

FundRazr for injured Marine reaches worldwide audience



Gunny John Hayes

by Elizabeth Howard



Gunnery Sergeant John Hayes with the US Marines was recently serving a tour of duty in Afghanistan when he stepped on an IED. John has suffered severe injuries, destroying both his legs, ...

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Progress Supporters

\$13,505 raised

Create your own FundRazr \$ 20 USD Give

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Gunny John's Story

Gunnery Sergeant John Hayes knew from the age of 17 that he wanted to serve his country in one of the noblest pursuits imaginable—as a US Marine. Through his 2 tours of duty in Iraq, John became a highly trained bomb disposal technician—eventually joining the Marine Corps' Explosive Ordnance Disposal (EOD) unit. In this role, Gunny John has worked tirelessly to help maintain the safety of both his fellow soldiers as well as non-combatants. In September of 2010, Gunny John was sent to Afghanistan as his extensive military expertise was needed in another part of the world.

In late December of the same year, Gunny John tragically stepped on an IED while carrying out his duties on the battlefield. The explosion caused multiple severe injuries—destroying both his legs, shattering his pelvis, and creating a prolapsed colon. Faced with this terrible reality, friends of the Hayes family rallied together to support Gunny John in his time of need.

How FundRazr Helped

The US Marine Corps is part of the tight-knit, highly supportive international military community. Further, since Gunny John and his wife both grew up in the Jacksonville area, support for this local hero and Purple Heart recipient runs deep. According to

high-school friend Elizabeth Howard, "When I heard about the injuries sustained by Gunny Hayes, I knew that something had to be done, and I simply couldn't wait for someone else to start it." And from that desire to help, the *Gunny John Hayes* FundRazr was created.

FundRazr appealed to Elizabeth due to its ease of set-up, endorsement by PayPal, and integration with Facebook. In her words, "I really loved that I could continually edit the information—this made FundRazr really effective at being accurate and up-to-date. Those who donated really enjoyed being able to track the progress—it made the entire process feel like a genuine group effort."

The FundRazr Elizabeth created for Gunny John uses some key aspects to appeal to the online community. Primarily, the direct, impassioned writing combined with carefree, family-oriented imagery helps visitors to understand the challenges this Marine now faces. Further, by using a red and blue color scheme, potential donors are reminded of Gunny John's selfless service to his nation. And Elizabeth's decision to hide the donation goal emphasizes Gunny John's need for ongoing financial support in the months and years ahead.

Evaluation

As of press time, the *Gunny John Hayes* FundRazr has been very readily supported, collecting more than \$13 000 in less than 6 weeks. Further, this FundRazr has been shared nearly 450 times online, which has increased awareness of Gunny John's cause and the sacrifices he and his fellow Marines are making every day.

In the words of Elizabeth Howard, "FundRazr was so easy to use that people of all ages were able to participate—we had supporters worldwide. I couldn't imagine a better way to raise money."

Raised Donations Time **\$13,505**
193
6 weeks

Category Medical Costs
Location Florida, USA
Tone Compassionate
Fundraising Goal N/A

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