



CRAIG HOSPITAL FOUNDATION 2026 PEER-2-PEER FUNDRAISING GUIDE

Every dollar you raise makes a difference for Craig patients! As a private, nonprofit rehabilitation facility, [Craig Hospital](#) relies on donations to help patients achieve their best possible outcomes. By fundraising, you empower patients as they learn to thrive following a catastrophic injury. On behalf of the Craig Foundation and Craig Hospital families, we thank you for what you make possible!

Funding from the Craig Foundation supports unique programs that are vital to patients' holistic rehabilitation and help them rebuild a life filled with possibilities. But many of these programs are not covered by insurance. They rely on donations from generous people like YOU and your friends! A few of these programs are:

- Therapeutic Recreation
- Nurse Advice Line
- Community Reintegration
- Music Therapy
- School Program
- Assistive Technology
- Rehabilitation Engineering

This guide will help you support patients and programs through achieving your fundraising goals. Together, we can give patients the resources they need to thrive.

Questions? Reach out to Brooke Elbert at belbert@craighospital.org or 303.789.8882 with questions at any time.

GETTING STARTED

Your fundraising efforts can be as simple or as involved as you wish! It is entirely customizable, but no matter what you choose there are 3 simple steps:



Start your fundraiser

Tell your story, set a target, add pictures and videos



Share with friends

Send emails, share on social media, send text messages



Manage donations

Receive donations, thank donors, money goes to charity

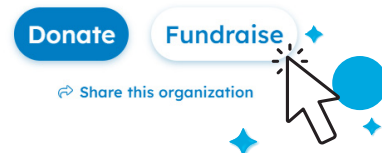
We have several free methods that we recommend using to maximize your fundraising efforts:

JustGiving

JustGiving makes it simple for anyone to raise money for a cause they are passionate about. [They offer some great fundraising tips on their website](#), or you can keep reading to see our step-by-step recommendations. [Click here](#) to get start creating your page!

Colorado Gives Day Foundation

Similar to JustGiving, the Colorado Gives Day Foundation offers a free platform that you can customize and share out with family and friends. To start, [click here](#) and then select Fundraise and follow their prompts.



Social Media

Creating a fundraiser via Facebook is easy and free. Simply navigate to facebook.com/fundraisers or click on the Fundraiser icon on the left side of the page and select Craig Hospital, follow the prompts and share with friends and family.

You can also choose one of the above platforms and then share it as a post or story on both Facebook and Instagram.

This guide will offer examples from JustGiving, but you may apply the same overall steps to the Colorado Gives Day Foundation platform, or your own social media accounts.

8 SIMPLE STEPS TO FUNDRAISING SUCCESS

CLICK TO START YOUR JUSTGIVING PAGE

START FUNDRAISING

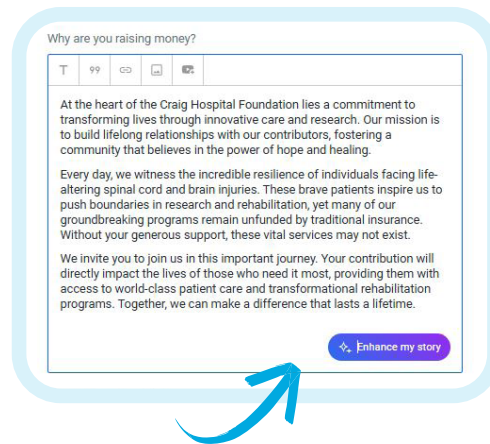
STEP 1

Showcase Your “Why”

Personalizing your fundraising page with inspirational content is the first step toward achieving fundraising success, allowing potential supporters to connect and rally behind your cause!

We encourage you to customize it with [pictures](#) or [video](#), and a [story](#) about why Craig is important to you.

PRO TIP: JustGiving includes an AI widget that will allow you to enhance your message.



Why are you raising money?

At the heart of the Craig Hospital Foundation lies a commitment to transforming lives through innovative care and research. Our mission is to build lifelong relationships with our contributors, fostering a community that believes in the power of hope and healing.

Every day, we witness the incredible resilience of individuals facing life-altering spinal cord and brain injuries. These brave patients inspire us to push boundaries in research and rehabilitation, yet many of our groundbreaking programs remain unfunded by traditional insurance. Without your generous support, these vital services may not exist.

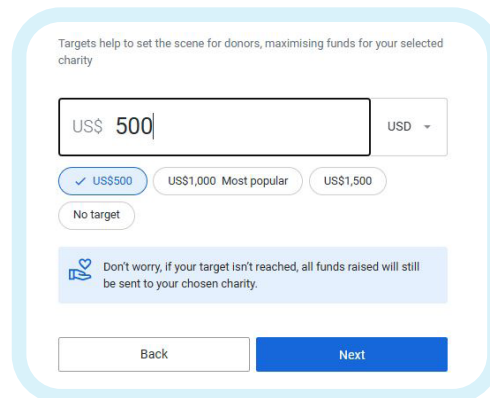
We invite you to join us in this important journey. Your contribution will directly impact the lives of those who need it most, providing them with access to world-class patient care and transformational rehabilitation programs. Together, we can make a difference that lasts a lifetime.

[Enhance my story](#)

STEP 2

Set a Goal

Every dollar you raise impacts Craig patients! Set a goal (aim high!) on your fundraiser and log in often to track your fundraising progress. When you meet your fundraising goal, consider stretching it higher. The more people give, the more we help Craig patients!



Targets help to set the scene for donors, maximising funds for your selected charity

US\$ 500 USD

☒ US\$500 ☐ US\$1,000 Most popular ☐ US\$1,500

☐ No target

Don't worry, if your target isn't reached, all funds raised will still be sent to your chosen charity.

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STEP 3

Make a Personal Donation

Jump start your fundraising by making a self-donation. Family, friends, neighbors, co-workers, and social media connections are much more likely to give if they know you are invested, too. Plus, you will be on your way to earning fundraising prizes!

STEP 4

Corporate Support

Many companies support their employees' favorite charities. Matching gifts are a great way to make your fundraising dollars go further! Many companies have a [matching gift program](#) that will match or triple your donation. Check with your company's Human Resources department for more information and ask your donors if their companies will match donations too! **Our EIN is 23-7352287.**

8 SIMPLE STEPS TO FUNDRAISING SUCCESS

STEP 5

Get the Word Out

Log in to your JustGiving account and send emails to your family and friends, or share your fundraising page on your social media accounts.

Use Facebook, Instagram, X, and LinkedIn to reach out to your family and friends for support and to provide updates on your fundraising progress. Tell everyone why you're participating, send them updates on your fundraising progress, and share how their donations make a difference.

Here are some sample messages to help you get started:

SAMPLE STORY/POST

I am participating in [INSERT EVENT NAME] to support patients at Craig Hospital. It would mean so much to me if you would help me raise funds for essential programs that are not covered by insurance. Every dollar counts! [INSERT LINK TO FUNDRAISING PAGE].

SAMPLE EMAIL

Hi Family and Friends,

I'm participating in [EVENT NAME] on [DATE] to support Craig Hospital and would love for you to join me! You can participate [PARTICIPATION LINK] or donate to help empower patients with spinal cord and brain injuries.

Craig goes above and beyond the typical rehabilitation therapies to meet each need of a patient and give them the tools and resources necessary to achieve independence following an injury. Donations support essential programs that increase independence and are not covered by insurance.

I'm challenging myself to exceed my fundraising goal and need your help! You can donate online or send checks to:

*Craig Hospital Foundation
3425 S Clarkson Street
Englewood, CO 80113
(Payable to Craig Hospital Foundation; write "Peer2Peer" and my name in the memo)*

I appreciate your support. A gift of any size makes a big difference and I hope you're able to join me in supporting Craig Hospital.

Link to my page: [PASTE LINK]

*Thanks!
[YOUR NAME]*

8 SIMPLE STEPS TO FUNDRAISING SUCCESS

STEP 6

Amplify Your Impact by Starting a Team

Ask others to join you! Friends and family can either donate directly, or join as a Fundraiser within your campaign. Set a team goal (we recommend \$300+ per participant!). Encourage your team members to fundraise with their own fundraising pages and challenge them to recruit new members. Let everyone know that fundraising creates impact for Craig patients!

SAMPLE EMAIL



Dear Friends and Family,

I am participating in [INSERT EVENT NAME] to support Craig Hospital and I would love for you to get involved!

As you know, Craig Hospital is very near and dear to my heart. [INSERT PERSONAL REASON] and I'm asking everyone in our family and all of my friends to join Team [NAME].

I hope to raise at least [\$AMOUNT] for critical programs that are vital to patient's holistic rehabilitation and aren't covered by insurance. These programs include Therapeutic Recreation, Music Therapy, Assistive Technology, and more! Together, Team [NAME] can empower Craig patients as they learn to thrive following a catastrophic injury.

To join my team, click here <insert Team Page link>, or email me directly at [EMAIL] and I'll help you register.

If you can't join my team, please consider donating - 100% of every dollar goes directly to Craig patients, so even \$5 or \$10 has a real impact! <insert Team Page link>.

I'm excited to get going and I'm looking forward to having you on the team!

[YOUR NAME]

STEP 7

Ask Again

Start early and fundraise often! Ask in person, make calls, send emails, and post on social media. Don't forget to share a link to your fundraising page and why Craig is important to you. Remember, [it takes an average of three asks for someone to make a gift.](#)

8 SIMPLE STEPS TO FUNDRAISING SUCCESS

STEP 8

Say Thank You!

Thank your donors in person, by phone, with a card, through email, and on social media. Share photos and videos from your chosen event and express your gratitude for their support. Let them know that their donation directly impacts Craig patients!

SAMPLE STORY/POST

Thank you to my incredible friends and family who have donated to my fundraising efforts for Craig! So far I've raised [\$xxx], 100% of which will fund Craig programs not covered by insurance. [INSERT LINK TO FUNDRAISING PAGE]



DONATION DETAILS

While online donations can be easiest for some, we understand some prefer to make donations via check, so you may let your supporters know that contributions can be mailed directly to the Foundation. Checks should be made payable to “Craig Hospital Foundation” with your name or “Peer2Peer” written in the memo.

Craig Hospital Foundation
3425 S. Clarkson Street
Englewood, CO 80113

If you make an online donation of \$250 or more, you will receive a receipt for tax purposes in the mail in addition to an email acknowledgment. Donations made online under \$250 will be acknowledged via email. Please [contact us](#) if you need a copy for your files. Donations of any amount made offline will receive an acknowledgment letter in the mail.

Please do not mail cash. If a sponsor gives you cash, write a personal check and make note of the donor’s name and address or make an online donation in the donor’s name.

The Craig Hospital Foundation is a 501(c)(3) nonprofit [EIN 23-7352287], tax-exempt charity registered and in good standing with the IRS. All donations made in support of Craig Hospital are 100% tax deductible. Please consult your tax advisor.

QUICK TIPS & TRICKS



SHARE YOUR “WHY”

Update your personal page with your story and a picture. Fundraisers who share their “why” raise 3x as much!



SET A GOAL

Set a fundraising goal and track your progress.



USE SOCIAL MEDIA

Fundraisers raise 40% more by using social media! Send regular emails, post online, and direct everyone to your personal page.



ASK YOUR COMMUNITY

Make sure your family, friends, colleagues, and neighbors know that you care about Craig Hospital and that you want them involved too!



CORPORATE MATCHING GIFT

Ask your employer if they will match your donation. This is a great way to double your donation!



START NOW

Don't wait to start fundraising! Give yourself time to be creative and have fun accomplishing your goal.



GIVE TO YOURSELF

Jump start your fundraising by donating to yourself. People are more likely to give if they see you're invested!



KEEP ASKING

It takes on average three asks for someone to make a gift. So, ask again!



SAY THANK YOU

Thank your donors in person, by phone, with a card, through email, or on social media. Let them know that their donation directly impacts Craig patients!