



Quick-Start Guide to Fundraising

What Is the Summer Games Challenge?

The Summer Games Challenge is a fundraising campaign to celebrate the excitement around this summer's Olympic Games and help raise donations for the Society of Critical Care Medicine (SCCM). **The Summer Games Challenge runs August 23, 2021, through September 6, 2021, at 11:59 P.M. Central Time.** The concept is similar to a Facebook birthday fundraising event where fundraisers email a donation page link to friends, family, and colleagues requesting a donation to SCCM. Pretty simple!

Just like the Olympic games, competition always brings out the best in participants. That's why SCCM is asking all chapter and section members to become **fundraising ambassadors** to help raise money on SCCM's behalf to help reach its **\$10,000 goal**. To create a little friendly competition and to add some motivation to help your chapter or section go for the gold, all participants will be eligible to earn prizes for themselves and their team. Top fundraisers will receive valuable SCCM store coupons, and all chapters and sections **will receive 20%** of the total money they raise. See the Awards and Recognition section below for more details.

Why is SCCM raising funds?

The Summer Games Challenge will raise money to help support SCCM's disaster relief efforts around COVID-19 and other natural and man-made disasters. Since March 2020, the Society has responded to the pandemic by supporting healthcare professionals and patients around the globe. **Please watch the short video on the campaign donation page featuring former SCCM president Dr. Lewis Kaplan to see what SCCM has accomplished.** To prepare for what might come next, SCCM needs donations to continue to support the entire global critical care community whenever help is needed. With your help SCCM can achieve this goal.

How to get started as a fundraiser

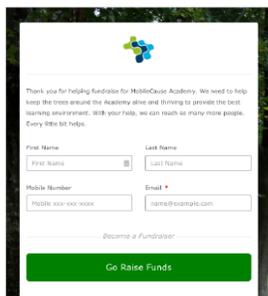
1. Visit <https://app.mobilecause.com/vf/SCCM> and select your chapter or section.
2. On your chapter or section page, select "Join This Team" to become a fundraiser or "Make a Donation" to donate to your chapter or section.
3. To become a fundraiser, complete the information and submit.
4. Personalize your page with a picture, set your goal, and add a personal message or story to the text that is preloaded on the page, and click "Save."
5. Watch this tutorial on how to set up your personal fundraising page:
<http://mcause.us/fundraiser>
6. See the **Set-up Guide** below for more step-by-step details.

Peer-to-Peer Quick Set-up Guide

Quickly and easily setup and share your peer-to-peer fundraising page to begin raising money and making a difference

STEP 1

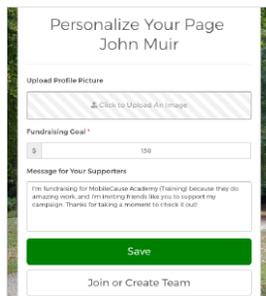
Become a fundraiser



1. Click the "Become a Fundraiser" button
2. Fill in your information and submit
3. Click "Personalize my Page"

STEP 2

Personalize your page



1. Upload a picture of yourself
2. Set your personal fundraising goal
3. Personalize your message
4. Click "Save" to go to your page or "Join or Create a Team" if you are part of a team

STEP 3

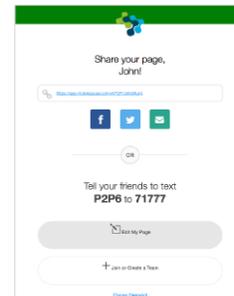
Share your page



1. Share your page with your network by clicking on the Facebook, Twitter or Email icons to automatically create a message with a link to your fundraiser page

STEP 4

Revise your page



1. Save the confirmation email for the link to edit or update your page
2. It also includes your personal URL, social share buttons, and keyword and shortcode for sharing

For a video of these steps: <http://mcause.us/fundraiser>



Four tips to get you to your fundraising goal

1. Make a self-donation to get your fundraising event off to a fast start.
2. Send out seven to 10 emails per week to friends, family, and colleagues. Over half the people who receive an email about a fundraising campaign donate. **Your personal fundraising page has an easy-to-forward email template link at the top of your page.**
3. Post your fundraising event on Facebook or Twitter using the links at the top of your fundraising page.
4. Keep your personalized text-to-donate number handy so when you are talking with people you can ask them to donate from their phone. Your personalized number is at the top of your fundraising page.

Have a question? Contact Mark Lenhart, SCCM's Chief Philanthropy Officer, at mlenhart@sccm.org or +1 847 827-7633 for help.

Awards and Recognition

Team Awards

In the spirit of the Olympic games, SCCM will award **Gold, Silver, and Bronze** recognition and bonus prizes to the top three point-earning teams using the scoring system below. Each chapter and section is considered a team. All Summer Games Challenge winning teams and individuals will be recognized at SCCM's 2022 Critical Care Congress.

Participating members of each winning team are eligible for these bonus prizes with a minimum of \$25 raised. All bonus prizes are in addition to any individual awards earned.

- Gold = \$50 bonus store coupon
- Silver = \$25 bonus store coupon
- Bronze = \$15 bonus store coupon

Determining the Winning Teams

The highest cumulative point totals in all three award categories will determine the winning teams. The highest point-earning team will win **Gold**, second-highest will win **Silver**, and third-highest **Bronze**. If two teams tie in a category, the team with the largest overall total dollars raised will receive the higher points.

Award Categories and Scoring

1. Prorated average total dollars raised (dollars raised/number of members as of 9/6/21)
 2. Prorated average number of donors (number of donations/number of members as of 9/6/21)
 3. Prorated average number of fundraisers (number of fundraisers in chapter or section/number of members as of 9/6/21)
- 10 points = first-place team per category
 - 8 points = second-place team per category
 - 5 points = third-place team per category

Individual Awards

- All fundraisers who raise a minimum of \$75 will receive a \$15 SCCM store coupon.
- The top three fundraisers in each chapter and section with a minimum of \$150 raised will receive a \$50 SCCM store coupon.
- The top fundraiser overall (one chapter and one section) with a minimum of \$300 raised will receive Congress recognition and a \$100 SCCM store coupon.
- **The awards are cumulative, so an individual fundraiser can win multiple awards.**
- **An SCCM store coupon can be used for books, meeting registration, or SCCM merchandise.**

Chapter and Section Share

All participating chapters and sections will receive 20% of all donations raised between August 23 and September 6, 2021 at 11:59 p.m. Central Time.

FAQs

Q: How do I share my page with friends and family?

A: Use the social share buttons on your personal fundraising page to send messages with the donation form to your friends and family. You can also use your personal URL or keyword to share your page and add the link to your email signature or your social media profiles.

Your personal keyword is a great way to share your campaign verbally. When you are chatting with people about your fundraising efforts, ask them to pull out their cell phones and text your personal keyword to 71777.

Q: What is my personal URL and text keyword?

A: Your URL and keyword are in the email that was sent to you when you registered as a fundraiser. This email also has a link for you to change your password and edit your page. We recommend keeping it available during the campaign.

Q: Who can give during the Summer Games Challenge?

A: Anyone can give to SCCM! Even if you think someone might not be interested, they might be interested in supporting you and learning more about why critical care medicine is important to you. Be sure to share your story and explain in your own words why SCCM is important to you and how it has impacted your life.

Q: My friends and family can't afford to give a lot; is this ok?

A: Yes! Even a gift of \$5 will make a difference. Family foundations and corporations that SCCM approaches for larger gifts look at community support when making fundraising decisions. One of the ways community support is demonstrated is through a growing donor base. So every small gift is important because it can be a critical part of helping to secure a larger gift.

Q: Are the donations secure?

A: Yes! Our donation forms are all PCI level 1 compliant, which is the highest level of transaction security available.

Q: How do I personalize my page? What can I personalize?

A: Click "Edit My Page" on the email that was sent to you when you registered. You can add a picture (square pictures with a 1:1 ratio work best), change your goal, and write a personal message about why SCCM and the Summer Games Challenge campaign is meaningful to you.

Q: How will I know if someone donates to my campaign?

A: You will receive an email when someone makes a gift to your campaign. The donor will receive an automatic thank-you note from SCCM, but it is a great idea for you to reach out to them and thank them personally for their help.

Q: My friend made a gift, but the gift was not applied to my page. What should I do?

A: Reach out to Mark Lenhart at mlehart@sccm.org with the donor's name, gift amount, and phone number. It may take up to five business days to have the gift moved.

Q: What types of gifts are accepted during the Summer Games Challenge?

A: Gifts made by credit card or PayPal using your personal giving form are easiest. They are immediately counted toward your fundraising goal. If someone wishes to make a gift by check, please send it to the address below and it will be counted toward your fundraising goal.

The Society of Critical Medicine
Attn: Mark Lenhart
500 Midway Dr.
Mt Prospect, IL 60056

Q: Are gifts to SCCM tax deductible?

A: Yes! SCCM is a tax-exempt organization under IRS 501(c)(3). Contributions are tax deductible to the fullest extent allowed by law. Donors will receive a tax receipt for their contribution within moments of making their gift.

Helpful Hints

During Your Campaign

- Be proud and excited to share the good you are doing. Your fundraising will save lives! Using multiple communication channels to reach friends and family is the most effective way to get the word out and bring in donations.

FUN FACT: Statistics show that the more often you ask, the more funds you will raise. In one study, those who sent more than 25 emails raised at least \$1300.

Storytelling Works

- Tell a story, incorporating your personal experiences and dedication to caring for critically ill patients during the pandemic.
- Telling a story will not only encourage others to support you—it can also give you a way to broach the topic of donations made by friends, family members, and coworkers.

Provide Campaign Updates

- Let your supporters know how your campaign is going and how you are progressing toward your goal.

- Tag supporters on social media when they donate.
- Post weekly social media updates about your progress and share the percentage attained of your goal.
- Send friendly reminder emails to those who have not yet donated and provide them with the text-to-donate number to make it easy for them to donate on their mobile device.

FUN FACT: Campaigns receive 125% more donations when the fundraiser updates supporters.

Follow Up With Donors

- Keep people posted about your progress toward your goal. Send a quick note at the conclusion of the campaign to let them know your results.
- Send a note or email thanking people who supported the campaign.

FUN FACT: Eighty percent of donors say a simple thank-you would convince them to make a second donation.

How to raise \$100 in a week

- Text or email 10 friends asking for \$10.
- Make a \$25 donation to yourself and ask three colleagues to match your efforts.
- Post your fundraising page link twice on Facebook and Twitter.

FUN FACT: Your chapter earns 20% of all donations received prior to September 6, 2021, at 11:59 P.M. Central Time,