



---

# **Guidelines and Best Practices to Create an Online Fundraising Awareness Campaign**

---



# Creating An Effective Fundraising Campaign

Online fundraising has effectively changed the way we help others. This guide will show you just how easy it is to reach a wider audience online and give them a chance to help you achieve your targets and collect donations online in a few easy steps. Unique Access Medical will be helping all the way too.

## WHY RAISE FUNDS ONLINE FOR YOUR MEDICAL TREATMENT?

The importance of social media in so many people's lives means we are connected like never before. The old role of a charity doing good work through organised distribution of donations is no longer the only way as many individuals like to make donations to a specific person for a specific cause they can relate to. Many patients have reached their funding goals.

Technology and social media have made fundraising possible, simple and engaging. The easiest way to do this is to use one of the most well-known fundraising pages, e.g. GoFundMe.com (we recommend them but you can use any of the big ones, or continue with an existing page if you have one). Not only will they collect donations and display your goals and progress, but the donors will feel more confident sending money to a known and respected site, rather than a personal bank account or Paypal. Later in this guide, we shall explain how to set up the GoFundMe page with a basic profile and your goals.

## Ways to Reach a Larger Audience to Get Better Results with Your Campaign.

Your best chance of doing so, is by taking advantage of different digital platforms to reach as many people as you can worldwide.

# I. Making the Most Out of Youtube for Your Fundraising Campaign

## 1. Create a youtube channel.

Here is how: <https://support.google.com/youtube/answer/1646861?hl=en>

## 2. Create a clip of no longer than 1:00 minute, yet informative enough for the audience to empathise with the patient's situation. Creating video testimonials with loved ones can help show donors why you deserve a helping hand in this time of need. Every bit of content you create counts!

The video should show the patient/close friend/ relative explaining clearly:

### a. What happened to the patient?

*SAMPLE: My name is [NAME]. I am from [Country of origing - City] and I was diagnosed with [CONDITION] XX years ago and as a result I have these difficulties [EXPLAIN DIFFICULTIES AND SYMPTOMS]. My current situation is [e.g. I can't do my job and my family is very worried too or whatsoever the situation may be].*

### b. What is the purpose of this fundraising campaign?

*SAMPLE: Me and my family are raising funds on the page [gofundme.com](https://www.gofundme.com) and we need XX-,000USD so I can have the Epidural Stimulation Surgery + Stem Cells or Stem Cells procedure done with Unique Access Medical in Bangkok...*

### c. Explain what the procedure is for in a nutshell:

*SAMPLE: Epidural Stimulation/Stem Cells Treatment procedure will help me regain voluntary movement of my limbs and it will potentially have other benefits such as XX and YY... Please help me raise funds and follow me on FB (or any other platforms that you're using to raise awareness) and if you want to donate please click on the link of the video description.*

**\*\*The patient needs to make sure he/she mentions Unique Access Medical.\*\***

Tip: You might be interested on the feature in the link below, but you don't need to do it to start:

[https://support.google.com/youtube/answer/3545195?hl=en&ref\\_topic=2739676](https://support.google.com/youtube/answer/3545195?hl=en&ref_topic=2739676)

## d. Include Video's Title, Video Description with Links leading to Campaign Site on Your Youtube Channel. Please follow the instructions below:

- **Title:** "Help [CONDITION] Patient [NAME] To Get His [TYPE OF TREATMENT] and improve his quality of life!"

**Note:** Youtube has a 100-character limit for titles.

Epidural Stimulation procedure/Stem Cells treatment. This treatment is helping patients from many countries to stand up from the wheelchair/regain control of his motor function etc.

- **Video Description:** (Right under the title): [NAME], [CONDITION] patient and his family are fighting to help him to [E.g; regain the movement of his limbs]. He qualified for the treatment but he still needs to raise XX,xxx USD to fly to Bangkok and receive
  - **Links:** SAMPLE: - Please, make a difference and help [NAME OF THE PATIENT] raise the funds he/she needs here: <https://www.gofundme.com/name-of-the-campaign>
  - Please click here to share [NAME OF THE PATIENT] story on Facebook: <http://bit.ly/2sNSyyG>
  - To learn more about the STEM CELL/EPIDURAL STIMULATION procedure, click here: [globalstemcells.com](http://globalstemcells.com) or [epiduralstimulationnow.com/treatment/](http://epiduralstimulationnow.com/treatment/)
  - To know more about Unique Access Medical click here: [uniqueaccess.com/](http://uniqueaccess.com/)
  - You can contact [NAME OF THE PATIENT] at: PATIENT'S EMAIL ADDRESS

### 3. Add Meta tags:

These are descriptions that will help users find your video on Youtube easier. To learn how to choose the best meta tags for your video, click on the link:

[https://www.youtube.com/watch?v=9B1-u4\\_XvX0](https://www.youtube.com/watch?v=9B1-u4_XvX0)

### 4. Add "cards" on the video.

Here is how: <https://support.google.com/youtube/answer/6140493?co=GENIE.Platform%3DDesktop&hl=en>

**NOTES: You can't add a link to the fundraising page on the cards unless you verify it.** So you have 2 options: 1, verify your fundraising page and add those links to the cards with the text: "Click here to help [NAME OF THE PATIENT] or 2, add links to our Youtube channel for credibility instead. See the links you can add below:

Epidural Stimulation Now patients can add these links below:

<https://www.youtube.com/epiduralstimulationnow>

<https://www.youtube.com/watch?v=aKRGqexX6X0>

<https://www.youtube.com/watch?v=usWhbE03RB0&list=PLP2t0B51QCv3t0VfSacoXTfstRuU-F0Y0M>

Global Stem Cells Patients can add these links below:

<https://www.youtube.com/user/globalstemcells>

<https://www.youtube.com/watch?v=0l8kdgdSwNY&list=PLwG8dXm4RSLqIxp2TjwmED-m2Xq-5p0YX>

[https://www.youtube.com/watch?v=JT\\_i\\_dLnQMZs&index=13&list=PLwG8dXm4RtSKJaxx-N40UxBvDcgjzNZSv7](https://www.youtube.com/watch?v=JT_i_dLnQMZs&index=13&list=PLwG8dXm4RtSKJaxx-N40UxBvDcgjzNZSv7)

With the text: "Learn more about Epidural Stimulation" or "Learn more about Stem Cells Treatment" depending on the treatment needed.

### 5. Add "End of screen buttons".

Here is how:

<https://support.google.com/youtube/answer/6388789?co=GENIE.Platform%3DDesktop&hl=en>

## II. Using Gofundme.com to Receive Donations

Gofundme accounts are free and are easy to set up. However, they are only available in the following countries:

United States, Canada, United Kingdom, Australia, Ireland, France, Netherlands, Belgium, Germany, Spain, Luxembourg, Finland, Austria, Italy, Portugal, Denmark, Sweden, Norway, Switzerland, and other U.S. territories including American Samoa, Guam, Northern Mariana Islands, Puerto Rico, and U.S. Virgin Islands.

Please contact us for an alternative fundraising site to collect payments if your country is not listed above. Otherwise, let's get started.

1. **Set up a new account**, using your email address [here](#).
2. **Follow the easy steps to set up your Gofundme.com account** here: <https://support.gofundme.com/hc/en-us/articles/203604494-GoFundMe-Guide-Six-Steps-to-a-Successful-Campaign>
3. **Always check what other successful campaigns are doing for inspiration.** Read some interesting tips on how to raise funds specifically for medical treatments here: <https://pages.gofundme.com/fundraiser-success-tips/medical-bills-fundraising-tips/>
4. **Pick a catchy campaign title and set your target amount**, which should include:
  - The treatment cost
  - The cost of the trip to Thailand
  - The cost of the accommodation and basic expenses for you and any essential companion.
5. **Add some pictures and messages and follow their campaign guidelines.** Be brief, but make it look good. The campaign should run for a minimum of 1 - 6 months.
6. **Now you are ready to start sharing!** Spread the word and share!

If you have any questions, you can contact gofundme.com support in the link: <https://www.gofundme.com/mvc.php?route=contact/suggest> or contact us directly!

**Side Note: We highly recommend you use a separate savings account for receiving the funds, either a new one or one that is rarely used. Keeping the donations separate from your other funds is really important**

**Getting the Funds:** The fundraising website, e.g. GoFundMe.com, will send you the donations as a regular lump sum. GoFundMe's fee is 5% from each donation you receive. The payment processor fee is 2.9% + \$0.30 per donation. Most sites won't hold on the donations forever so check how often they suggest a transfer. Every month or two is common.

Only at the point when the patient has created a GoFundMe Page can we, Unique Access Medical start giving the patient support with his/her fundraising campaign.

# III. Using Facebook as a Powerful Platform to Reach Thousands of People Worldwide

1. **You can create a profile for the sole purpose of raising funds** but we strongly recommend to use the one you already have for a wider audience.
2. **For us to post on Social Media**, you need to send us:
  - a. **About 15-20 good pictures of the patient**; the picture by himself or with his friends and family, pictures in his house, with his pets, at the hospital, with other medical specialists, outdoors and more.
  - b. **A text describing what's going on in each pic** for the purpose of content production on our Social Media platforms and a link to the patient's profile.
  - c. **Regular updates on your own profile** to catch the attention of the audience through videos, images, or blog posts mentioning:
    - Your donation progress
    - Any changes in your condition
    - The treatment you will be getting and success of other patients who have received it
    - A Thank You message to those who have donated already (in general and/or by name).
  - d. **A Link For Each of the Social Media Profile You Use** in order for your message to reach a wider audience

**ps:**

- Ask friends and family to organise fundraisers with local businesses such as restaurants and shops. They could donate profits in return for publicity.
- Ask for help with posting and sharing online. Ask others to be creative too- there are plenty of good ideas amongst friends, family, co-workers, sports teams and support groups.
- Always check on what successful fundraising campaigns are doing. Specially on [gofundme.com](https://www.gofundme.com)  
E.g: <https://www.gofundme.com/please-help-to-save-charlies-life>  
<https://www.gofundme.com/2tm9tqk>  
<https://www.gofundme.com/jarrius-robertson-2uzfdhgk>

## IV. Creating Blog posts to Tell Your Story to the World

For Unique Access Medical to create blog posts telling the patient's story and sharing them on different online platforms, we will need your help.

In [this form](#) you will see there are different text boxes where you can describe different aspects of your story. When completing the form, write honestly and thoroughly in order for possible donors to understand the full scope of your recent medical situation. Let people get to know you through your words. Show people who you are and how meaningful their help would be for you to regain your health. Try to include photos that show a positive, determined outlook in the face of adversity. You will have plenty of opportunities to change and add pics to your profile so don't worry about making it perfect. Moreover, our support team is willing to do a great job for you right from day one. After filling the form, press SUBMIT to send this information to us.

To increase the reach and lend credibility to the fundraising efforts, please share/repost/retweet the content shared on our Social Media Platform regarding the patient and tag us on:

Twitter EpiduralStimulationNow: [@scibreakthrough](#)

Twitter GlobalStemCells: [@GlobalStemCells](#)

Facebook EpiduralStimulationNow: [@epiduralstimulationnow](#)

Facebook GlobalStemCells: [@globalstemcellnetwork](#)

# Let Us Help You!

At Unique Access Medical, we run different communication platforms to send messages to anyone who would be interested in Regenerative Treatment. With different Social Media profiles and tens of thousands of followers worldwide, we can reach a very targeted audience. How can you take advantage of this fantastic audience? Simply follow the steps below:

1. Click on this link and follow the instructions in it to share as much content as you want, every time you want to.
2. Make sure you upload content once every 2 weeks so we have fresh content to post in our profiles. It could be in the form of:
  - a. Videos
  - b. Images
  - c. Texts with updates on your progress
  - d. Any other content that we can share on our Social Media platforms

We will make a selection of the content you upload and form posts in our Social Media profiles to help you reach a wider audience and achieve your target.



## DISCLAIMER AND LEGAL AGREEMENT

If you do not understand or agree with any of the terms, please do not submit the form yet and we will be happy to discuss your concerns. We respect your privacy and never reveal personal contact details to third parties.

1. You agree not to write negatively about any of your experiences with, or opinions of, the medical establishment, insurers or regulators in general and any doctors, clinics or hospitals by name. Please avoid posting bad things about conventional medicine as it attracts unwanted and distracting negative reactions.
2. You agree that all content submitted to us by you can be posted on the Website
3. All services provided to you are on a best effort basis without obligation or warranty. Unique Access Medical Pte. Ltd nor its employees are liable for any loss, inconvenience, time spent, emotional distress or other claim related to the use or intended use of any of the content you share with us.
4. The content you share with us remains the property of Unique Access Medical Pte. Ltd As such it has final rights to edit, take offline or remove from Unique Access' promotional channels in whole or part at its sole discretion.
5. You agree to allow Unique Access Medical Pte. Ltd and its legally related entities the rights to use or reproduce in digital and print, without charge or royalty, any content including images, text and third party posts.
6. You are solely responsible for soliciting, accepting and using the donations. You agree not to bring any claims against Unique Access Medical Pte. Ltd in relation to the raising or use of funds.
7. You indemnify Unique Access Medical Pte. Ltd against any third party claims for, use, misuse or loss of any donations made directly or indirectly through use of the content you provide them.
8. Unique Access Medical Pte. Ltd does not guarantee the availability or suitability of treatment for which the funds have been raised. Should the treatment become unavailable Unique Access Medical Pte. Ltd will not be liable for any expenses, loss or distress caused.
9. You are responsible for any taxes arising from raised funds.