LEND A HAND UP
Dakota Medical Foundation

Host a Successful Online Fundraiser

A step-by-step guide to help you raise help and hope for someone facing hardship — with our free tools, planning guide, and Boost funding to make every gift go further.

What You Need to Know

Here's what it takes to get an online fundraiser up and running, from your first conversation to your final thank-you.

1. Pick your fundraising champion(s)

- This is the point person between the family, volunteers, and Lend A Hand Up.
- They should not live with the recipient or benefit financially from the fundraiser.
- Talk it over with the family first — you'll need their input and approval before moving forward.

2. Submit your request

- Review our criteria to confirm the fundraiser is a good fit.
- Share the basics — who, what, and why — along with your contact information.
- The family confirms their residency, situation, and where they'd like donations deposited.
- Once approved, you have access to set up a unique giving page on lendahandup.org.

3. Decide where donations will go

You have two options — choose what fits your situation:

- **Benefit fund:** a short-term account at a bank or credit union that keeps donations separate from personal income. Good for larger campaigns or when more than one person is helping manage funds.
- **Checking account:** an existing account in the recipient's name — simple and fast to set up.

Setting up a new benefit fund? Be ready to share the fund's name and purpose, who's authorized to manage it, how it'll be used, and how long it'll stay open.

Good to know: gifts to an individual or family generally aren't tax-deductible, regardless of where they're deposited.

4. Launch and get your Boost

- Dakota Medical Foundation covers all administrative costs, so 100% of what's raised goes to the family.
- Eligible fundraisers get a 20% Boost, up to $5,000, paid by check after the online fundraiser closes.

5. Spread the word

- Share your fundraiser through Facebook, email, CaringBridge, flyers, or local media — whatever reaches your circle best.
- Ask others to share on your behalf to their networks.
- Send us your links! We're glad to share your fundraiser on our own channels too.

6. Close it out and say thank you

- Post a final thank-you, reach out personally, or write a note to your local paper.
- Want a photo celebrating your Boost? Just ask — we love celebrating wins with you.

Available Resources

A few tools to help along the way:

- **Fundraising Resources & Boost Criteria:** give.lendahandup.org/start-a-fundraiser
- **Example 90-Day Online Fundraiser Timeline:** a week-by-week guide to promoting your campaign
- **Host a Successful In-Person Benefit Guide:** for planning an in-person event alongside your online fundraiser
- **Lend A Hand Up on Facebook:** facebook.com/lendahandup.org

Questions? We're here to help.

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Lend A Hand Up is a 501(c)(3) subsidiary nonprofit of Dakota Medical Foundation that boosts financial support for people experiencing hardship due to a health issue or other traumatic event across North Dakota and Northwest Minnesota.