

Every Effort Matters

A Toolkit to Help You Give Where it Matters to You



Welcome to the Team!

At Brookings Health System Foundation, we believe that every person—and every passion—matters. Whether you've experienced compassionate care, want to honor someone special, or simply believe in better health close to home, your reason to give is powerful. That's why we created this toolkit: to help you support the cause that means the most to you—in a way that's meaningful to you.

You don't need to be a professional fundraiser to make a difference. You just need heart. Whether you host a team t-shirt fundraiser, organize an event with sponsorships, bake for a cause, or launch an online campaign, your effort helps ensure that patients and families right here in Brookings receive the care they deserve.

Thank you for being part of our mission—because every effort matters, every gift matters and every person matters.

Toolkit Contents:

Launch Your Fundraiser

- Points to Keep in Mind
- Creating Your Fundraising Page

Kick-Start the Momentum

- Email Messaging
- Stats, Facts & the Impact of Philanthropy

Celebrate Your Success

- Thank-You Messaging

Additional Resources

- [Brookings Health System Foundation Fundraising Terms & Conditions](#)

Getting Started: How You Can Make a Difference







1 | Share Your Why

Your story is what makes your fundraiser meaningful. Are you giving in honor of a loved one? In memory of someone you miss? Because you've experienced the care we give firsthand?

“I'm supporting Brookings Health System Foundation because I believe everyone deserves care close to home. My story starts with...”

2 | Pick a Cause You Care About

Choose a fund that connects with your heart:

-  Give for Greatest Need: Foundation General Fund
-  Give for Emergency Care: Ambulance Fund
-  Give for Comfort: Hospice Fund
-  Give for Babies: Team Isaac Fund
-  Give for Hope: Tough Enough to Wear Pink Fund
-  Give for Seniors: The Neighborhoods at Brookview Fund

Or contact us to create a custom giving opportunity that reflects your unique story.

3 | Set a Goal

A goal gives your effort purpose and motivates others. Whether it's \$100 or \$10,000, every dollar helps—and every gift adds up.

4 | Make the First Gift

Be the first to give. It sets the tone and shows your commitment to the cause.

5 | Spread the Word

Use social media, email, or word of mouth. Include a photo, a memory, or an update to keep people engaged.

Sample message:

“I'm raising funds for Brookings Health System Foundation to honor [Name or Reason]. Every gift supports patients and families right here in our community. Will you join me in giving where it matters?”

6 | Say Thank You

Your gratitude makes a lasting impression.

Tag donors online, send a quick thank-you text, or write a personal note. Even a simple thank you means a lot.

Toolkit Resources

We're here to support you every step of the way.

Contact us for:

- Printable donation forms
- Donation envelopes or QR codes
- Event signage or logos
- Fundraiser ideas (bake sales, tribute events, walk-a-thons, match challenges)
- Tax information and official donation receipts

✉ foundation@brookingshealth.org
☎ (605) 696-8045

Want to Host a Fundraiser Online?

These free tools make it easy to collect donations online:

GoFundMe

Set up here → *(Choose Brookings Health System Foundation as your beneficiary)*

Givebutter

Perfect for peer-to-peer fundraisers, team goals, and ticketed events.

Facebook Fundraisers

Ideal for birthdays, memorials, or milestones. Select Brookings Health System Foundation as your nonprofit.

We can also set up an online donation link directly through our website.

✉ To set this up, contact foundation@brookingshealth.org

Or direct people to:

 brookingshealth.org/foundation

Together, We Give Where It Matters

Your story, voice, and passion are what drive better care not only in Brookings, but in the surrounding communities we serve—White, Arlington, Volga, and beyond.

However you choose to support our mission, we are honored to have you as part of the Brookings Health System Foundation family.

Because every effort matters. Every gift matters. And yes—every passion matters.



Volunteer Fundraising Terms & Conditions

Thank you for your interest in raising funds to support the Brookings Health System Foundation and our mission inspiring people to support Brookings Health System through philanthropy, recognizing the vital role of health care in sustaining quality of life in our community.

For legal and compliance purposes, all fundraisers must adhere to the following terms and conditions. Agreeing to these terms allows you to use our nonprofit name (“Brookings Health System Foundation”) in promotional materials for your fundraising activity.

If you are under age 18, please ensure your parent/guardian reviews these terms and conditions and assumes responsibility for you as a minor.

Fundraiser Responsibilities

- You are organizing fundraising activities as an independent supporter of the Brookings Health System Foundation, raising funds for its mission to support quality healthcare in our community.
- All references on your materials should state, “In support of the Brookings Health System Foundation.”
- You are responsible for organizing all aspects of your fundraising activity and ensuring all necessary permissions and licenses have been obtained. The Brookings Health System and the Brookings Health System Foundation accept no liability related to your fundraising activity.
- Planning and delivery of your fundraiser must align with our values and uphold the positive reputation of the Brookings Health System and the Brookings Health System Foundation.
- If appropriate, you must ensure that your fundraising activity is covered by full and comprehensive insurance. The Brookings Health System and the Brookings Health System Foundation are not liable

for any injury to person or material damage or loss resulting from your fundraising activity.

- You must contact us for approval before approaching any companies, media, or public figures to support your fundraising activities.
- The names of the Brookings Health System and the Brookings Health System Foundation may not be used in any political activities.

Use of Brookings Health System Foundation Logos

- If you would like to use the Brookings Health System Foundation logo to promote your fundraising activities, please work with our marketing team to ensure it meets brand guidelines.
BRHMarketing@brookingshealth.org
- Logos and supporting materials are available, but they may not be altered except to add event-specific details with approval from the marketing team.
BRHMarketing@brookingshealth.org

Use of Funds Raised

- All proceeds from your fundraiser must be submitted to the Brookings Health System Foundation within three months of the activity's conclusion. If you are unable to meet this timeframe, please contact us.
- Proceeds from your fundraiser may not be used for commercial or private financial gain.
- Requests to deduct expenses, such as printing, purchasing raffle tickets, etc., must be approved by the Brookings Health System Foundation.

Fundraising Terms for Challenge Events

If your fundraising activity involves a challenge event (e.g., runs, walks, competitions), the following additional terms apply:

- By taking part in a challenge event, you pledge to raise as much as possible for the Brookings Health System Foundation.
- If you secure sponsorship for your participation, encourage sponsors to donate via your online fundraising form created by Brookings Health System Foundation.
- Registration fees for challenge events are non-refundable.
- By participating in a challenge event, participants shall confirm they are medically fit and understand that participation is at your own risk. The Brookings Health System and the Brookings Health System Foundation are not liable for injury or illness resulting from participation.

Contact Information

For additional questions or guidance related to fundraising activities, please contact:

Brookings Health System Foundation

📞 Phone: (605) 696-8045

✉ Email: foundation@brookingshealth.org

Thank you for your support of the Brookings Health System Foundation and for helping us provide opportunities to sustain quality health care in our community!



Brookings
HEALTH SYSTEM

Foundation