



American Nurses Foundation Ambassador Tool Kit

Thank you for your interest in supporting the American Nurses Foundation! Supporters like you are key to our continued success. As an ambassador, we would love your help in spreading awareness and raising critical funds for American nurses by encouraging your friends, coworkers, neighbors, and loved ones to support the American Nurses Foundation.

We've created this toolkit to help you get started:

- [Step-by-Step Guide for Creating a Network for Good Fundraising Page](#)
- [Step-by-Step Guide for setting up a Facebook Fundraiser Page](#)
- [Step-by-Step Guide for setting up an Instagram Fundraiser](#)
- [Ideas on how to frame your messaging](#)
- [How to fundraise on additional social media platforms](#)
- [Sample fundraising posts for social media](#)
- [Reaching Out to Others to Become Advocates for the American Nurses Foundation](#)
- [About the American Nurses Foundation](#)

Thank you for your support and happy fundraising!

Step-by-Step Guide for setting up a Peer-to-Peer Fundraiser Page through Network for Good
Starting your own peer-to-peer fundraising page through Network for Good is easy. Just follow the steps in the link here: <https://givetonursing.networkforgood.com/projects/191261-2023-nurses-month>

You will get these tools to help you run a successful campaign:

 Pre-Built Templates Send emails and social media messages to supporters based on expert-tested templates.	 A Smarter Donation Page Solicit more donations with proven-success templates established from industry best practices.	 Automated Notifications & Emails Keep your campaign on track with various automated features designed to get you closer to your goal.
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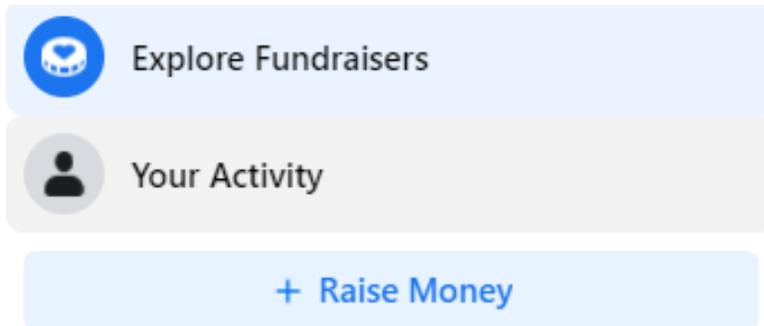
Step-by-Step Guide for setting up a Facebook Fundraiser Page

The power of Facebook fundraisers and the ease of setting them up is hard to ignore. Below is a step-by-step guide on how to set up a Facebook fundraiser to benefit the American Nurses Foundation.

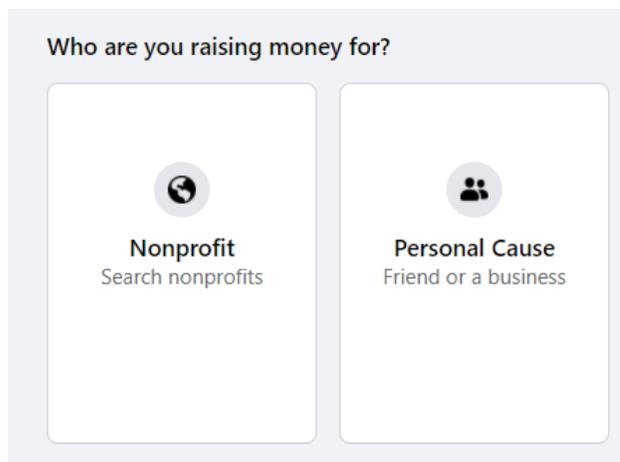
1. Go to: www.facebook.com/fundraisers.



2. Click on the blue “Raise Money” button (to the left).



3. Click on “Nonprofit” when it asks who you are raising money for,



4. In the search bar, type in “American Nurses Foundation” and then select “American Nurses Foundation Inc”
5. Set a goal and end date and customize anything you would like!
6. Click “Create”

Step-by-Step Guide for setting up an Instagram Fundraiser

You can create a fundraiser for a nonprofit organization from an Instagram post. The fundraiser will be visible in the post, and you can find a link to the fundraiser in your bio. The fundraiser will be active for 30 days. You can extend the fundraiser duration or end it at any time.

If your profile is public, your fundraiser will be visible to anyone. If your profile is private, only people who follow you will be able to see and donate to your fundraiser.

You can also follow these steps through an Instagram story, post, reel, or live.



[Visit this how-to page for more details.](#)

Instagram App for Android

1. Open Instagram and tap .
2. Create or choose your image and tap .
3. Crop and filter your post, and then tap .
4. Tap Add fundraiser.
5. Choose "American Nurses Foundation Inc". You'll automatically go to the "Fundraiser Details" page.
6. Enter the details for your fundraiser and then tap **Done**.
7. Tap .

Instagram app for iPhone

1. Open Instagram and tap .
2. Create or choose your image and tap **Next**.
3. Crop and filter your post, and then tap **Next**.
4. Tap **Add fundraiser**.
5. Choose "American Nurses Foundation Inc". You'll automatically go to the "Fundraiser Details" page.
6. Enter the details for your fundraiser and then tap **Done**.
7. Tap **Share**.

What type of messaging should I use to promote my fundraiser?

The best fundraisers are more than just an "ask"—they include a "why." Adding a personal message makes your fundraiser more effective. Some ideas of how to personalize your fundraiser include:

- **Why you personally** support the American Nurses Foundation.
- If you are creating the fundraiser **in honor of someone**, describe that person's story (with permission) and his/her significance to you.
- Your personal experience with the American Nurses Foundation or the profession of nursing.

Other Platforms to Consider

In addition to fundraising on Facebook, consider fundraising through your other social media channels! Below is a brief overview of the different social media platforms to consider and how to fundraise for the American Nurses Foundation

- Twitter: @ANANursingWorld



- Twitter only allows 280 characters & is designed to generate collaboration, so be concise in your posting and be sure to engage others.
- Use #hashtags and re-tweet content from the @ANANursingWorld account to generate synergies.
- LinkedIn: <https://www.linkedin.com/company/american-nurses-association/>
 - LinkedIn, primarily used for business contacts, is a great platform to spread awareness about Nurses Month and the American Nurses Foundation.
 - Consider sharing a recent American Nurses Foundation LinkedIn post and adding your own personal message and link to your fundraiser or [the American Nurses Foundation donate page](#).

Sample Fundraising Posts

Below are a few sample posts to utilize on social media. Remember to post multiple times to generate interest in your campaign and remind supporters to make a gift.

Sample Social Media Posts for Nurses Month Giving

- Join me in celebrating Nurses Month this May by making a gift to the American Nurses Foundation today. Your donation will help advance the profession of nursing and provide crucial support to our nurses. Make your gift here: <https://www.nursingworld.org/foundation/donate/>
- Did you know that May is Nurses Month? Our nation's nurses provide care and compassion to us, often when we need it the most. Join me in showing appreciation for our nation's nurses by making a gift to the American Nurses Foundation: <https://www.nursingworld.org/foundation/donate/>
- May is Nurses Month – a time to reflect on and appreciate the contributions nurses have given to our nation – especially these last few years. What better time is there to show your appreciation for nurses? Join me in celebrating all that nurses do by making a gift to the American Nurses Foundation: <https://www.nursingworld.org/foundation/donate/>

Reaching Out to Others to Become Advocates for the American Nurses Foundation

We are also encouraging you to reach out to your network and ask others to participate in or run social media fundraisers for the American Nurses Foundation. Potential people to reach out to include family, colleagues, and friends. The more people we can involve, the more we can collectively support the American Nurses Foundation.

Sample Outreach Post: May is Nurses Month! In honor of Nurses Month, am hosting a Facebook fundraiser to raise crucial funds for the American Nurses Foundation. Please visit my Facebook page today to donate to the American Nurses Foundation. If you want to support our nation's nurses and



advancements in the profession of nursing, you can also join me by creating your own [Facebook fundraiser](#) or sharing this link with others to make a gift:

<https://www.nursingworld.org/foundation/donate/>

Sample Post Recruiting Ambassadors:

Want to join me in supporting a good cause? This May is Nurses Month, and I'm raising money for the American Nurses Foundation. Your contribution will make an impact, whether you donate \$5 or \$500 – every little bit helps. Thank you for your support. I've included information about the American Nurses Foundation below.

As the philanthropic arm of the American Nurses Association (ANA), our vision is to achieve 'a healthy world through the power of nursing', and this is more relevant today than ever. With the future of health care changing so dramatically, nurses can revolutionize the approach to care for the better. The Foundation pursues this mission through the following:

- Elevating the Profession of Nursing Globally;
- Engaging All Nurses to Ensure Professional Success;
- Evolving the Practice of Nursing to Transform Health and Health Care.

With gifts and grants from generous donors, the Foundation invests in the wellbeing and success of individual nurses while championing the nursing cause throughout the health care system.

Join me in supporting the American Nurses Foundation by making a gift:

<https://www.nursingworld.org/foundation/donate/>

About the American Nurses Foundation

The American Nurses Foundation advances the nursing profession by serving as a thought leader, catalyst for action, convener, and funding conduit. We identify the most pressing issues facing nurses, collaborate with leaders both inside and outside the profession on solutions, and strive to get the financial resources needed to research, test, and amplify these solutions to evolve the practice of nursing and transform health and health care.