

Giving Day 2024 Toolkit

Campaign Timeline and Important Dates

What You Can Do Now:

- **Follow Us on Social Media:** If you're not already connected, follow AltaMed Foundation on Instagram, LinkedIn, and Facebook to stay updated on the latest news.
- **Save the Date:** Mark your calendar for **September 18, 2024**—our Giving Day!

What You Can Do Between Now and Giving Day:

- **Engage with Our Content:** Like, save, and share our posts to help spread the word and build excitement. We'll be walking through 55 years of AltaMed history and accomplishments—you won't want to miss it!
- **Talk About It:** Start conversations with colleagues, friends, and family about the impact of the Community Care Fund and how they can be involved.

What You Can Do on Giving Day:

- **Share on Your Feed:** Post on your social media feed, tag us, and use the campaign hashtags to amplify our message.
- **Spread the Word:** Share the crowdfunding page with friends and family, encouraging them to participate.
- **Last but Not Least—Give!** Donate, no matter the amount, to support the Community Care Fund and help us reach our goal.

Sample Social Media Posts

Please feel free to share any of the sample posts below, or create your own using the talking points above!

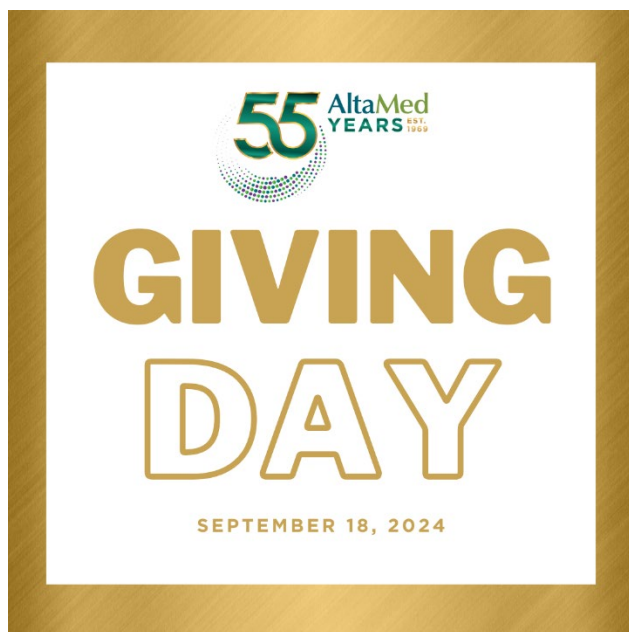
- Remember to **follow and tag us** on Instagram, LinkedIn, and Facebook. We're @AltaMedFoundation on all three.
- Please use the hashtag **#AltaMed55** so that we can follow along!
- Link to donate: <https://altamed.me/altamed55>

1. Selfie/Video Post Description

Description: Take a selfie or post a video explaining why you're proud to give to AltaMed and invite others to join you in making a difference.

- **SCRIPT SUGGESTION SCRIPT SUGGESTION (STAFF):** "Hi everyone! I've been a part of the AltaMed family for [X years]. Working here has been such an incredible journey because we're not just providing health care—we're changing lives. This Giving Day, I'm proud to support the Community Care Fund because I see firsthand how much it helps our patients and their families. Join me in giving back to our community by making a donation today. Together, we can make an even bigger impact! #AltaMed55

- **2. Giving Day Post – September 18, 2024**



Post Text: 📍 Today is Giving Day! 📍 No matter the amount, your donation makes a difference. The AltaMed Community Care Fund helps families in need with essentials like groceries, medical care, and housing support. Every dollar you give is matched, doubling your impact! Let's come together to shape the future of health care. Donate now! ❤️ #AltaMed55

3. "I Donated!" Post/Instagram Story

Post Text: I just donated to AltaMed's Community Care Fund, and I'm challenging YOU to join me! Every dollar we give today is matched, which means double the support for families in our community. Let's make sure no one is left behind. Who's with me? 🙌 #AltaMed55

Story Instructions: Share the image below on your story to let others know that you donated! Include the link and invite them to join you in making an impact.



Talking Points

When talking about AltaMed and our 55th anniversary, feel free to use any of these:

- **Largest FQHC:** AltaMed is the largest independent system of Federally Qualified Health Centers (FQHC) in the United States, providing comprehensive, culturally competent healthcare to nearly 500,000 individuals annually.
- **55 Years of Service:** For 55 years, AltaMed has been committed to reducing health disparities in Southern California, delivering high-quality care through a network of over 51 primary care sites.
- **Comprehensive Care:** AltaMed offers a full continuum of care, including pediatrics, primary care, obstetrics and gynecology, dental care, behavioral health, youth services, HIV/AIDS services, and senior services, ensuring holistic health for our communities.
- **PACE Leadership:** AltaMed operates the largest Program of All-Inclusive Care for the Elderly (PACE) in California, providing seniors with the care and support they need to maintain independence and quality of life.
- **Medi-Cal Champion:** AltaMed is one of the largest Medi-Cal healthcare delivery systems in California, serving 1 in 5 Medi-Cal recipients in Los Angeles and Orange counties, ensuring that our most vulnerable populations receive the quality care they need and deserve.
- **Mission-Driven:** AltaMed's mission is to reduce health disparities by delivering the highest quality care to Latino, multi-ethnic, and medically underserved communities in Southern California.
- **Annual Impact:** AltaMed provides over 2 million health care encounters each year, demonstrating our deep commitment to serving the health needs of diverse communities across Los Angeles and Orange counties.
- **AltaMed Foundation:** Established in 1987, the AltaMed Foundation leads the fundraising efforts that support AltaMed's strategic plan, helping to increase access to comprehensive health services and address the social determinants of health.
- **Culturally Competent Care:** AltaMed's services are tailored to meet the cultural and linguistic needs of our patients, ensuring that everyone, regardless of their background, receives quality care.
- **Supporting the Next Chapter:** By contributing to the Community Care Fund, donors become part of AltaMed's legacy, helping to shape the future of healthcare in Southern California.
- **Growing Together:** As we celebrate 55 years of service, AltaMed invites the community to join us in continuing our mission to grow healthy together and create a brighter future for all.