



Fundraising Guide



Phoenix Children's[®]
Foundation

Teen Council

GivetoPCH.org/TeenCouncil

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This guide will give you the resources to invite others to join the cause and help you and Teen Council have our most successful year yet!



Your Raisely Page

We are one team with individual goals

Your fundraising page - ignitehope.raiselysite.com

Your individual fundraising page will roll up to the Teen Council Team Leaderboard. Collectively, all the money we raise will go to the hospital funding need that is voted upon as a group.

Personalize your fundraising page

Set your goal and be your first donor! Your friends and family will be inspired by your dedication. Encourage them to donate to your page by sharing reasons why you are supporting Phoenix Children's. Consider using pictures and videos to help make your "why" come alive.

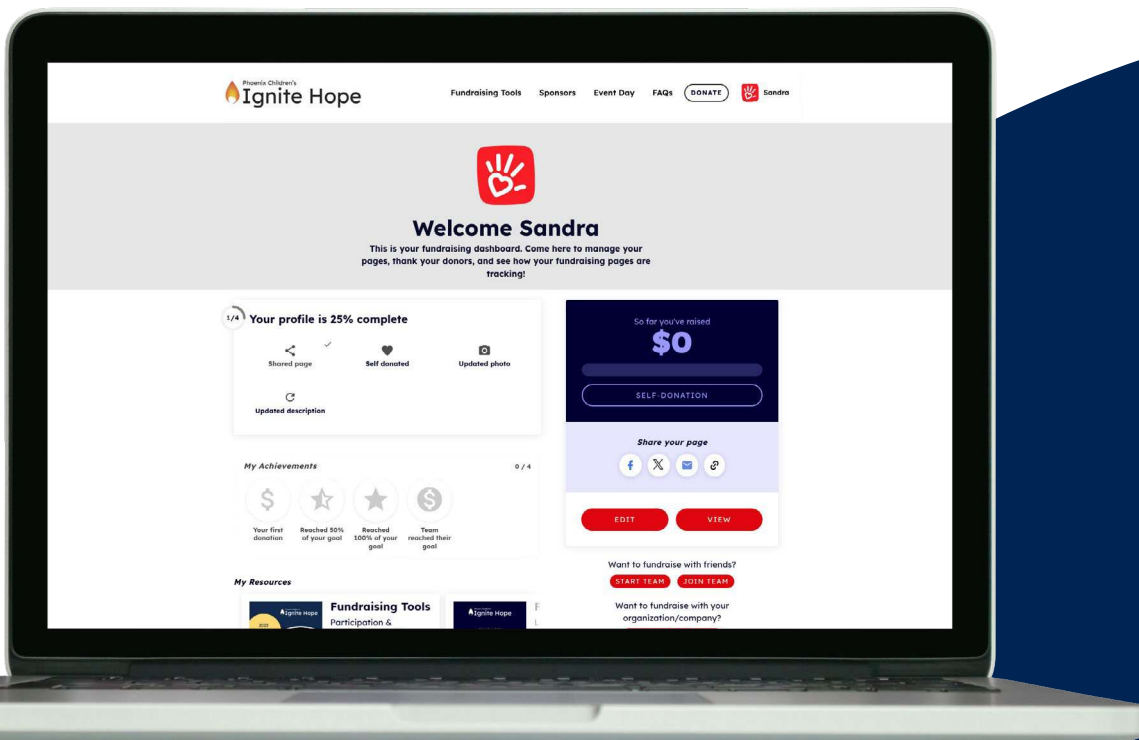
Share your fundraising page

Time to get social! Post your link on Facebook, put it in your Instagram bio, and don't forget Twitter and LinkedIn. Fun fact: People who have used social media to promote their page have seen a 40% increase in donations.

Use your personal QR code to direct donations to your page

Friends, family and sponsors can find your page and donate through the website ignitehope.raiselysite.com/en/

Monitor your dashboard, set up your profile and track your progress!



Crafting Your Pitch

Every dollar counts!

Share your story by personalizing your message

Sharing why you're involved with Phoenix Children's helps your social media network feel connected with your passion for and participation in the cause. Include why you are fundraising for Phoenix Children's, or your connection to the hospital, and information about our selected hospital funding need.

How to make the ask

The simple truth is that people give because they are asked to give. Inviting people to support a cause takes courage and conviction that donating to Phoenix Children's really matters.



Tips:

First, listen. Ask, "Do you have any connections to Phoenix Children's?"

Keep it short and sweet. Only use 1-2 facts and share a story.

People give to people—a smile goes a long way.

Positivity is key! The worst they can say is no. Don't get discouraged if they do!

Be specific—tell them the goal you're trying to reach and why.

Identify your audience. Start with people who know and care about you.

Have fun!

Every Penny Counts

100% of all donations will fund our selected hospital funding need.
The smallest of items can make a big difference.



\$7.23

baby bottle and
cleaning kit



\$6.50

meal voucher



\$2.79

stethoscope



\$10.75

children's
activity set



\$12.10

thermal blanket



\$9.86

box of child-size
face masks



\$82.69

car seat



\$49.31

therapeutic toy



\$99.69

pulse oximeter



\$150.00

red wagon

Tip: Be sure to share this information when you are asking for donations. Every donation adds up.



Kick-Start Your Fundraising

Get creative with fundraising ideas

- Do a social media challenge on TikTok or Instagram
- Offer pet sitting, dog walking or yard work in exchange for donations
- Create a gift-wrapping service for the holidays
- Host a bake sale or car wash
- Host a school talent show or a game or movie night
- Hold competitions like a water balloon toss, guessing how many candy corn are in the jar or school challenges

Every dollar counts, and your efforts will make a difference in the lives of children.

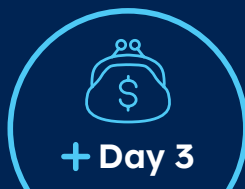
How to raise \$200 in 10 days



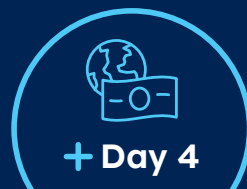
Donate \$20 to your own page.



Ask your parents or significant other to donate \$20.



Ask your best friend to donate \$20.



Ask an extended family member to donate \$20.



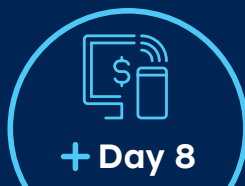
Ask a sibling to donate \$20.



Ask your boss or teacher to donate \$20.



Ask your neighbor to donate \$20.



Ask a friend on social media to donate \$20.



Ask a friend from your church, club or sports team to donate \$20.



Ask a co-worker or someone in your class to donate \$20.

Ultimate School Challenge

It only takes a spark!

Thank you for being a Phoenix Children's Teen Council member. As a leader, you are an advocate for our young patients, and your voice, your influence and your passion are your greatest assets. What better place to expand your reach than with your peers at your school?

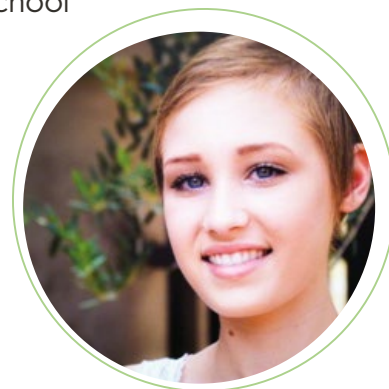
We know that enthusiasm is infectious. It only takes a spark to ignite change ... and to ignite hope.

That is why we are encouraging Teen Council members to use their influence at their schools to "light a fire" with other student leaders and organizations within their school to form a school team for Ignite Hope.

Encourage student groups at your school to form one school team and register to walk in Ignite Hope to raise money for Phoenix Children's. Have different student groups challenge one another—e.g., Student Government, Key Club, NJHS, the soccer team, etc. Your leadership can ignite other school leaders and inspire students to help students and kids to help kids!

Explain to your school leaders why Ignite Hope is so meaningful to Phoenix Children's and our community. The inaugural Ignite Hope took place in December 2012, after **Katie, a 15-year-old high school sophomore**, was diagnosed with a rare form of stage 4 cancer. While she was undergoing aggressive treatment at Phoenix Children's, Katie's friends from high school and her church youth group held a candlelight vigil in her honor at the hospital. They wanted to give her something, and they did—the gift of hope.

Not only was Katie looking out her window at the hundreds of kids gathered for her, but other patients also received that same gift as they peered from their windows. That's how a new tradition was born at Phoenix Children's. Katie passed away in September 2013, but her legacy continues to inspire the Valley each year.



Ignite Hope is a night where classmates, families, neighbors, friends and loved ones come together to enjoy an afternoon of food, games and photos with Santa. As the sun sets, thousands of people walk from North High School to Phoenix Children's, their candles lighting up the night to ignite hope for those in the hospital during the holidays. With your help, we can have more kids helping kids and make this year's Ignite Hope our most successful event ever!



Arizona Charitable Tax Credit

Support the Teen Council at no cost to you.

Did you know there are ways to support Phoenix Children's Teen Council that could cost you nothing? Thanks to the Arizona Charitable Tax Credit, eligible Arizona taxpayers can support Phoenix Children's—and potentially receive the full value of their gift back on their state taxes.

How the Arizona Charitable Tax Credit Works

When you make a cash donation to Phoenix Children's Foundation in support of Teen Council, you may be able to claim a dollar-for-dollar credit for your gift on your state tax return, even if you don't itemize.

For the 2026 tax year, individual filers can claim the credit for gifts of up to \$509, and joint filers can claim it for gifts of up to \$1,009. To learn more about the Arizona Charitable Tax Credit, please visit GiveToPCH.org/TaxCredit.

Email Templates



Email Sample 1: Inviting Others to Donate

Subject: Join Me in Making a Difference in the Lives of Children

Dear [Friend's Name/Co-worker's Name/Family Member's Name],

I am writing to ask you for your support. I am a member of the 2026 Phoenix Children's Teen Council, and together we are working to improve the lives of sick children. We are raising money for [selected hospital funding need] at Phoenix Children's.

Helping the young patients at Phoenix Children's is important to me because [describe why you joined the Teen Council].

That is why I am asking my friends and family to join me in making a difference for these young patients. [Include a link or instructions on how they can make a donation either online or by QR code.]

[Optional additional blurb on the Arizona Charitable Tax Credit Impact]

Also, if you are an Arizona taxpayer, your gift may also qualify for the 2026 Arizona Charitable Tax Credit. This means your donation could reduce your Arizona state taxes dollar for dollar (up to up to \$506 for those filing individually and \$1,009 for those filing jointly), while making a meaningful impact for children and families who rely on Phoenix Children's.

Your support means a lot to me, and I hope you will consider making a donation. Any donation of any size makes a big difference.

In hope and gratitude,
[Your Name]

Email Templates *(cont.)*



Email Sample 2: Making a Case for Philanthropy and Donations

Subject: Your Opportunity to Make a Difference

Dear [Friend's Name/Co-worker's Name/Family Member's Name],

Today, I want to talk to you about something that's close to my heart—philanthropy and the power of giving. I firmly believe that each of us has the ability to make a positive impact on the world.

This is why I became a Teen Council member at Phoenix Children's. I am fundraising for [selected hospital funding need].

Can you imagine the stress these patients and families are feeling? [Explain why this cause is important to you personally. Share a personal story if applicable.]

Every dollar we contribute makes a difference. It provides a glimmer of hope, a helping hand, and an opportunity for someone in need. [Optional additional blurb on the Arizona Charitable Tax Credit Impact] Also, if you are an Arizona taxpayer, your gift may also qualify for the 2026 Arizona Charitable Tax Credit. This means your donation could reduce your Arizona state taxes dollar for dollar (up to up to \$506 for those filing individually and \$1,009 for those filing jointly), while making a meaningful impact for children and families who rely on Phoenix Children's.

I invite you to join me in this meaningful journey. Your donation, no matter the size, will have a ripple effect. Together, we can be part of something greater than ourselves, and together, we can make a change. [Include link or QR code and instructions on how they can make a donation.]

Thank you for taking the time to consider this request. Your generosity will make a real impact, and it will be greatly appreciated.

With gratitude,
[Your Name]

Email Templates *(cont.)*



Email Sample 3: Thank You for Supporting Phoenix Children's

Subject: Your Support Made a Difference!

Dear [Friend's Name/Co-worker's Name/Family Member's Name],

I wanted to take a moment to express my gratitude for your donation and support for the young patients and families at Phoenix Children's and [selected hospital funding need].

Thanks to your generous contribution, we were able to raise [enter amount raised]. Your belief in me and our cause and your willingness to take action are truly inspiring. Your continued support means the world to me.

Once again, thank you for your kindness and generosity.

In hope and gratitude,
[Your Name]

[Optional additional blurb on the Arizona Charitable Tax Credit Impact] P.S. If you are an Arizona taxpayer, your gift may also qualify for the 2026 Arizona Charitable Tax Credit. Learn more by visiting GiveToPCH.org/TaxCredit.

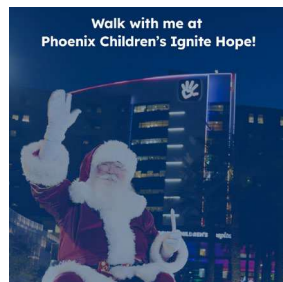


Social Media | Stories | Recruiting

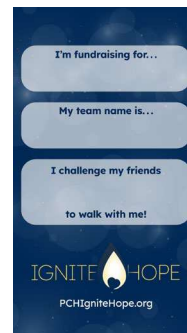
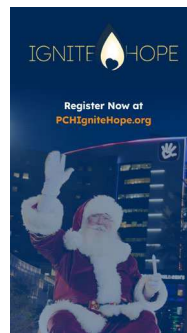
Use your voice to make a difference for Phoenix Children's

Canva is your best tool to create compelling graphics for social posts! Whether it is Facebook, Instagram or TikTok, you can expand your reach. Here are some examples for inspiration!

Be sure to tag us [@FriendsOfPCH](#) so we can share!



When you are creating your story, swipe up and select the "Link" sticker and copy and paste your fundraising page URL.



Tag your friends and family to join your team and donate.

Caption ideas

Let's make a real difference for sick kids at Phoenix Children's! Donate to my team and Teen Council for Ignite Hope, a walk that supports [@PhoenixChildrens](#) patients. Every dollar counts and your support matters. Send me a DM for more info!
[#IgniteHope @FriendsOfPCH](#)

We'll walk, shine our lights and support [@PhoenixChildrens](#) patients and families during the holidays. Let's make a difference together. DM to donate to my team! [#IgniteHope @FriendsOfPCH](#)