

 **imagine** 
a day

**AMBASSADOR
TOOLKIT**



WELCOME! And THANK YOU!

Logan Health Family, Supporters & Friends,

Thank you for being an Imagine a Day Ambassador for our organization. You are leading the way to create a healthier, brighter future for our community, our patients and our employees.

As an Ambassador, you can make Imagine a Day a success by spreading the word about our impactful fundraising initiatives and how generosity makes a difference for our patients.

Ambassadors like you can promote Logan Health's giving day by sharing branded content, starting your own fundraising page, and encouraging your friends and family to contribute to our Imagine a Day campaign through emails and social media posts.

Thank you for your support and dedication to imagining a brighter future for us all! Let's see what we can accomplish in just one day!

With Gratitude,

Dena Tomlinson
Annual Giving Coordinator
Logan Health Foundation

Resource for Ambassadors 

Contact Dena Tomlinson for any questions or support, (808) 348-1078 or dtomlinson@logan.org.

Start a Fundraising Page

Did you know you can raise funds for your Imagine a Day initiative? It's as easy as 1, 2, 3!

- 1** Go to www.logan.org/imagine and click "Become an Ambassador" in the top right corner, then select "Join an Initiative" and follow the registration prompts.
- 2** Create your account, pick a fundraising goal amount, and personalize your page.
- 3** Post your personalized fundraising link on social media, send it out in an email and/or send texts to your family and friends!

Spread the Word

Use your voice and today's digital tool box, spread awareness about our giving day!

2 WEEKS BEFORE - Send out an initial email informing friends, coworkers, family and others about your fundraising initiative and why it's important to you.

1 WEEK BEFORE - Share the Imagine a Day video and tell your friends and family about your initiative.

THE WEEK OF - Reach out to your networks on social media, email, mobile phone or whatever way you are most comfortable with to promote our giving day event and share your fundraising page.

THE DAY OF - Make your donation, send out an urgent "Today's the day!" reminder via email and on social, share fundraising updates, and THANK your networks for the support.

Tips for Fundraising

Follow these tips to quickly achieve your fundraising goals:

- Make a donation yourself
- Ask 4 family members to match your gift
- Ask 4 coworkers to match your gift
- Ask 4 friends to match your gift
- Ask your manager or leader for a contribution
- Remember to thank every person who donates to your page!

Special Incentives

Help your initiative receive more!

Each initiative can receive \$2,000 if both 10 or more employees and 10 or more new donors give!

Messaging Templates



Use these templates for email, social media, and other giving day communications!

Social Media Captions

Pre-Giving Day Posts

- Whether it's by making a gift or spreading the word, we can all help support the health and comfort of our community during our annual giving day. Mark your calendar for October 18th and #ImagineaDay with us! Check out this year's initiatives at www.logan.org/imagine
- Let's Imagine a Day together! Join us on October 18th for an incredible 24-hours of celebrating and supporting the people, services, and future of healthcare in Montana! Check out this year's initiatives at www.logan.org/imagine #ImagineHealthierFutures #ImagineaDay

Day of Giving Posts

- A gift to Logan Health is an investment in its people, its services, and the health of our community. Today, I'm going to #ImagineHealthierFutures for my [dedication] and support [initiative]. Join me in supporting this great cause at [link to your fundraising page].
- Today is Logan Health's giving day! You can provide life-changing support to your community by donating to one of our Imagine Day initiatives! Let's #ImagineHealthierFutures together! Make a gift at www.logan.org/imagine

Email Message



Dear Family and Friends,

Will you join me in supporting Imagine a Day for Logan Health? On October 18th, Logan Health will hold an inaugural day of giving called "Imagine a Day." You can learn more about this year's fundraising initiatives at www.logan.org/imagine.

Making a gift to Logan Health is investing in the health of our communities — and in the exceptional care that is provided to patients every day.

I hope you will join me and make a gift during Imagine a Day. Together we can imagine a healthier future for us all!

Thank you,

[Your name]

Brainstorming



We all have a network of potential supporters... all you have to do is ask!

Your Sphere of Influence



Think about the people you interact with regularly and ask them to join you in supporting Imagine a Day for Logan Health. Using the sphere of influence as a guide, write down the names of people you know from each category. You'll be surprised how quickly you have a list of people you can ask to register as Ambassadors or donate to your page!


