



2026 Hackensack Meridian School of Medicine Bonita Stanton, M.D. Memorial 5K Toolkit

Sunday, October 11, 2026

9 a.m.

Brookdale Park

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Welcome

Thank you for participating in the 2026 Hackensack Meridian School of Medicine Bonita Stanton, M.D. Memorial 5K. This guide is designed to provide you with the necessary resources and templates to maximize your fundraising efforts and make a significant impact in our community. Your participation is crucial in raising awareness and funds for deserving medical school students. By using the tools in this kit, you can effectively share your story, engage your network and help us reach our collective goal.

Getting Started: The Power of Your Personal Page

- **Make it Your Own:** Your fundraising page is your story. Replace the generic text with your own words. Explain why you are walking and why supporting medical school scholarships is important to you. A personal touch makes a huge difference.
- **Add a Photo:** A picture of you, your family or even a scenic shot from a past walk can make your page more engaging.
- **Set a Goal:** Aim high, but be realistic. A goal of \$250 or \$500 is a great starting point. You can always increase it as you get closer to your target.
- **Lead by Example:** Be the first to donate to your own fundraiser. This shows your commitment and gets the ball rolling.

Spreading the Word: How to Ask for Donations

- **Start with Your Inner Circle:** Begin by asking your closest friends and family. They are your biggest supporters and are most likely to donate.
- **Use the Provided Templates:** Don't reinvent the wheel! Use the email and social media templates provided in the communications plan as a starting point.
- **Tell a Story:** When you share your fundraising page, tell a story. It could be your personal connection to the cause, or why you believe in the importance of supporting the next generation of physicians.
- **Be Direct:** Don't be afraid to ask for a specific amount. For example, "Would you be willing to donate \$25 to help me reach my goal?" is more effective than a general ask.
- **Follow Up:** If you don't hear back, it's okay to send a friendly reminder.

During and After the Event

- **Share Live Updates:** On the day of the 5K, post photos and videos to your social media pages. This is a great way to get some last-minute donations.
- **Say Thank You:** After the event, be sure to thank everyone who donated. A personal thank you note or email can go a long way in making your donors feel appreciated.
- **Share the Impact:** Once the total amount raised is announced, share it with your donors so they can see the collective impact of their contributions.

Sample Emails

You can use these suggested emails below to ask your network for donations. Feel free to tweak any of the language to personalize it and make it sound like you. Make sure to include a link to your fundraising page so your donors can make a direct contribution.

Email 1

Subject:

I'm Running for Future Physicians

New message

← → ↺

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To

I'm Running for Future Physicians

Hi [Friend/Family Member's Name],

I'm writing to you today to share something I'm really passionate about. On Sunday, October 11, I'll be participating in the Bonita Stanton, M.D. Memorial 5K to support the next generation of physicians.

This cause is incredibly important to me. [Choose one or create your own personal statement:]

- Option A (General): I believe that supporting the education of our future doctors is a powerful way to invest in the health of our community for years to come.
- Option B (More Personal): With the growing need for skilled and compassionate physicians, I feel it's more important than ever to support talented students on their journey through medical school.
- Option C (If you have a personal connection): As you know, [mention your connection to the cause, e.g., "I am a student", "the medical field has had a huge impact on my family"], and I'm participating to honor that and help support aspiring doctors.

I have set a personal fundraising goal of [Your Goal, e.g., \$500], and I was hoping you might support me with a donation. Every dollar will go to the Bonita F. Stanton, M.D. Scholarship Endowment Fund, providing vital scholarships to students at the Hackensack Meridian School of Medicine.

You can make a secure donation through my personal fundraising page here: [Insert Link to Your Personal Fundraising Page].

Thank you so much. Your support would mean the world to me.

Warmly,

[Your Name]

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Send

Email 2

Subject:

Support Our Future Doctors

New message

← → ↺

☆ ☰

To

Support Our Future Doctors

A few weeks ago, I announced I'd be participating in the Bonita Stanton, M.D. Memorial 5K on October 11 to raise funds for medical student scholarships. I'm so grateful for the support I've received so far!

Thanks to the generosity of people like you, I've already raised [Your Current Amount Raised] towards my goal of [Your Goal]!

There's still time to contribute, and every donation makes a real difference. A gift of any amount will help provide crucial scholarship support for talented future physicians at the Hackensack Meridian School of Medicine.

If you'd like to help me reach my goal, you can make a donation here: [Insert Link to Your Personal Fundraising Page].

Also, don't forget to check if your employer offers a matching gift program — it's an easy way to double your impact!

Thank you for being part of this important journey with me.

Best,

[Your Name]

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Send

Email 3

Subject:

Just [X] Days Until My 5K for Future Physicians

New message

← → ↺

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To

Just [X] Days Until My 5K for Future Physicians

Hi [Name],

It's almost here! This Sunday, October 11, I will be joining hundreds of others for the Bonita Stanton, M.D. Memorial 5K.

I am so close to reaching my fundraising goal of [Your Goal]! I'm participating to help ensure that talented and deserving students have the support they need to become the next generation of physicians, and your support can help get me across the finish line.

If you've been meaning to donate but haven't had the chance, now is the perfect time. Any amount, big or small, will help fund vital scholarships that have a direct impact on the lives of medical students.

Here is the link to my page for a last-minute, secure donation: [Insert Link to Your Personal Fundraising Page].

Thank you for your incredible support and encouragement. Wish me luck on Saturday!

All the best,

[Your Name]

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Send

Sample Social Posts

Use one of these suggested posts for X (Formerly Twitter), Facebook, LinkedIn, Instagram and more. Make sure to include a link to your fundraising page so your donors can make a direct contribution.

Social Post 1

I'm running in the Bonita Stanton, M.D. Memorial 5K to raise money for our future physicians. Can I count on your support? Help me reach my fundraising goal and support vital medical scholarships. Donate to my page here: [Insert Your Fundraising Link].

Social Post 2

I'm so excited to be participating in the Bonita Stanton, M.D. Memorial 5K on October 11 to support the Hackensack Meridian School of Medicine. I'm raising money to help provide scholarships for talented future doctors. Please consider supporting my 5K [Insert Your Fundraising Link].

Social Post 3

I'm just a few weeks away from participating in the Bonita Stanton, M.D. Memorial 5K. But it's more than a race — it's a fundraiser to help support the next generation of physicians. Join me in making a difference for our future doctors [Insert Your Fundraising Link].

Social Post 4

Support me as I run in the Bonita Stanton, M.D. Memorial 5K on Oct 11. I'm raising money for the Bonita F. Stanton, M.D. Scholarship Endowment Fund, helping to make a real difference in the lives of aspiring physicians. Please visit my fundraising page and make a gift that can change a life [Insert Your Fundraising Link].

Contact Us

Looking for more information? Our team is here to help.

For fundraising tips and tricks, contact Danielle Binn at danielle.binn@hmhn.org.

For sponsorship or event information, contact Ali Ward at alexandra.ward@hmhn.org.