LEND A HAND UP
Dakota Medical Foundation

How to Promote Your In-Person Benefit

A guide to promoting your benefit and closing it out with gratitude — companion resource to the Host a Successful In-Person Benefit guide.

What You Need to Know

Here's how to build awareness before your event and extend gratitude once it's over.

1. Build your contact list and share your flyer

- Create a distribution list from friends, family, coworkers and faith groups.
- Forward group emails with your flyer attached, and ask your contacts to help spread the word.
- Post and share it everywhere you go — the more touchpoints, the better.

2. Reach supporters by mail

- Pair a short appeal letter with your flyer if you're soliciting support by mail.
- Attach a donation form so donors can note the value and description of what they're giving, along with their own information.

3. Promote on social media

- Create a post or event on Facebook, X, and Instagram.
- Share a video on your Lend A Hand Up give page in place of your main photo, or as an update.
- Post video content on YouTube, TikTok, and other platforms to widen your reach.

4. Loop in local media

- Send your flyer, a news release, or other promo materials to local print and broadcast outlets.
- Include a contact person who's ready and willing to do interviews.

5. Acknowledge your supporters

- Thank everyone — individuals, businesses, and organizations — who helped make the event a success.
- For a more public thank you, consider a letter to the editor, a print ad, a church bulletin announcement, a company newsletter, or a social media shout-out.

6. Share feedback and stay connected

- As champion, you'll be asked to complete a short follow-up survey on results, challenges, and what worked — plus feedback on our resources.
- Stay engaged with Lend A Hand Up: support another family's fundraiser, refer others to us, give on Giving Hearts Day or as a year-end gift, pick us in your PushSave coupon book, invite us to speak at your organization, open a door to a new sponsor, or host again.

Available Resources

Helpful tools for each stage of planning:

- **Flyer Template and Example:** start your own flyer, or use a template

Questions? We're here to help.

lendahandup@dakmed.org | 701-356-2661 | lendahandup.org

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.