





## HOW TO REACH OUT TO YOUR NETWORK TO SUPPORT RADIOTHON

This year, more than ever, we are counting on our community to help us raise funds for the patients and families at Johns Hopkins Children's Center. During Radiothon, join our network of amazing virtual volunteers and call/text your friends and family and ask them to support you in your goal of raising funds for Hopkins Children's. Follow the scripts below to get started!

### PHONE SCRIPT

1. Hey, [redacted]! I'm participating in the 35<sup>th</sup> Annual MIX 106.5 Radiothon benefiting Johns Hopkins Children's Center as a volunteer. We are fundraising for Hopkins Children's and **100% of your donation stays in Maryland helping miracles happen for local kids.**
2. Would you like to help me reach my goal with a donation?
3. Amazing! Would you like me to help you make your gift now by credit card? Or would you like me to send you a secure link to my personal fundraising page?
  - **If you will be personally entering credit card information, go to your fundraising page. MAKE SURE YOU ARE LOGGED OUT. Click SUPPORT ME and continue with Step 4.**

 Team Abby May

 | MIX 106.5's 34th Annual Radiothon benefitting Johns Hopkins Children's Center

**SUPPORT ME**

- **If sending a link for them to directly make a credit card gift, direct them to your team's online giving page or [www.hopkinskids.org](http://www.hopkinskids.org) and continue to Step 6.**

4. Thank you!! Would you like to **become a Miracle Maker for \$20 a month or make a one-time donation?**

- **If MONTHLY:**

- Click on the **MONTHLY** button
- Select **OTHER** and enter \$20
- In the **REPEAT DONATION FOR** field, enter 12
- Enter **FIRST** and **LAST NAME**
- Click **NEXT**

- **If ONE-TIME:**

- Ask “how much would you like to donate today?”
- Click on the **ONE-TIME** button
- Click dollar amount or select **OTHER** and enter amount
- Enter **FIRST** and **LAST NAME**
- Click **NEXT**

One-Time Monthly

Donation Amount per Month \*

\$25 \$50 \$100

**OTHER**

\$ 20

Repeat Donation for \*

12 months

Show my name as (Optional)

Enter First and Last Name

**Donation Options**

Make donation anonymous

Add a message (this is public)

Yes! I'd like to cover processing costs. (\$1.40 per month)

 **NEXT**

5. Let me make sure I have your **BILLING INFORMATION** correct!

- Ask them to spell it out if necessary
- Enter email address
- Enter billing address
- Enter phone number
- Enter credit card information
- Click **PAY**

6. **Thank you** for supporting me in raising funds for the 35<sup>th</sup> Annual MIX 106.5 Radiothon benefiting Johns Hopkins Children's Center! A receipt will be emailed to you with your donation information. I hope you will tune in to listen and hear how your gift will make a difference.



## Supporting Cynthia Palacz



### Billing Information\*

Email Address	
Street	
Zip/Postal Code	City
[State/Province...] ▾	United States ▾
Phone	

### Credit Card\*

 Card Number		
First Name	Last Name	
MM ▾	YYYY ▾	 CVV

**PAY \$25.00**

### **VOICEMAIL**

Hello, [REDACTED]! I am volunteering for the 35<sup>th</sup> Annual MIX 106.5 Radiothon benefiting Johns Hopkins Children's Center. It would mean the world to me if you could help me reach my fundraising goal for the kids! The Radiothon is airing on MIX 106.5 on Thursday and Friday until 7pm. Give me a call back if you are interested in donating or call **410.823.1065** to make your donation. I will shoot you a text checking in as well. I hope you will tune in to MIX 106.5, to hear families share their inspiring stories. I look forward to hearing from you and thank you again for making miracles happen for Maryland's hospitalized kids.

### **TEXT MESSAGE**

Hey, [REDACTED]! I'm volunteering for the Hopkins Kids Radiothon. Please help me reach my goal? Donate online to my fundraising page at **PASTE LINK** or call **410.823.1065**. And tune in to MIX 106.5 on Thursday and Friday until 7pm. Thank you!

## **DONATION REQUEST EMAIL TEMPLATE**

**Subject:** Help me support the kids at Johns Hopkins Children's Center!

Dear/Hi/Hello **INSERT NAME**,

Despite the unpredictability of the past couple of years, Johns Hopkins Children's Center (JHCC) has remained committed to providing the best possible care for patients and their families.

Now, more than ever, they need our help to continue changing kids' health, allowing them to not only save lives, but to save lifetimes. **If you have a personal connection to JHCC, consider adding a sentence or two here about what JHCC specifically means to you.**

I have committed to raise funds for the Children's Center through the 35<sup>th</sup> Annual MIX 106.5 Radiothon on Feb. 29-March 1. I am raising funds for because **INSERT PERSONAL REASON**. I have set a personal fundraising goal of **INSERT \$ GOAL**, because **INSERT PERSONAL REASON**.

Would you consider making a donation? Donating online is safe and easy on my personal fundraising page: **PASTE LINK**.

I would appreciate any support you could give me for this worthwhile cause. All contributions will benefit Johns Hopkins Children's Center, my local Children's Miracle Network Hospital. Any contribution will help, and all donations are tax-deductible.

Thank you for putting kids first,  
**YOUR NAME**

## **RECRUITMENT REQUEST EMAIL TEMPLATE**

**Subject:** Join me for the kids!

Dear/Hi/Hello **INSERT NAME**,

Despite the unpredictability of the past couple of years, Johns Hopkins Children's Center (JHCC) has remained committed to providing the best possible care for patients and their families. Now, more than ever, they need our help to continue changing kids' health, allowing them to not only save lives, but to save lifetimes. **If you have a personal connection to JHCC, consider adding a sentence or two here about what JHCC specifically means to you.**

I have joined/created **INSERT TEAM NAME** to raise funds for the Children's Center through the 35<sup>th</sup> Annual MIX 106.5 Radiothon on Feb. 29 – March 1 and would love for you to join me this year. To join my team, select **INSERT TEAM NAME**. I hope you'll join me!

Thank you for putting kids first,  
**YOUR NAME**

PS—if you can't join my team, you can still support me by making a donation **PASTE LINK**. Every dollar helps!

