

BENEDICT S. MANISCALCO, M.D.

LEGACY FUND

Fundraiser *Playbook*

Everything you need to rally your people and continue his care for heart patients in Tampa Bay.

Oct. 1 to Dec. 31, 2026

Team leads

Individuals



JR

EXAMPLE PAGE

Jordan's fundraising page
Continuing his care in Tampa Bay

68% to goal

18 supporters

Give to Jordan's page

Team leaderboard

EXAMPLE

- | | | |
|---|-----------------------|-----------|
| 1 | Your Company Team | 32 donors |
| 2 | Cardiology Colleagues | 21 donors |
| 3 | Pacemaker Club Pals | 17 donors |



New gift!

Maria just gave to
your team

His care *continues* with you

Dr. Benedict S. Maniscalco founded the St. Joseph's Heart Institute and helped shape cardiovascular care in the Tampa Bay community.

For decades he led Heartbeat International Foundation Inc., now ForHearts Worldwide, taught at USF, and mentored the physicians who followed him.

This fund carries his care forward, here at home. When you fundraise, you invite the people who knew him, and the people who never got the chance, to be part of it.



“Family, Patients, and ForHearts Worldwide.”

Dr. Maniscalco's priorities



Where your fundraising goes

The Benedict S. Maniscalco, M.D. Legacy Fund will support a new patient care initiative, created to help uninsured and underinsured cardiovascular patients in the Tampa Bay community. Under program guidelines established in partnership with BayCare Foundation, your contributions will help address eligible needs such as diagnostic testing, medications, transportation, and follow-up care.

INSIDE THIS PLAYBOOK

3 Pick your path

4 Set up your page

5 Campaign calendar

6 Team lead playbook

7 Ready-to-send messages

8 Social media kit

9 Ideas to raise more

10 FAQ and contacts

Which path *fits you?*

Every path gets you your own page and link. The difference is who you fundraise alongside.

BEST FOR TEAM LEADS



Leading coworkers, a practice, or a club?

Start a team

Create one team page, invite your people, and climb the live leaderboard together.

You'll: name the team, recruit members, and cheer them on.

PERFECT FOR

- Companies and CSR
- Cardiology practices
- Clubs and alumni



Is your workplace or group already on board?

Join a team

Get your own page under their team. Your gifts count for you and for the team.

You'll: set up your page, then share it with your circle.

PERFECT FOR

- Employees and staff
- Medical colleagues
- A team lead's friends



Want to honor him in your own way?

Go solo

Your own page, your own story. Mark a birthday, a milestone, or a thank you.

You'll: tell your story and invite the people who matter to you.

PERFECT FOR

- Family and friends
- Former patients
- Pacemaker Club members



Still deciding?

Start on your own. The most important step is the first one, and you can invite others to join you anytime.

Set up your page *in 5 minutes*

1

Visit the campaign page

Go to givebutter.com/Legacy-Donate.

[Become a fundraiser](#)

2

Pick your path

Fundraise on your own, join a team, or create a team.

3

Sign in or sign up

A free Givebutter account takes about a minute.

4

Make it personal

Add a photo, your goal, and why his care matters to you.

5

Share your link

Email, text, and post it. Then share it again next week.

YOUR PAGE CHECKLIST

Pages with these raise more

- ✓ A clear photo of you smiling
- ✓ A goal that feels a little bold
- ✓ Three sentences on why you care
- ✓ Your own gift, made first
- ✓ A thank you to every donor



WRITE YOUR STORY IN THREE SENTENCES

I'm fundraising because your connection . Dr. Maniscalco

what he meant to you or your community . Your gift helps a Tampa Bay heart patient get the care they need, so please join me.

Oct. 1 to *Dec. 31*

The campaign runs three months, with three big moments to rally your people.

Oct. 1

Launch

Kick off strong

- ✓ Set up your page and make your own gift
- ✓ Send your first 10 personal asks within 48 hours

Oct. 29

Dedication

Honor him together

- ✓ Join us 4 to 5 p.m. ET at ARC III, where donors will be recognized
- ✓ Share a photo from the day with your link

November

Gratitude

Keep the momentum

- ✓ Thank every donor and share a progress update
- ✓ Invite the people who haven't given yet

Dec. 1

GivingTuesday

The biggest giving day of the year

- ✓ Post and email your ask that morning
- ✓ Team leads: rally for the leaderboard

Dec. 31

Year-end

Last call for 2026

- ✓ Final ask in the last week of December
- ✓ Thank everyone as the campaign closes

48

The 48-hour rule

Fundraisers who send their first ask within two days of creating a page tend to raise more than those who wait. Start while it's fresh.

FOR TEAM LEADS

Your team *playbook*

Companies, practices, and clubs make the biggest difference together. Here is how to lead a team that finishes strong.



1

Claim your team

Name it after your company or practice so colleagues find it fast.

2

Recruit your roster

Personally invite five teammates in the first week. Personal asks beat group emails.

3

Host a quick kickoff

Fifteen minutes: share his story, show the page, set up together.

4

Go first

Make your gift and share your page before asking others to.

5

Keep score

Share the live leaderboard weekly. It counts donors, so every gift moves you up.

6

Celebrate

Bring your team to the Oct. 29 dedication and rally again on GivingTuesday.

Double your impact

Ask HR whether your company matches employee gifts or offers volunteer or community grants. Many CSR programs do.

Friendly competition

Challenge another department, practice, or partner team. Givebutter's live leaderboard keeps it fun and visible.



KICKOFF AGENDA

- ✓ **5 min** his story and the local initiative
- ✓ **5 min** everyone creates a page
- ✓ **5 min** send first asks together

Ready-to-send *messages*

Swap in your own words wherever you can. A personal line always wins.

Your first ask

EMAIL

Subject: Will you help me continue Dr. Maniscalco's care?

Hi [Name], Dr. Benedict Maniscalco spent his life caring for hearts in Tampa Bay and around the world. I'm fundraising for the Legacy Fund, which supports uninsured and underinsured heart patients right here at home. I'd be grateful if you'd give to my page: [\[your link\]](#). Thank you for being part of this with me. [Your name]

Quick text

TEXT

I'm raising support for local heart patients in honor of Dr. Maniscalco. Would you give to my page? [\[your link\]](#)

Friendly follow-up

NOVEMBER

Just a nudge! I'm getting closer to my goal and every gift counts. Would you help me get there? [\[your link\]](#)

GivingTuesday

DEC. 1

Today is GivingTuesday! I'm giving to continue Dr. Maniscalco's care for Tampa Bay heart patients. Join me? [\[your link\]](#)

Thank you

ALWAYS

Thank you, [Name]! Your gift helps a Tampa Bay heart patient get needed care. It means so much to me.



THE ART OF THE ASK

- ✓ **Ask one person at a time.** A personal note beats a group blast.
- ✓ **Say why it matters to you.** Your reason is your best argument.
- ✓ **Follow up.** Many people give after a friendly reminder.

Social media *kit*

Facebook

POST

Dr. Benedict Maniscalco cared for Tampa Bay hearts for decades. I'm continuing his care by fundraising for local heart patients who need help. Every gift counts. [\[your link\]](#) #ContinueHisCare

Instagram

CAPTION

Honoring his legacy. Continuing his care. I'm fundraising for heart patients here in Tampa Bay. Link in bio. #ContinueHisCare #TampaBay

LinkedIn

TEAM LEADS

Our team is proud to support the Benedict S. Maniscalco, M.D. Legacy Fund, a new ForHearts Worldwide initiative for uninsured and underinsured heart patients in Tampa Bay. Join us: [\[team link\]](#)



POST LIKE A PRO

- ✓ Use a bright, clear photo
- ✓ Tell people why you care
- ✓ Always include your link
- ✓ Tag friends who knew him
- ✓ Post again on GivingTuesday



Use #ContinueHisCare

One shared hashtag helps everyone's posts find each other.

PHOTO IDEAS THAT GET NOTICED

You, holding a sign

"I'm continuing his care" with your link below.

Your team at kickoff

A group photo shows momentum and invites others in.

A throwback

A photo or memory with Dr. Maniscalco, if you have one.

Ideas to *raise more*

Your page is the home base. These ideas give people a reason to visit it.



Birthday or milestone

Ask for gifts to your page instead of presents.



Office dress-down day

Colleagues give to the team page to dress casual.



Heart walk or step challenge

Walk together and ask friends to back your steps.



Bake sale or lunch

Share your link on a sign so buyers can give more.



Implant anniversary

Pacemaker Club members: mark your device day by paying care forward.



A note of thanks

Former patients and colleagues: share a memory of him with your link.



Practice challenge

Cardiology offices challenge each other on the leaderboard.



Year-end countdown

Post a daily reason you're giving in the last week of December.



Questions, *answered*

Does it cost anything?

No. Creating a fundraising page is free.

Are gifts tax-deductible?

ForHearts Worldwide is a 501(c)(3) public charity, EIN 26-0330887. Gifts are deductible as allowed by law.

What if I don't reach my goal?

Every gift still counts and goes to the fund. Goals simply help you rally people.

Can someone give by check?

Yes. Payable to ForHearts Worldwide, memo "Benedict S. Maniscalco, M.D. Legacy Fund," mailed to 3225 S. MacDill Ave., Suite 129-250, Tampa, FL 33629.

Can I fundraise in his memory?

Absolutely. Share what he meant to you. Personal stories inspire the most gifts.

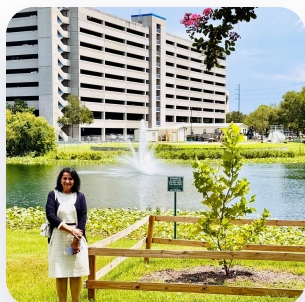
Where does the money go?

Gifts are restricted to the new local patient care initiative described on page 2.

Will my donors get a receipt?

Yes. Givebutter emails every donor a receipt automatically.

A LASTING TRIBUTE



Rooted in the Hippocratic tradition

A rare grafted seedling of the Kos Plane tree is already rooted on the St. Joseph's Hospital campus, recalling the tradition that Hippocrates taught beneath a Plane tree on Kos. A statue of Hippocrates, commissioned from an artist in Greece, will be dedicated in Dr. Maniscalco's memory. The statue represents the ideals. The patient care initiative your fundraising supports puts them into action.



**Start your
page today**

[givebutter.com/
Legacy-Donate](https://givebutter.com/Legacy-Donate)

OCT

29

Dedication: Thursday, Oct. 29

**4 to 5 p.m. ET • ARC III, 3109 W. Dr. Martin
Luther King Jr. Blvd., Tampa, FL 33607**

Donors will be recognized.