

FUNDRAISING GUIDE

Step 1: Outreach

Go through your contact list and write down those you feel comfortable asking for a donation.

Reach out to your friends and family directly, instead of a mass group. Be sure to personalize your message with the WHY you are walking the Snowflake Streak and WHAT their donation will go toward. Don't forget to include your fundraising goal!



Step 2: Social Media

Use your social media platforms to maximize your fundraising effort.

Encourage your social network to walk with you in the Snowflake Streak or help you fundraise.

Studies show it takes on average three "asks" for someone to donate—you are not being annoying—don't worry!



Step 3: Be Creative

Here are some fundraising ideas and activities:

- Hold your own fundraising party with an entry fee or host a sale—baked goods, jewelry, meals, auction or raffle.
- Post-It Palooza. Write out #1-25 on post-its and take a picture. Ask your network to claim a number to donate and challenge them to claim them all!
- Ask for donations to wear jeans to work or school.

PRO TIPS

Outreach

The best way to get donations is to create a personalized message and send it out on a Sunday. Make sure to be clear and concise. If you are participating in our Snowflake Streak because of a personal experience and are comfortable sharing your story, add it to your message.



Remember, small, fun activities lead to a larger impact when connecting people to a mission. Bring treats or other items to the office when you are asking coworkers to donate, share the clinic's Annual Report, brochures and video and create fun fundraising challenges.



All of these ideas are nice ways to personalize your outreach!

Social Media

After completing the outreach step of prospecting and personalizing, you are ready to reach out to your social media network!

Ideally, introduce Health Partnership Clinic's Snowflake Streak event to your network first, including a link back to our event page; before asking them to make a donation.

Once that introduction has taken place, start your social media campaigns with a link back to your personal team member donation page. Instagram allows you to create a poll asking followers to donate to your page. If they click "yes" they will donate. Feel free to follow up with them individually! Start a social media challenge and share with your followers.



Facebook is also an option for fundraising. You can share the link of your personal fundraising page so that your friends can go directly to it and immediately donate.

JUST BE YOU! Your colleagues, friends and family care about you whether they are able to donate or not.

Health Partnership thanks you for raising critical awareness and/or funds for the Snowflake Streak. We look forward to walking with you!

We encourage you to personally thank each of your donors for supporting you and the HPC mission.

If you need more information on fundraising tools, please contact Hayward Lafferty at hlafferty@hpcks.org.



How to Raise \$250 in 10 Days

Nov. 1	Make a personal donation of \$35	\$35
Nov. 2	Ask 8 friends for \$5	\$75
Nov. 3	Ask 3 close friends for \$10 each	\$105
Nov. 4	Ask a neighbor for \$15	\$120
Nov. 5	Ask a family member for \$35	\$155
Nov. 6	Ask your siblings to pitch in \$40	\$195
Nov. 7	Ask your social media network for \$10	\$205
Nov. 8	Ask your stylist, barber or doctor for \$5	\$210
Nov. 9	Ask your partner for \$30	\$240
Nov. 10	Ask a coworker for \$10	\$250



OUTREACH TEMPLATES

Template for Text Message

(Start with a personal touch. Example: "Hey Sarah, hope the kids are doing well!")

I'm excited to share that I'm joining the Snowflake Streak Family Walk on Jan. 31, 2026 to support Health Partnership Clinic. This event raises funds so low-income and uninsured kids and adults in our community can get the care they need.

(Add your personal reason: "I'm walking because everyone deserves access to health care.")

I'd love your support! You can donate here: [Insert your fundraising page or link to hpcks.org/snowflake]

Thanks so much—your support truly makes a difference!

—[Your Name]



Template for Email



I'm thrilled to share that I'll be participating in Health Partnership Clinic's Snowflake Streak Family Walk on Jan. 31, 2026! This event means a lot to me, and I've set a personal goal to raise \$_____ in support of Health Partnership's mission. I'd love your support in helping me reach it.

The Snowflake Streak is more than just a fun walk—it raises vital funds to ensure that low-income and uninsured children and adults in our community get the care they deserve. Did you know that more than 50 percent of patients at Health Partnership are uninsured? Without this clinic, many would go without primary and preventive care.

That's why this event is so important. It not only provides an opportunity to give back, but also shines a light on the clinic's mission of delivering quality, affordable and accessible medical, dental and behavioral health care to families in Johnson County and beyond.

(Here's where you add your personal "why." Example: "I'm walking because I believe every child should be able to see a doctor, no matter their family's financial situation.")

I hope you'll consider supporting me in the Snowflake Streak. Every donation—big or small—makes a real difference.

Please donate here: (Insert your personal fundraising team page or link to hpcks.org/snowflake)

With gratitude,

(Your Name)

