



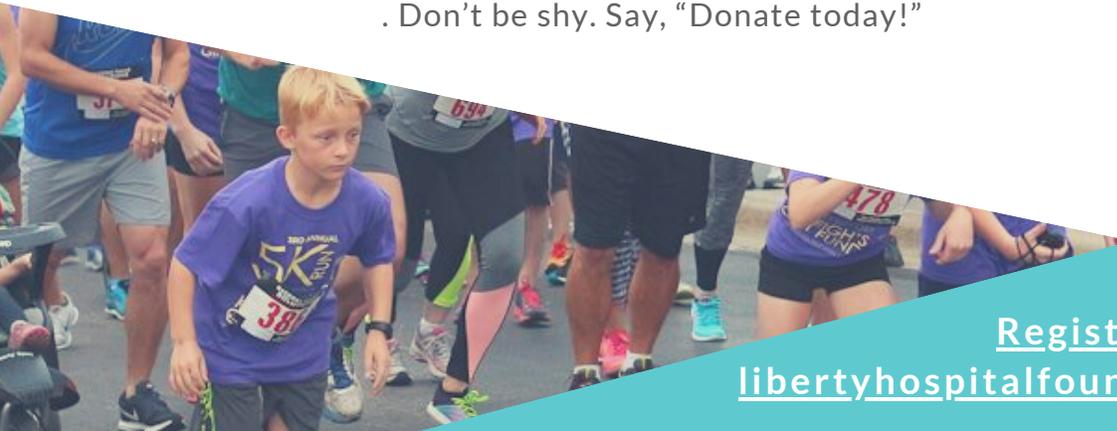
KYLEIGH'S GIFT VIRTUAL RUN/WALK FUNDRAISING RESOURCES

TOP 5 Ways to Meet Your Team Goal

1. Update your personal page with a story, picture, or even a video! Share your passion and excitement for helping Northland infants and families. Something created quickly and easily with your phone can be incredibly powerful.
2. Email friends, family, and members of your team to encourage them to make a donation or join your team. Share the Facebook event with your Facebook friends. Post a team sign in your yard – email foundation@libertyhospital.org to request one.
- 3 Post to Facebook, Twitter, Instagram, and other social media sites to create excitement. Use the hashtags #KyleighsGift and #InfantLoss and #MiscarriageAwareness.
- 4 Reach out to your other contacts. Email co-workers, neighbors, and acquaintances and ask for their support. You'll find many families in our community have their own story!
- 5 Thank everyone who gives. A short, quick and sincere email, text or note of appreciation goes a long way and might even inspire them to give again.

Write Messages That Motivate:

- . Involve your reader. Remind them why they should care.
- . Be brief! Get straight to the point.
- . Don't be shy. Say, "Donate today!"



Register Online:
libertyhospitalfoundation.org/kyleighsgift



KYLEIGH'S GIFT VIRTUAL RUN/WALK COPY & PASTE!

Feel free to use the posts below for Facebook, Twitter, and Instagram - revise them to make them your own. You can even tag friends and family to include them.

- I signed up for #KyleighsGift. I can't wait to help Northland families and Liberty Hospital's tiniest patients! Join my team, or start your own.
- I need your help! Please pledge to support me for #KyleighsGift, a cause I am passionate about - I want to help families facing infant loss and miscarriage in our community.
- Let's team up to help infants and their families get the support they need! Pledge to support me for #KyleighsGift and help us provide infant wellness and parent resources to families right here in the Northland.
- I am walking for ((insert your personal reason here)). I'm asking for your support. Please give and support my efforts for Liberty Hospital Foundation's #KyleighsGift.
- Here's your chance to make a BIG impact for Liberty Hospital's tiniest patients. Join me in helping provide sleepsacks to every baby born at Liberty Hospital to promote safe sleeping habits. Please support my #KyleighsGift fundraiser with a gift today!

