

WALK *with* US

UCLA Health



Peer-to-peer Fundraising Toolkit



August 2023



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Campaign Overview

Veterans Day represents not only an opportunity to honor our nation's heroes, but also a powerful time to rally support for the UCLA Health Operation Mend Program. "Walk with Us" on the road to Veterans Day with your own peer-to-peer fundraising page. Make a daily, weekly, or monthly walking goal; ask supporters to contribute per mile; or just walk with us virtually. Get involved at your pace!

Key Dates:



Campaign Launch



**Campaign Concludes
(Veterans Day)**

Sign Up Here:

engage.ucla.edu/WalkWithUs

Questions?

Contact Katie Brown at klbrown@mednet.ucla.edu or 310-367-8742.

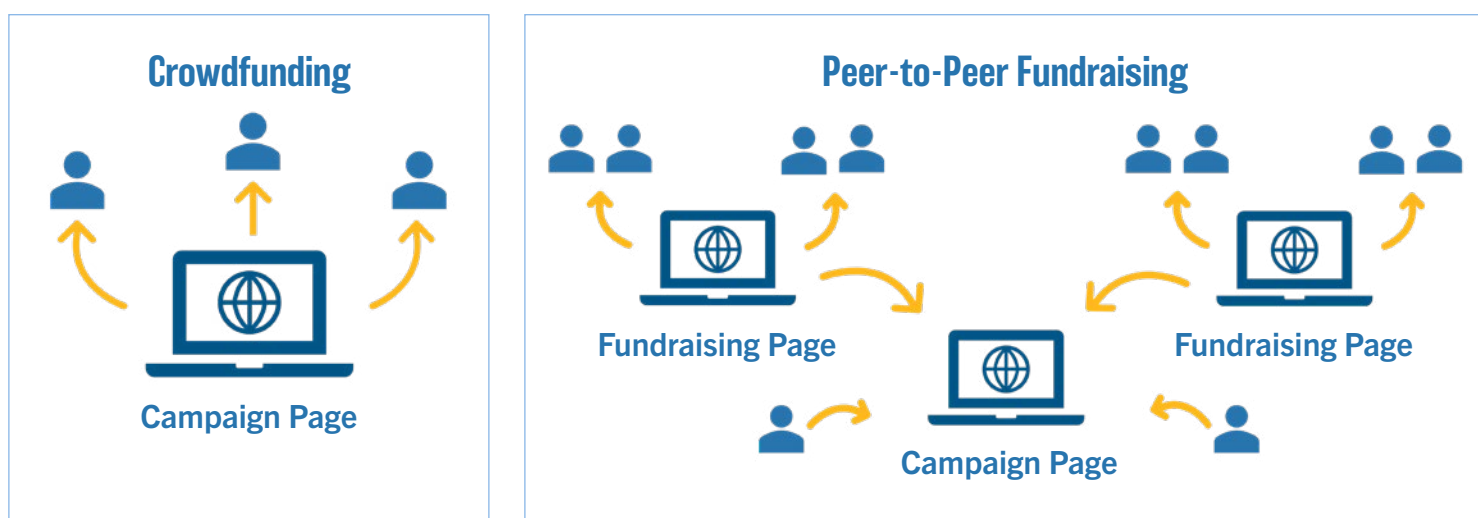
Business hours are M-F, 8:00 a.m. – 5:00 p.m. PT



What is Peer-to-Peer Fundraising?

Peer-to-peer fundraising is a type of **crowdfunding**. You may have heard about crowdfunding from popular websites like GoFundMe, Facebook Fundraising, or Kickstarter. UCLA Health has its own platform just like these!

- Supporters (just like you!) create **personal crowdfunding pages** on Operation Mend's behalf. You can customize the page content with your own story and connection to the program.
- Supporters **share their pages** with friends, family, and community members for donations (hence, "peer-to-peer").

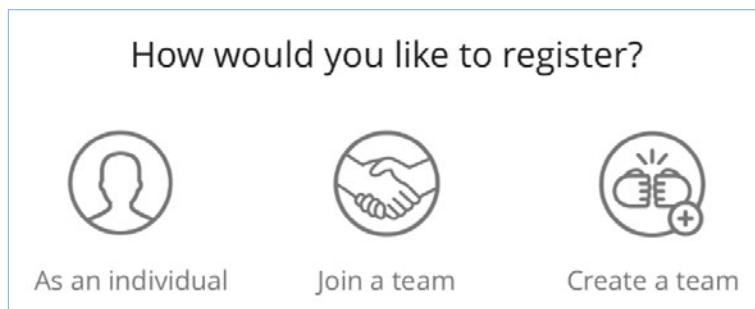


Peer-to-peer campaigns **increase trust** between Operation Mend and potential new supporters, as people are more likely to donate to a cause their friend or family member feels strongly about.

Thank you for helping spread the word about Operation Mend with your peer-to-peer fundraiser. By sharing your message with your personal network, you are amplifying your impact and making a huge difference to the program.

Registering: Individual or Team

When you register to become a fundraiser at engage.ucla.edu/WalkWithUs, you'll be asked if you want to register as an **individual**, **join a team**, or **create a team**.





Individual

An individual fundraising page is the most common type of fundraising scenario. This is when you fundraise on your own, not along with a group of other fundraisers.

Team

You may have been invited to **join a team** if you're part of a UCLA Operation Mend-affiliated group, such as the Buddy Families, or may want to **create a new team** if you wish to fundraise along with a group of friends in your network. As a team, you'll create an overall fundraising goal, and funds raised through each teammate's personal page will go toward that goal. The person who first creates the team is the **team captain**, which means they can invite others to join.

Select your appropriate fundraising scenario, then move ahead to **Create and Edit your Peer-to-Peer fundraising page**.

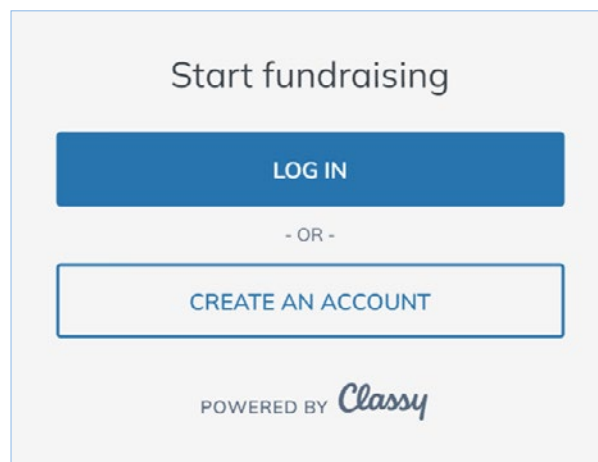
Create and Edit Your Peer-to-Peer Fundraising Page

Create Your Fundraising Page

If you already have a Classy account, click **Log In** and skip ahead to the next step. If you're new, click **Create an Account**. Your account email address will be used to reach you for updates and other important notifications.

Once you create an account or log in, you'll set up the details of your page which include:

- Your fundraising goal
- The end date (date you want to stop fundraising).
This can be any day between now and Veterans Day.



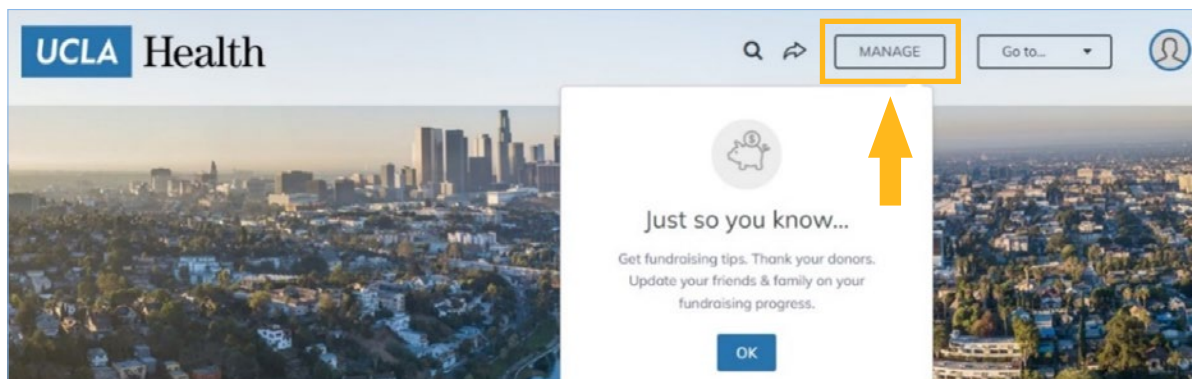
You'll then have the opportunity to upload a profile picture for your fundraising page. A profile picture personalizes your page and we encourage adding one.

***Note:** You will be able to edit all of your page details later – don't worry if you don't have everything finalized yet!*

After filling in your page details and contact info, click **Go to Page**. From here, click **Manage** to visit your fundraiser dashboard and customize your page. **Manage** will be at the top of the screen on a desktop or laptop and at the bottom for mobile devices.



From your dashboard you can change the **Story** content, change your **Page Details**, such as your profile picture or fundraising goal, and more.



Edit Your Fundraising Page

Go to your fundraising page and click **Manage** (you may need to log in first).

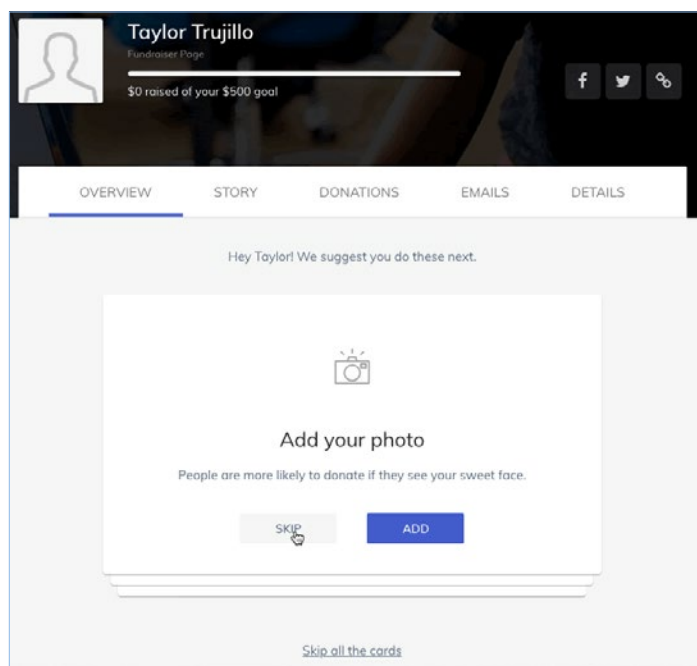
Note: Once you open your editor, the **Manage** button will be replaced with **View**. After you make your page edits, select **View** to return to your fundraising page and see your changes.

Overview Tab

The first editor tab is **Overview**. From here, you can view suggestion cards with next steps and access other content tabs. The **Story** and **Details** tabs control the appearance and details of your fundraising page.

If this is your first time viewing the editor, we recommend completing all of the suggestion cards. They will help you to add your **photo**, edit your **story**, make the **first donation** to your page, and **ask for donations** from friends and family. If you've already completed the cards, use the other sections in this guide to edit your page.

Note: If you've completed the cards, you can reset them if you ever need a refresher.






Story Tab

Your **story** is the main content that appears on your fundraising page. If you're using a desktop or laptop, you can add photos, videos, and links with the tools at the bottom of the text block. Use this tab to share the impact of donations and why Operation Mend is important to you.

STORY UPDATES



Personalize your story






This is the default story behind our campaign, but you can make it your own. Add photos, video, and text to tell people why you are fundraising!

Give the gift of health to our nation's veterans!

Please help me support Operation Mend by donating through my page! The process is fast, easy, and secure.

When you give to Operation Mend, you are helping give free, comprehensive, world-class care to our nation's post-9/11 veterans. Every dollar we raise together will make a real and immediate impact.

Thank you for your support! Please don't forget to send this page to any friends you think might be interested in donating!

B I U T     

[Reset story](#)

SAVE



Details Tab

The **Details** tab is where you can edit key elements of your fundraising page, like your **profile picture** and **fundraising goal**. Simply make the edits you need and select **Save Changes** at the very bottom when you're finished.

OVERVIEW STORY DONATIONS EMAILS DETAILS

Edit your details

Your Picture
For best quality, use a 300 x 300 px image

REMOVE UPLOAD

Fundraiser Nickname *
Joe Bruin 9/100

Page Headline *
Help me support UCLA Health! 28/255
Reset campaign headline

Fundraising End Date *
March 31, 2023

Fundraising Goal
Currency cannot be changed once a donation to your page has been made.
USD \$ 1,000.00

Set your vanity URL <https://www.engage.ucla.edu/sample>
sample

- **Profile Picture:** Click **Upload** to change your profile picture.
- **Fundraiser Nickname:** This is the name that will display on your fundraising page.
- **Page Headline:** This is the headline that appears on your fundraising page. We recommend keeping it brief.
- **Fundraising end date:** This should be the date that you plan to stop fundraising. You can select any date between now and Veterans Day.
- **Goal:** Set the amount you plan on raising. If you reach your goal early, we recommend increasing your goal for an even greater challenge and more impact.
- **Vanity URL:** This is a shorter version of your fundraising page's website address. Short URLs are easier to share and look better on social media.

Fundraising Notifications

Fundraising notifications are sent to the email you used when creating your Classy account. The notifications are designed to keep you up-to-date on your fundraising activity. Toggle them on or off to control your preferences and select **Save Changes**.

- **Comments on my fundraising page:** You'll receive this notification when someone comments on your fundraising page. This ensures you'll know when to comment back to keep your donors engaged.
- **Donations on my fundraising page:** When someone donates to your fundraising page, you'll receive this notification. This ensures you can thank donors for their gifts.
- **Encouragement emails:** When you reach a certain percentage of your goal or a specific amount, you'll receive an encouragement email.



Fundraiser Notifications

Note: If you have any additional teams or fundraising pages for this campaign, these settings will also apply to those pages.

Comments on my fundraising page

Donations on my fundraising page

Encouragement emails (% of goal reached, \$ amount raised, etc.)

SAVE CHANGES

Delete Your Fundraising Page

Select **Delete Fundraising Page** and confirm. *Once you delete your page, it can't be recovered.*

Delete your fundraising page

Only delete your fundraising page if you no longer want it. All of your settings will be lost.

DELETE FUNDRAISING PAGE

I'm done editing my page. What should I do next?

We recommend **making the first donation** to your fundraising page if you haven't already. Making the first donation demonstrates you're invested and encourages others to join you. After that, we recommend emailing or texting your fundraising page link to family and friends as well as **sharing** on social media.

Check out our **Outreach Guide** for templates, tips, and more.



Outreach Guide

Here you'll find **email** and **social media templates** and **tips**, as well as learn how to **update** and **thank** your donors.

Email

The most effective tool for raising funds is sending out a personalized email. Below you'll find tips and templates that you can copy, paste, and customize to your liking.

Email Tips

- Try to send your email out to at least 10 people in your network of friends, family, colleagues, and acquaintances.
- Send at least three (3) emails with a request to donate during your campaign. Sometimes messages get lost in people's inboxes, so reminders can be helpful. Here are some key times to consider:



1. **Campaign launch:** announce your campaign, and give a program overview for your network to learn more.
 2. **Halfway through campaign/50 percent of fundraising goal raised (whichever comes first):** share your progress with your network, and reiterate the impact of the program along with a reminder to support.
 3. **2 days before end of campaign:** last-chance emails are usually where most donations are made. Urgency is key!
- Whenever possible, personalize emails as much as you can by using nicknames, memories, and unique reasons why you want them to support your campaign.



Operation Mend Fast Facts

Use this information about the program in combination with your own personal voice to create an email that speaks to your network. Want some more language suggestions? Copy and paste the full email message templates below right into your email window. Remember, the more personal your message is, the better.

- Operation Mend is the only program in the nation dedicated to providing specialized surgical care and psychological care for the visible AND invisible wounds of war among post-9/11 veterans, service members injured in the line of duty, and their caregivers--all provided at no cost. The program relies on donations to make this possible.
- Operation Mend is the only intensive clinical program in the nation that provides treatment for caregivers in its post-traumatic stress program.
- Treatment, travel to Los Angeles, accommodations, meals, and case management are provided at no cost to the warrior and caregiver.
- Operation Mend has treated more than 1,000 veterans, service members, and caregivers since its inception.
- Donating to Operation Mend is an opportunity to change the lives of our warriors, service members, and their families. Your generosity furthers the vision of UCLA Health to heal humankind, one patient at a time, by improving health, alleviating suffering, and delivering acts of kindness – one warrior at a time, one service member at a time, and one caregiver at a time.

Examples of donation impact:

- \$50 can fund a meal voucher for one of our wounded warriors and their caregiver while they're in town for treatment.
- \$125 covers ground transportation to and from LAX for a veteran and their caregiver.
- \$250 covers the cost per night of a hotel stay for a veteran and their caregiver.
- \$1,000 funds the average round-trip airfare per veteran.

[Click here](#) to learn more about the program!

Email Templates

Feel free to send as many emails as you like. We suggest sending at least these 3!



Email #1: Campaign Launch

Subject: Join Me in Supporting Veterans!

Body:

Dear [Name],

I hope this email finds you well. I am excited to share that I am participating in the UCLA Health Operation Mend Walk with Us fundraising campaign, and I would be honored to have your support! As you may know, I am a [former patient/Buddy Family/staff member/insert affiliation and personal connection to the program here], so this cause is especially close to my heart.

Between now and Veterans Day, I will be raising funds for this remarkable program that provides specialized surgical care and mental health support for post-9/11 veterans, service members injured in the line of duty, and their caregivers, at no cost.

Operation Mend's care encompasses both physical injuries and mental health conditions, including post-traumatic stress disorder (PTSD), post-traumatic stress (PTS), traumatic brain injury (TBI), military sexual trauma (MST), anxiety, depression, and substance use issues. Treatment, travel to Los Angeles, accommodations, meals, and case management are provided at no cost to the warrior and caregiver.

Operation Mend relies on donations to make this possible, which is why I'm reaching out to you today.

By donating to Operation Mend, you are investing in advanced medical care and research for both veterans and their families. Together, we can provide healing and hope, enabling warriors to take significant steps on the road to recovery that include reconnecting with their families and communities, re-establishing personal goals, getting back to daily activities, and rejoining the workforce.

Please consider donating to my campaign before Veterans Day. You can contribute through my fundraising page at [Your Fundraising Link]. Every contribution, no matter the amount, makes a difference in the lives of veterans and their loved ones. Thank you for your consideration.

With gratitude,
[Your Name]

**Email #2:**

Campaign Reminder (Send halfway through campaign or when 50 percent of your fundraising goal is raised – whichever comes first.)

Subject:

I'm Halfway There – Help Me Reach My Goal!

Body:

Dear [Name],

I hope this email finds you well. I wanted to take a moment to remind you of the incredible impact we can make together in supporting our nation's veterans. You may remember that I reached out recently to share that I'm hosting a fundraising campaign to support UCLA Health Operation Mend. Have you had a chance to show your support yet?

Operation Mend is dedicated to providing free specialized surgical care and mental health support to veterans and their caregivers. As you may know, this cause is very close to my heart because [insert affiliation to Operation Mend Program here].

I've raised [Current fundraising total] so far, thanks to the generosity of caring people like you! But I'm not done yet, and your support is crucial to help me achieve my goal. Every gift, big or small, adds up to make a difference. With just \$50, you can fund meal vouchers for a veteran and their caregiver while they're in town for treatment. With \$125, you will be helping to cover transportation costs during their stay. These are just a couple of examples of how you can make an impact on the program.

Your donation goes a long way to help provide care for physical injuries and mental health conditions, improving veterans' quality of life, and supporting their journey to recovery. Please consider donating today if you have not already!

Visit [Your Fundraising Link] before Veterans Day to support our veterans and make a lasting impact.

Your donation, no matter the amount, will help me reach my goal.

Thank you for your support!

With gratitude,

[Your Name]

**Email #3:**

Last Chance to Support the Campaign

Subject:

Last Chance to Give Back to Our Veterans before Veterans Day!

Body:

Dear [Name],

As Veterans Day draws near, I want to reach out and share this opportunity to support veterans and their caregivers. With the help of amazing supporters like you, I have come so far in my fundraising campaign. I'm excited to share that I've already raised [Current fundraising total] – please help me reach my goal before time runs out!

This is our final call for donations. Your contribution can change the lives of post 9/11 veterans, service members injured in the line of duty, and their families both domestic and abroad. Operation mend provides mental health and surgical services at no cost to veterans or their caregivers, and relies on donations to make the program possible.

Please consider donating today to support our veterans on their journey to recovery. Visit [Your Fundraising Link] today and be a part of this meaningful cause.

Thank you for your generosity, and for being a champion for our veterans. All donations, no matter the amount, add up to make a big impact.

With deep appreciation,
[Your Name]



Social Media

Your **personal network** and **community** are the most powerful assets for meeting your fundraising goals. Remember: social media posts should be concise, personal, and encourage your network to engage with the content.

Visit socialpresskit.com/walk-with-us for downloadable campaign graphics and templates you can post directly to your social media feeds.

- **Facebook** has been shown to be the best social media platform for driving traffic to a peer-to-peer page.
- Social media content has less of a lifespan than email, so we suggest sharing at least **3-4 posts** over the course of your campaign. Posts can be buried in someone's feed after only a few hours. We suggest posting, as with email, at the beginning, middle, and near the end of your campaign.
- Posts with **images** and **videos** perform better than plain-text posts, so include wherever possible.
- Keep posts **short and sweet**. Make sure people don't have to expand your post (click the ...) to read the whole message.
- **Tag friends** in your posts or **post directly** to someone's page. This is a great way for them to be notified immediately and to reach their networks as well.
- **Instagram** allows you to add a link to your profile. Go to your page, click **Edit Profile**, and add your fundraiser page link to the **Links** section. Tell folks to visit the **link in your bio** if you post anything to your grid or story!




***Note:** You can also share to **Facebook** and **Twitter** directly from your peer-to-peer fundraising page!*

OPERATION
MEND

Fundraiser
Christina & Lucie Geist

\$1,675 Raised \$10,000

100 Mile Walk to Veteran's Day ... To Serve Operation Mend

Share   

DONATE



Recommended Accounts and Hashtags

Be sure to follow and tag these accounts on all of your posts. Include relevant hashtags too!

- **Facebook:** @UCLAOperationMend | @UCLAHealth
- **Instagram:** @OperationMend | @UCLAHealth
- **Twitter:** @Operation_Mend | @UCLAHealth
- **Hashtags for all platforms:** #UCLAHealth | #UCLA | #Veterans

Social Media Templates

Copy and paste these templates into your social media platform of choice. Make sure to include the appropriate account tag depending where you post. Feel free to customize as much as you like – the more personalized, the better!

- Did you know @UCLAHealth has a program that provides mental health and surgical services to veterans at no cost? [Operation Mend account tag] is the only program like this in the nation. I'm raising money to support this important cause that is close to my heart. Can I count on you to show your support before Veterans Day? Learn more and Walk with Us at [fundraising page link] #UCLAHealth #UCLA #Veterans
- I'm walking [X miles every day/week/month] between now and Veterans Day to support [Operation Mend account tag]. Will you Walk with Us? Operation Mend provides mental health and surgical services to veterans, and is a program that means a lot to me. Treatment, travel, lodging, meals, and care management are all provided at no cost to the veteran or their caregiver. Every dollar adds up to help me achieve my fundraising goal. Learn more and help change lives today at [fundraising page link] @UCLAHealth #UCLAHealth #UCLA #Veterans
- I'm raising money for [Operation Mend account tag], a program that is incredibly important to me. Can I count on you to Walk with Us? Every dollar goes directly to the program and helps provide mental health and surgical services to veterans **at no cost**. This is such a great cause to support in honor of the upcoming Veterans Day holiday. Learn more and give today at [fundraising page link] @UCLAHealth #UCLAHealth #UCLA #Veterans
- Thanks to my amazing community, I've already raised [Current fundraising total] for [Operation Mend account tag]! This money is going to work right away, providing treatment, travel, lodging, meals, and health care to our nation's veterans and their families. There are just [X days] and [\$X] remaining to reach my fundraising goal. If you haven't already, please give today and Walk with Us in honor of the upcoming Veterans Day Holiday. [fundraising page link] @UCLAHealth #UCLAHealth #UCLA #Veterans



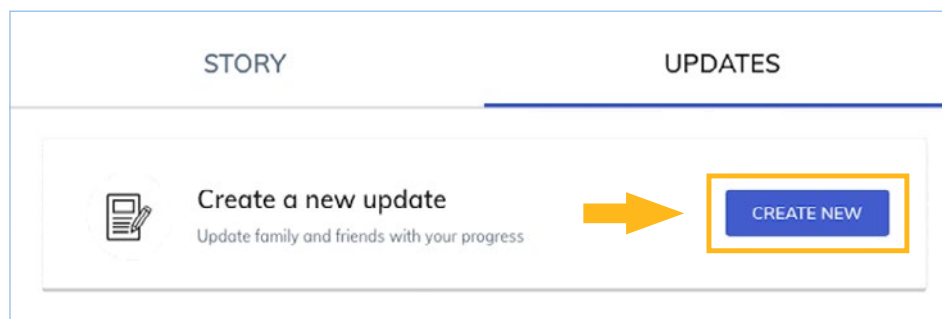
- This is your last chance to support my fundraising campaign for [Operation Mend account tag]! We are in the final hours before Veterans Day, so make sure to show your support today. Every gift, no matter the amount, adds up to make a big impact for veterans and their families. Can I count on you to Walk with Us? Learn more and give now at [fundraising page link] @UCLAHealth #UCLAHealth #UCLA #Veteran

Updates

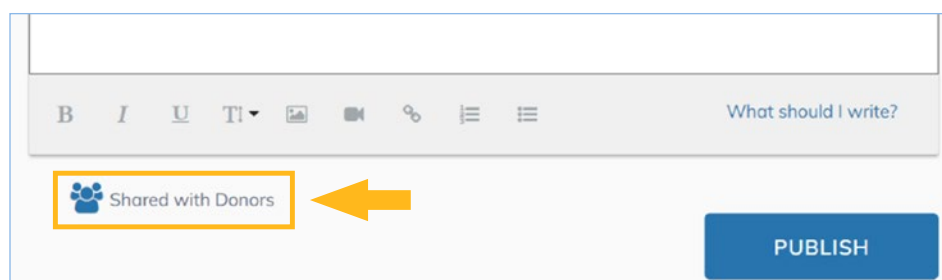
You can use the **Updates** to keep donors to your campaign engaged with your fundraising progress. Unlike fundraising emails or social media posts, these messages will go out directly through your fundraising page and will only be sent to those who have already supported your campaign. Access the **Updates** feature through the **Story** tab in your fundraiser dashboard.

Post an Update

Once your editor opens, click the **Story** tab and then click **Updates**. From here, you can use the Create New button to post a new update.



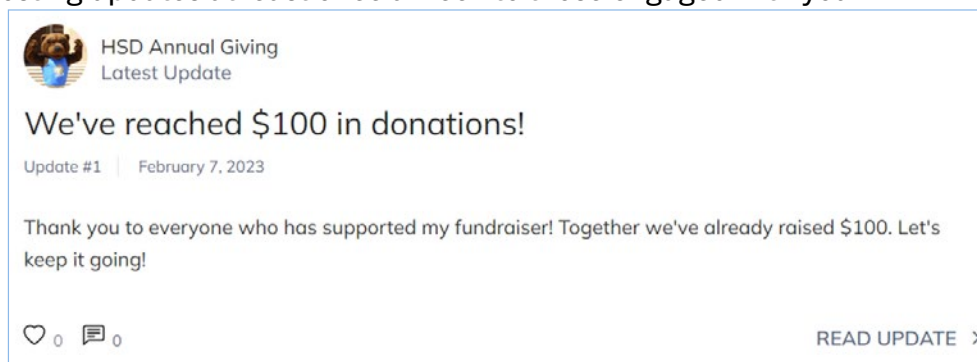
Write your message in the text block that appears. To add images, videos, and links, use the tools at the bottom of the text block. You'll also see a **Shared with Donors** icon at the bottom of the page—this sends a notification email to your donors when you publish the update. It is active by default but you can turn it on or off by clicking it.





Click **Publish** to post your update. Once it's posted, it will appear on your fundraising page and be shared with your donors over email (if enabled). Click the **View** button at the top of your screen to see it.

We recommend posting updates at least once a week to those engaged with your

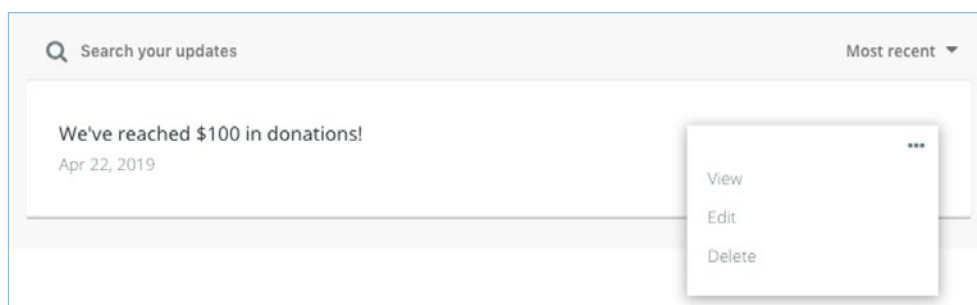


fundraiser. You can share progress toward your goal, information about the program, or ask those who have already supported to share the page with anyone they think might be interested in donating.

Edit or Delete an Update

To edit or delete an update, open your editor, click the **Story** tab and then click **Updates**. Click the three dots on the post to edit or delete the update.

Thank Your Donors

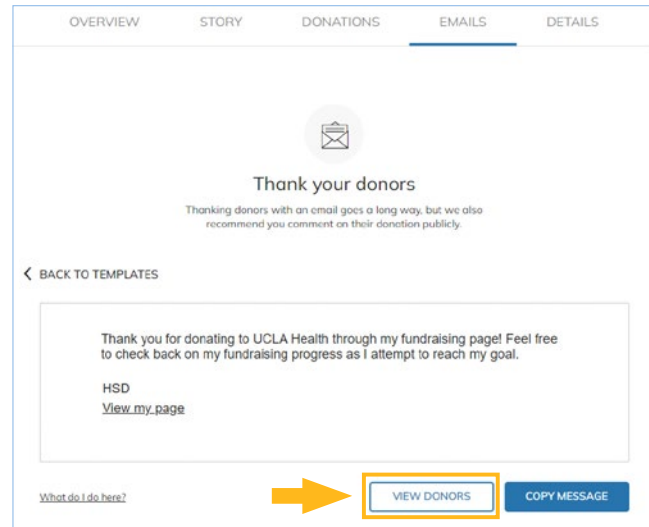
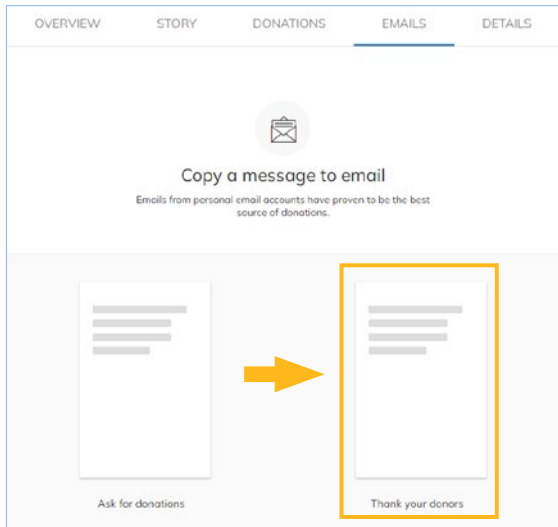




When you've reached your goal, or as you go, you can thank your donors through your fundraiser dashboard under the **Emails** tab.

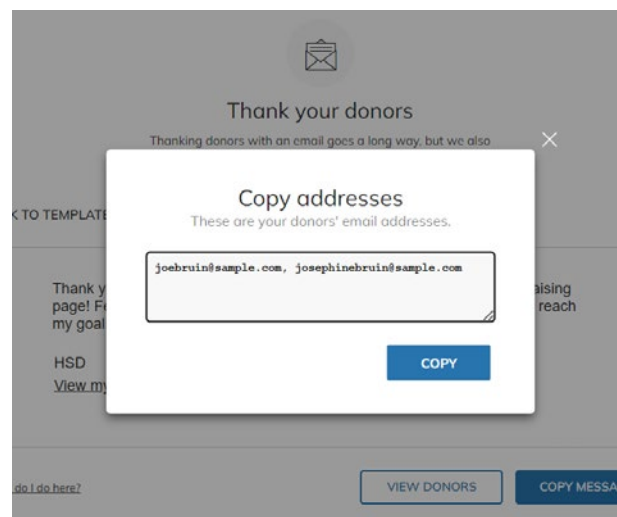
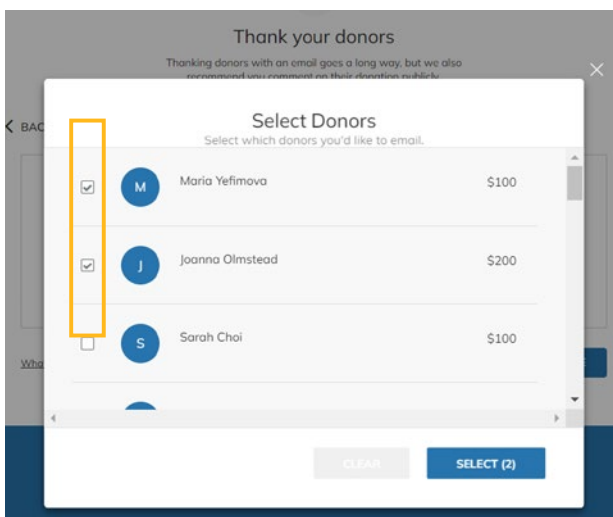
Click **Copy Message** and paste the text into the body of your own email, adding personalization if you wish. Click **View Donors** to pull up the full list of those who have donated to your page and access their email addresses.

Click the checkboxes next to the donors whose email addresses you'd like to copy and click **Select**.



A new window will pop up containing the email addresses of the donors you selected. Click **Copy** and paste the email addresses into your personal email window.

Finish customizing and sending your email from your personal email window.





FAQs

1. What is UCLA's tax ID?

UCLA's federal taxpayer ID number for gifts to the UCLA Foundation is **95-2250801**. Giving opportunities on the UCLA Health peer-to-peer fundraising website are administered via the UCLA Foundation. Please visit uclafoundation.org/disclosures for additional information.

2. What if a potential donor to my fundraising page wants to send a check?

Please ask them to make checks payable to “The UCLA Foundation” Indicate the name of the program you're supporting (Operation Mend) in the **Memo** line.

Mail by check via USPS:

The UCLA Foundation
PO Box 7145
Pasadena, CA 91109-9903

Mail by check via FedEx or UPS:

The UCLA Foundation
Attn: Patrick Bruno
Lockbox 7145
14005 Live Oak Ave.
Pasadena, CA 91109-9903

Please send an email to hsd_annualgiving@mednet.ucla.edu or call us at 310-206-6484 to let our team know that the check is coming. We will add the donation amount toward your fundraising goal. **Note:** *this process is manual, so check contributions will not be applied automatically without your prior notification.*

3. Can I add an offline (check) contribution to my fundraising page total?

Yes! See **FAQ #2** for more information.

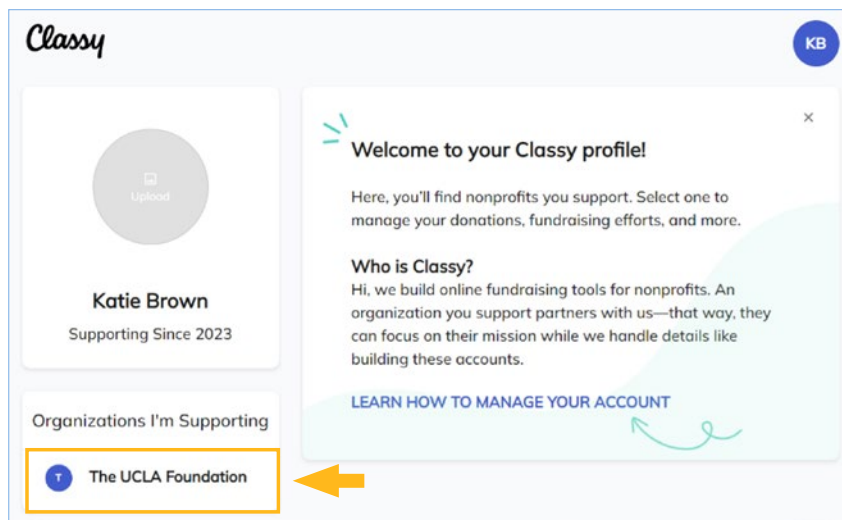
4. How do I re-send myself a donation receipt?

We automatically send a donation receipt to the email we have on file for you. You can always resend yourself a receipt using the steps below. This is helpful if you need to itemize your deductions at the end of the tax year.

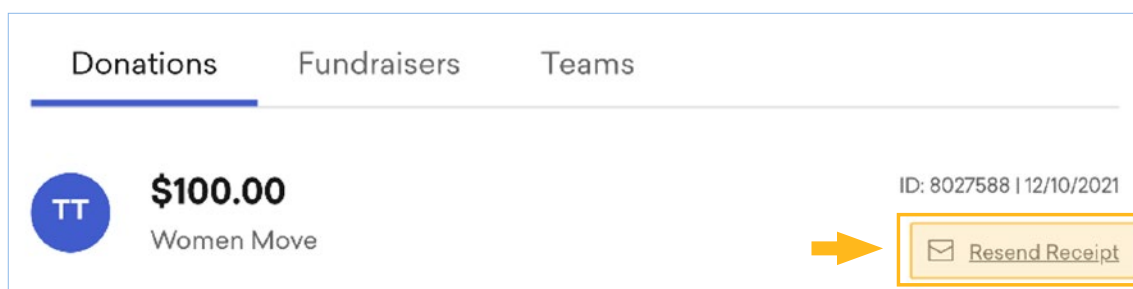
Log in to your Classy account. If you're already logged in, visit classy.org/profile to view your **Supporter Dashboard**.



Click on **The UCLA Foundation** under **My Organizations** to open your **Supporter Page**.



Scroll to the bottom of the page and click the **Donations** tab. Select **Resend Receipt** next to the donation you need a receipt for. This will send a receipt to the email you used to log in to your Classy account.



To send your receipt to a different email address, scroll to the top of this same page and select **Settings** in the top content block. This will reopen your **Supporter Dashboard**, where you can update your email.



See **FAQ #5** for how to update your email address within your **Contact Information**. Once updated, return to the **Supporter Page** via classy.org/profile and resend the receipt.



5. How do I change my contact information in Classy?

Log in to your Classy account. If you're already logged in, visit classy.org/profile. Scroll to the bottom of the page until you see your **Contact Information Card**. Click **Edit**.

Contact Information → EDIT

First Name Alex	Last Name Harjo	Email Address alex@email.com
Phone Number	Street Address	

Edit your contact information and click **Save**.

6. How do I manage my recurring donation?

Email us at hsd_annualgiving@mednet.ucla.edu or call us at **310-206-6484** and we'll help you out! Please note that our regular business hours are M-F, 8:00 a.m. – 5:00 p.m. PT.

7. My employer has a matching gift program. How do I match gifts to my fundraising page?

To find out if your company has a matching gift program already set up with UCLA, please visit matchinggifts.com/ucla and search for your employer's name. If your company is eligible, request a matching gift form from your employer, and mail it completed and signed with your gift to the below address. We'll take care of the rest! *Please see check instructions (FAQ #2) for more information, or print out your donation receipt if you completed your gift online.*

8. Contact Us

Don't see your question here? Email us at hsd_annualgiving@mednet.ucla.edu or call us at **310-206-6484** and we'll help you out! Please note that our regular business hours are M-F, 8:00 a.m. – 5:00 p.m. PT.