HealthWell Foundation's 2026 GivingTuesday Campaign Toolkit

Campaign Theme: Every HealthWell grant recipient has a story. This GivingTuesday, you can be a part of their story.

Campaign Overview: Every HealthWell grant recipient has a story about their health care journey. For people living with chronic or life-altering diseases, the cost of care can create financial challenges on top of everything else they are managing.

The HealthWell Foundation provides financial assistance to eligible underinsured patients to help cover prescription drug copayments, insurance premiums, and other covered out-of-pocket health care costs.

This GivingTuesday, your support can help HealthWell continue to provide assistance to patients who need it. Make a donation, share the campaign, and help more people learn about HealthWell's mission to reduce financial barriers to care. Be a part of their story!

Campaign Landing Page: https://www.healthwellfoundation.org/donors/givingtuesday/

Campaign Donation Page:
https://secure.healthwellfoundation.org/forms/2026givingtuesday

HealthWell's Social Media Accounts:

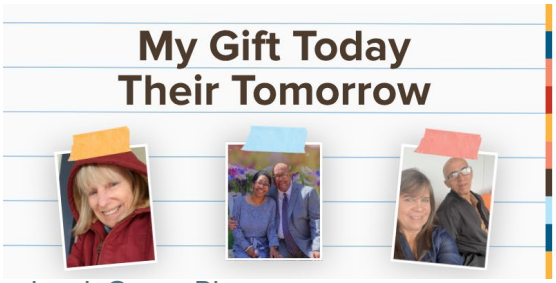
- Facebook: @HealthWellFoundation
- Instagram: @healthwellfoundation
- LinkedIn: @healthwell-foundation
- Bluesky: @healthwellfoundation.org
- TikTok: @healthwellfoundation

Please make sure to tag @HealthWellFoundation in your GivingTuesday posts!

Hashtags: #GivingTuesday #HealthWellFoundation #YourGiftTodayTheirTomorrow

Downloadable Social Media Graphics:

LinkedIn Cover Photo



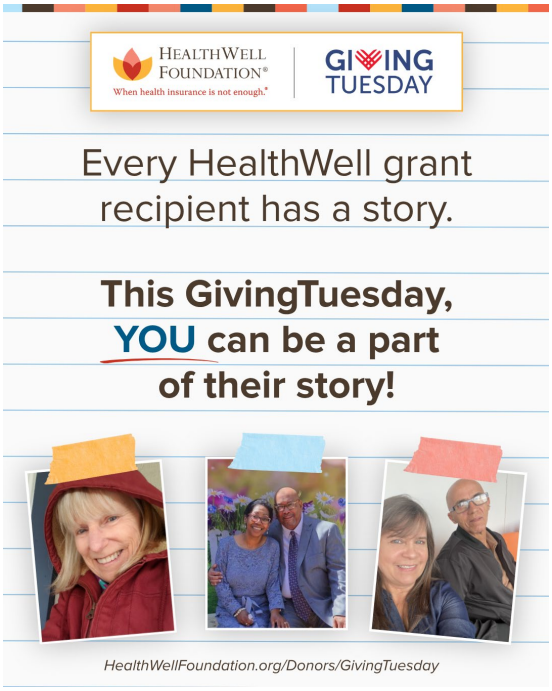


Facebook Cover Photo

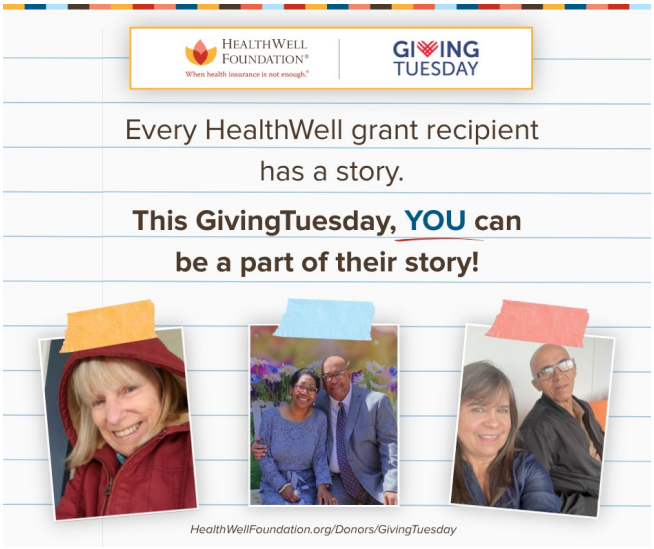




Instagram Post



Facebook/LinkedIn Post



Sample Language:

- Join me in supporting the HealthWell Foundation this GivingTuesday! For more than 20 years, HealthWell has helped underinsured Americans access the care they need by providing financial assistance for medication copayments, deductibles, health insurance premiums, and other medical expenses. 100% of your donation goes directly to patient grants and services! Donate Today! https://www.healthwellfoundation.org/donors/givingtuesday/

- This GivingTuesday, I'm proud to support the HealthWell Foundation. No one should go without health care because they cannot afford it. Together, we can change, and possibly save, the life of a patient in need. Learn more! https://www.healthwellfoundation.org/donors/givingtuesday/

- This year, I'm supporting the HealthWell Foundation during GivingTuesday. HealthWell has helped over 1.3 million underinsured Americans access the care they need, and 100% of my donation goes directly to patient grants and services! Learn more: https://www.healthwellfoundation.org/donors/givingtuesday/

- This year, I'm supporting the HealthWell Foundation during GivingTuesday. HealthWell has helped over 1.3 million underinsured Americans access the care they need. Read some of the stories from patients they've assisted and make a gift today! https://www.healthwellfoundation.org/donors/givingtuesday/