

# DONATE YOUR BIRTHDAY



**Patronato  
Pro Niños**  
de San Miguel de Allende, A.C.

**5**  
**Años**  
1970 - 2020  
**Patronato Pro Niños**  
de San Miguel de Allende, A.C.

# WELCOME & THANK YOU

Hi there,

If you're reading this, chances are you're interested in donating your birthday to support Patronato Pro Niños. Welcome to the movement, we're glad to have you here.

With your donation, you are supporting Patronato Pro Niños' mission of providing medical, dental, nutritional, and psychological care to children and adolescents from economically deprived families in our municipality.

As we are celebrating our 50th anniversary, you can help us reach more children than ever before. Turn your special day into one of impact, using this toolkit filled with suggestions and tips.

Thank you for supporting the children of San Miguel de Allende –and of course, happy, happy birthday!

Best,  
Team PPN



# LET'S SET THAT GOAL

First things first: Pick a goal that feels exciting, impactful— and a little ambitious. You'll be surprised what your friends and family can accomplish!

See what your dollars can do for 1 child's treatment with Cerebral Palsy:

\$100 USD	= Therapy for 1.5 months
\$250 USD	= Therapy for 3 months
\$500 USD	= Therapy for 6 months
\$1,000 USD	= Therapy for 1 year

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Now- What to do? How to ask?

Use all your social media digital networks to spread the word. You can write your ask and your motivation to donate your birthday and attach a link that we will send you.

# STEPS

The process is very easy:

1

Write an email to [daniela@patronatoproninos.org](mailto:daniela@patronatoproninos.org)

- Subject: My Birthday Donation
- Attach a photo of your face to promote your birthday on our website.
- Mention your birthday date
- Mention your motivation to donate your birthday
- Mention your fundraising goal.

2

In 3 to 5 days you will receive a link that will take your donors to a Patronato Pro Niños' website made just for you!

# SPREAD THE WORD

Get your birthday crown (or cap) on—now's the fun part!

Spread the word by posting on social media, shooting an email to your contacts, or even letting your community know. Shout out to friends as they donate, update them on your progress, and keep the momentum going!

Share that link with all your friends, family, neighbors, etc., and tell them why you want this birthday gift.



# HOSTING A PARTY?

Taking things offline? Host a birthday fundraiser and we'll help make it a smashing success.

Email [daniela@patronatoproninos.org](mailto:daniela@patronatoproninos.org) with your name, birthdate, and mailing address. We'll send you a birthday toolkit filled with Patronato Pro Niños' goodies you can use and share.



# YOU'VE GOT THIS

Whether your goal is \$100 or \$5,000, we know you're going to feel good about helping a child. Be sure to tag us on Facebook and Instagram @PatronatoProNinos so we can cheer you along!

**Happy birthday to you, and thank you for turning your birthday into a day of major impact.**



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