GIVINGTUESDAY | DECEMBER 1, 2026

BENEDICT S. MANISCALCO, M.D.

LEGACY FUND

Fundraiser Playbook

Everything you need to rally your people in his honor.



NOW THROUGH DECEMBER 31

Every gift matched, dollar for dollar

Start your page: givebutter.com/Legacy-Donate

FORHEARTS WORLDWIDE

Honoring His Legacy. Continuing His Care.

PACEMAKER CLUB

WHY WE FUNDRAISE

His care continues with you

Dr. Maniscalco spent his life caring for hearts. This GivingTuesday season, his Legacy Fund carries that care to patients around the world.



Your fundraising provides

- Life-saving heart devices for patients in need
- Support for Pacemaker Club's 36,000+ members
- Education for patients and families

Every gift counts twice

YOUR GIFT + THE MATCH = 2X THE IMPACT

Matched dollar for dollar through Dec. 31

GET STARTED

Start your page in 3 steps

1. Go to **givebutter.com/Legacy-Donate** and click **Become a fundraiser**.
2. Start a team, join a team, or go solo.
3. Add your photo and why he matters to you, make your own gift, then share your link.

KEY DATES

NOV. 1	DEC. 1	DEC. 31
The match begins	GivingTuesday	Last day of the match

COPY, PASTE, PERSONALIZE

Ready-to-send messages

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

Your first ask EMAIL

Subject: Will you double a gift in Dr. Maniscalco's name?

Hi [Name], Dr. Benedict S. Maniscalco spent his life caring for hearts. I'm fundraising for his Legacy Fund, which provides life-saving heart devices to patients around the world who could not otherwise afford them. Through December 31, a generous donor is matching every gift, dollar for dollar, so your gift counts twice. Would you give to my page? [your link] Thank you for being part of this with me. [Your name]

Quick text TEXT

Hi [Name]! I'm fundraising in honor of Dr. Maniscalco to help patients around the world get life-saving heart devices. Every gift to my page is matched through Dec. 31, so yours counts twice. Would you help? [your link]

Friendly follow-up NOVEMBER

Just a nudge! I'm getting closer to my goal, and every gift is still being matched, dollar for dollar. If you've been meaning to give, now is a great time: [your link] Thank you!

GivingTuesday DEC. 1

Today is GivingTuesday, the biggest day of the match! I'm giving in honor of Dr. Maniscalco, and every gift to my page counts twice. Will you join me today? [your link]

Last call LAST WEEK OF DEC.

The match ends December 31. There's still time to double your gift and help a heart patient receive a life-saving device. Thank you for considering it: [your link]

Thank you ALWAYS

Thank you so much, [Name]! Your gift, doubled by the match, helps a patient somewhere in the world receive a life-saving heart device. It means a lot to me that you're part of this in Dr. Maniscalco's honor.

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.

SHARE IT

Social media kit

Facebook POST

Dr. Benedict S. Maniscalco spent his life caring for hearts. This GivingTuesday season, I'm fundraising to help patients around the world get life-saving heart devices, and every gift is matched through Dec. 31! [your link] #ContinueHisCare #GivingTuesday

Instagram CAPTION

Honoring his legacy. Continuing his care. 💙 Every gift to my page is matched, dollar for dollar, through Dec. 31. Link in bio. #ContinueHisCare #GivingTuesday

LinkedIn TEAM LEADS

Our team is proud to support the Benedict S. Maniscalco, M.D. Legacy Fund at ForHearts Worldwide. Every gift is matched through Dec. 31. Join us: [team link] #ContinueHisCare

Photo ideas: you holding a sign that says "I'm continuing his care," your team at kickoff, or a memory with Dr. Maniscalco. Always include your link and post again on GivingTuesday.

RAISE IT YOUR WAY

Ideas to raise more

Birthday or milestone

Ask for gifts to your page instead of presents.

Team challenge

Workplaces and practices challenge each other on the live leaderboard.

Device anniversary

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

A memory of him

Colleagues and former patients: share a story or photo with your link.

Workplace matching

Ask HR whether your company matches employee gifts or offers community grants.

GivingTuesday countdown

Post one reason you are giving each day from Nov. 24 to Dec. 1.

Questions?

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ForHearts Worldwide is a 501(c)(3) public charity, EIN 26-0330887. Gifts are tax-deductible as allowed by law. Pacemaker Club members can join the team at givebutter.com/Legacy-Donate/pacemaker-club-1