, fundraising goal, cover photo and story. See sample text in the following sections to help you craft your content.

Once you are happy with your page, remember to save it. You are now ready to start fundraising!



### Step 4: Promote your fundraiser

Promoting your fundraiser and engaging your network will ensure that your fundraiser is a success. If you need help, follow these [top 10 fundraising tips](#).

Celebrate your success! Once you reach your goal, send a thank you to all your donors. You can access a list of all your donors by [following these instructions](#).

## Fundraising Webpage Content Samples

Updating personal fundraising pages leads to a 6% increase in page value with each update. When you share why you care and what you are doing to raise money, it’s easy to develop a supportive network. Below are some ideas for updates, feel free to make it your own!

**A.** Welcome to my personal fundraising page for the Victoria Hospitals Foundation! This is where I will keep you updated on my progress. I have joined VHF in their fundraising cause because I believe in giving back to our community and supporting our care teams and hospitals. I want to help. Please consider donating, sharing my page, and come back often to see my progress!

**B.** Hey there! This is my personal fundraising page. You may have made it here because you saw a link on my social media or received an email from me. Thank you for visiting! I hope you will consider joining me in donating and supporting this cause.

## Communications Samples

We are so grateful for your support and want to make sure you have all the tools to succeed. Please use the following communications samples to help promote your fundraiser. Be sure to replace the text highlighted in grey with information specific to your fundraiser.

### Text Messages

Texting is a great way to communicate with individuals quickly and efficiently. Think of text messages as your “60-second news brief.” Remember to include a link to your personal page in your text messages. Some examples include:

A. Hi! I just signed up to be a volunteer fundraiser for the Victoria Hospitals Foundation because I am passionate about <state your why>. Every year, VHF raises millions of dollars for our local hospitals and I hope I can count on your help by sharing my page or donating. Thanks!

B. Hey! I want to share with you something I am passionate about. I’ve supported the Victoria Hospitals Foundation for a while and this year I decided to take it one step further and volunteer to fundraise for the organization. I want to raise money for our local hospitals so I can help them fund critically needed medical equipment. If you are able, please donate, share my page, or send me a motivational message. Thank you!

C. Hi <name>! Recently, I have been motivated to help our local hospitals because <state your why>. The Victoria Hospitals Foundation raises money to fund priority medical equipment so our hospital heroes can care for their patients. I want to help them by creating my own fundraiser. Please help me reach my goal of <enter fundraising goal> by donating \$10. Thank you so much for your support!

### Email Messages

Email is one of the most powerful fundraising tools. Here’s a few samples to get you started:

#### A. Kick-off Email

Dear <FIRST NAME>,

I recently signed up to help the Victoria Hospitals Foundation fundraise. This year they have a goal to raise \$\_\_\_\_\_ to fund critically needed medical equipment and I want to help them. I care deeply about this nonprofit and their success matters to me.

Please help by donating \$\_\_\_\_\_ here: \_\_\_\_\_PERSONAL PAGE URL\_\_\_\_\_. If you are not comfortable donating at this time, please share my page or wish me luck on my social media posts. Thank you for your support as I work together with the Victoria Hospitals Foundation to make a lasting impact in our community.

Sincerely,  
<YOUR NAME>



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### **B. Mid-Campaign Email**

Dear <FIRST NAME>,

A few weeks ago, I let you know that I signed up to be a volunteer fundraiser for the Victoria Hospitals Foundation. I am excited to tell you that I have reached 50% of my goal! Funds raised are going to help VHF raise \$\_\_\_\_\_ which will help fund critically needed medical equipment.

Thank you for your support so far. I promise to keep you updated as I make progress. I am humbled and excited I can help an organization I admire and care about so much. Thank you for sharing my page, making donations, commenting on social media, and cheering me on!

Sincerely,  
<YOUR NAME>

### **C. Thank You Email**

Dear <FIRST NAME>,

Thank you for donating to my personal fundraising page to help the Victoria Hospitals Foundation. I signed up to help this nonprofit raise money because I believe in supporting our local hospitals so that care teams can deliver the best possible care to all patients.

Your support is being put to good use to fund critically needed medical equipment. Thank you for believing in me and cheering me on.

Sincerely,  
<YOUR NAME>

## **Social Media**

Please tag us in your social media posts about your fundraiser so we can help you share your updates and learn about your progress first-hand. Use the tags and links below:

**Facebook:** Victoria Hospitals Foundation ([www.facebook.com/VictoriaHF](http://www.facebook.com/VictoriaHF))

**Twitter:** @ourvichospitals ([www.twitter.com/ourvichospitals](http://www.twitter.com/ourvichospitals))

**Instagram:** @ourvichospitals ([www.instagram.com/ourvichospitals](http://www.instagram.com/ourvichospitals))

**LinkedIn:** Victoria Hospitals Foundation ([www.linkedin.com/company/ourvichospitals](http://www.linkedin.com/company/ourvichospitals))

## Social Media Samples

A. I am fundraising for the Victoria Hospitals Foundation! Help me raise money for our local hospital heroes and provide them with the equipment they need to care for their patients. Visit my page to find out how you can support my fundraising goal:

PERSONAL PAGE URL

B. The Victoria Hospitals Foundation is really important to me because <state your why>. That is why I decided to volunteer as a fundraiser. Help me reach my goal by sharing this post or donating now! PERSONAL PAGE URL

C. I'm halfway to my goal for the Victoria Hospitals Foundation! Who's going to help me get to 100%? PERSONAL PAGE URL

D. I did it! I reached my fundraising goal for the Victoria Hospitals Foundation! Thank you so much to everyone who contributed—you have made a difference in our hospitals.

## Other Social Media Content

JustGiving.com has a variety of resources to help you make your social posts engaging and professional. You can use [free GIFs](#) or [milestones](#) to help spread the word!

## Our Logo and Logo Use

If you wish to add our logo or other branding elements to your fundraising promotions, please send a request to: [vhfcommunications@viha.ca](mailto:vhfcommunications@viha.ca)

When using our logo or branding elements, please ensure you are doing so in a respectful manner, and only for the purposes to promote your fundraiser.

## Thank You

Thank you for supporting VHF! If you have any questions, please contact:

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