

Northwell Behavioral Health Center Fundraising Toolkit



NorthwellSM

Northern Westchester Hospital

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Welcome!

Right now, a lot of children and teens are dealing with serious stuff like depression and anxiety, and it's getting harder to get the help they need.

The Northwell Behavioral Health Center is here to change that in our community. It will provide fast access to mental health services for kids who need it, right here in northern Westchester, and it will help everyone—no matter what they can afford.

Together, we can make sure that more students get the support they need to feel better and stay healthy.

Join us in making a difference!



By the Numbers

1 in 5

children in the US currently suffers from a mental, emotional, developmental, or behavioral disorder

Only 20%

of children diagnosed with a disorder receive the specialized mental health care they need

In Westchester, the number of mental health incidents increased by

30%

from 2009 to 2016

50%

of all lifetime cases of mental illness begin by age 14

In the past decade, suicidal behaviors among high school students has increased

by 44%



About the Center

A cartoon superhero character with a white face, large blue eyes, and a blue cape. The character is holding a yellow and orange object, possibly a flower or a piece of equipment, above its head. The character is positioned in the top right corner of the page, partially overlapping the title area.

The Behavioral Health Center will provide care for children and teens in northern Westchester, in grades preK-12th grade.

This Center will aim to focus on every stage of behavioral health care, **from prevention to crisis care.**

The Center will build upon current treatment options available in our community, providing more **affordable and equitable access** to care.

What Makes This Program Unique:

- **Serves all patients regardless of their ability to pay,** insurance status or documentation status.
- **Timely access to care,** close to school and to the Hospital.
- Navigation to long-term care providers in the community.
- Multilingual and **culturally informed care.**
- **Replication of a successful Northwell program** in Long Island (Nassau and Suffolk Counties, serving 250,000 students).

Fundraising Ideas



Below are suggestions to help you get started!

- Email Campaign
- Social Media Fundraising Challenge
- Bake Sale
- Field Day
- Raffle
- Spelling Bee
- Quiz Bowl
- Partner with Local Restaurant
- Text-to-give
- Candy Grams
- Scavenger Hunt
- Sports Tournament
- Clothing Drive
- Benefit Talent Show
- Host a Contest
- Benefit Karaoke Night
- Silent Auction
- Cooking Class
- Comedy Night
- Car Wash
- Sing-o-gram
- Benefit Movie Night
- Guessing Jar
- Plant Sale
- Charity Auction



Fundraising Steps



STEP 1: CHOOSE YOUR FUNDRAISER

Select a fundraiser that aligns with your interests.

STEP 2: SET YOUR GOALS

Determine a realistic fundraising goal.

STEP 3: BUILD A TIMELINE

Include key stages like planning, promotion, event setup, and follow-up.

STEP 4: PLAN YOUR FUNDRAISER

Identify what resources, roles and responsibilities you will need to fill.

STEP 5: PROMOTE YOUR FUNDRAISER

Spread the word through social media, email, flyers and other channels.

STEP 6: LAUNCH YOUR FUNDRAISER

Be safe, have fun, and create a memorable experience for your donors.

STEP 7: THANK YOUR DONORS

After the fundraiser, express gratitude to your donors for their support.

Promote Your Fundraiser

Make it personal! Sharing your own connection to the cause goes a long way in showing others how much you care and why they should support your fundraising efforts.

Build an email or text list of potential supporters you know. Personal invitations are one of the most effective ways to fundraise. Make sure you have permission to contact them!

Share on social! This is a great way to spread the word to your broader network and gives updates on your progress!

Collaborate with local influencers or community leaders who share your passion for this cause.

Create **graphics** that are both **informative** and **eye-catching!** Distribute these flyers in high-traffic areas.

Tips for Success

1. Share your passion

Enthusiasm is contagious. Share what personally inspired you to get involved!

2. Make it easy!

Be sure to always link to your fundraising page for easy access.

4. Engage the community

Involve local businesses, your school, or other community groups to increase support.

5. Share updates

Your donors will appreciate knowing your progress, and it's a great way to encourage those who haven't given yet!

6. Say thank you

Be sure to show appreciation to each and every one of your donors.

Fundraising Email

Subject: Support Youth Mental Health: Join My Fundraising Effort

Dear **[Name]**,

I invite you to support my fundraiser for the Northwell Behavioral Health Center!

A growing number of children and teens struggle with challenges like depression and anxiety, while wait times to see a mental health professional remain high.

The Center is here to change that. It will provide fast access to mental health services for kids who need it, right here in northern Westchester—no matter what they can afford.

This is a cause close to my heart because **[insert personal connection]**.

I'd be grateful if you would consider making a contribution to this important cause.

To donate, simply click the link below. If you put my name in the comment section of the form, it will help me earn credit toward my personal goal!

<https://www.northwellcommunity.org/campaign/northernwestchester>

Gratefully,
[Your name]



1 in 5 kids in the US currently suffers from a mental, emotional, developmental, or behavioral disorder.

Support Northwell's Behavioral Health Center and expand mental health services in northern Westchester for children and teens.

Your support will help ensure timely access to mental health care—regardless of ability to pay.

[Scan me to donate or click!](#)

If you would like to credit a student for your donation, put their name in the comments!



Thank You Email

Subject: Thank you!

Dear **[Name]**,

Thank you so much for your generous contribution to the Northwell Behavioral Health Center!

Because of caring people like you, kids and teens in northern Westchester will have access to timely mental health care close to home regardless of their ability to pay.

Your kindness and support are truly making a difference. I look forward to sharing updates about the positive impact your donation will have on our community.

Gratefully,
[Your name]

Donation Logistics

Use one of the following options to submit your donations during your fundraiser or after it concludes.

Option 1

- Collect funds using your preferred fundraising method. This can be in the form of **cash, Venmo, Zelle or a mix** of these options.
- Visit the fundraising page.
- Select your preferred payment method and **donate the total amount of money** that you fundraised.

Option 2

- Direct your donors to the fundraising page.
- They can select their preferred payment method and make an **individual** donation directly to Northwell. This eliminates you collecting funds.
- Instruct them to put your name in the comments so you earn credit for their donation.

Incentives

Every dollar raised makes a difference, and we appreciate the contributions of all students who dedicate their time, creativity, and energy to this effort!

To celebrate your hard work, we offer several different kinds of rewards and recognition opportunities:

All campaign participants:

- Certificate of community service hours upon request.*
- Matching Challenge: All donations before **April 30, 2025** will be matched up to **\$25,000!**

Award Categories

- **Early Bird:** Awarded to the first 10 students who secure donations by January 31, 2024.
- **Fundraising champion:** for raising \$250 or more as an individual.
- **Donation dream team:** for raising \$500 or more as a club/group.
- **Friend-raiser:** for securing 10 or more donors.

Award winners may receive prizes including Northern Westchester Hospital branded swag, certificate of achievement upon request*, and invitation to a VIP Event with the hospital's executive leadership team.

*Email NWHvolunteers@northwell.edu to request your certificate.

Contact Information

For more information or questions about organizing your fundraiser:

Contact Northern Westchester Hospital's Community Health Team at NWHCommunityHealth@northwell.edu

For more ways to support:

Contact Whitney Hartmann-Peris
Email: whartmann@northwell.edu



This fundraising kit was created by
members of the
President's Junior Leadership Council
(PJLC) at Northern Westchester Hospital.

To learn more about the PJLC, visit:
<https://www.nwhconnect.org/NWHstudentexperiences>