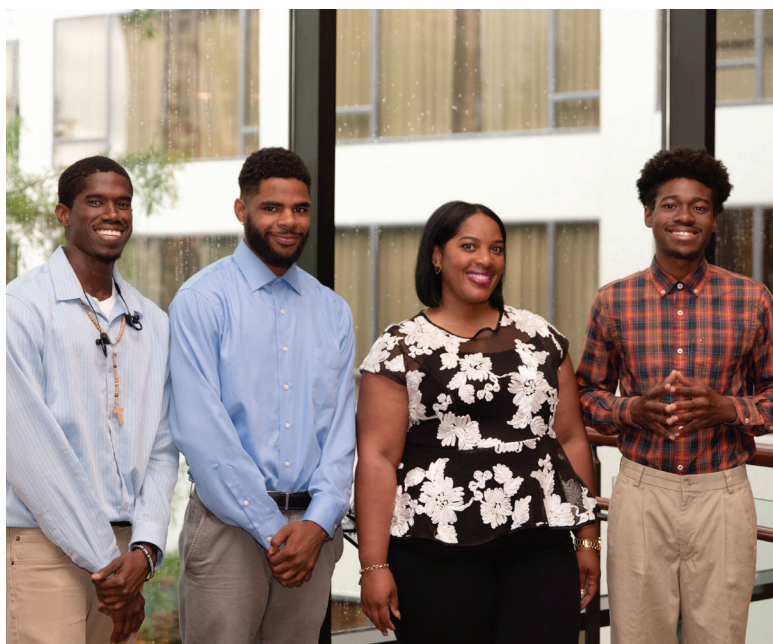




# FUNDRAISER TOOLKIT

# WELCOME

We're going to help you launch your campaign, hit your fundraising goal, and make a huge impact on homeless youth in Houston. We can't wait to get started! This step-by-step guide will help coach you to success. We're always here to support you too. Please email us if you have any questions.



# CHOOSE YOUR THEME

## BIRTHDAY

Pledge your birthday and ask your family and friends to donate to your campaign instead of gifts.

## MILESTONES

Getting married? Celebrating your anniversary? Graduating? Instead of gifts ask your guests to give to your campaign.

## ATHLETICS

Are you athletic? Race, bike, or run to support CHT. Ask for donations per mile or to donate to your campaign for race day.

## CREATIVE

Get creative with your campaign. Host an art show, a pub crawl, or even a game night. The options are endless.

## SPECIAL SANTA

Be a special santa and set up a campaign to fundraise with us during the holiday season.

## SCHOOL

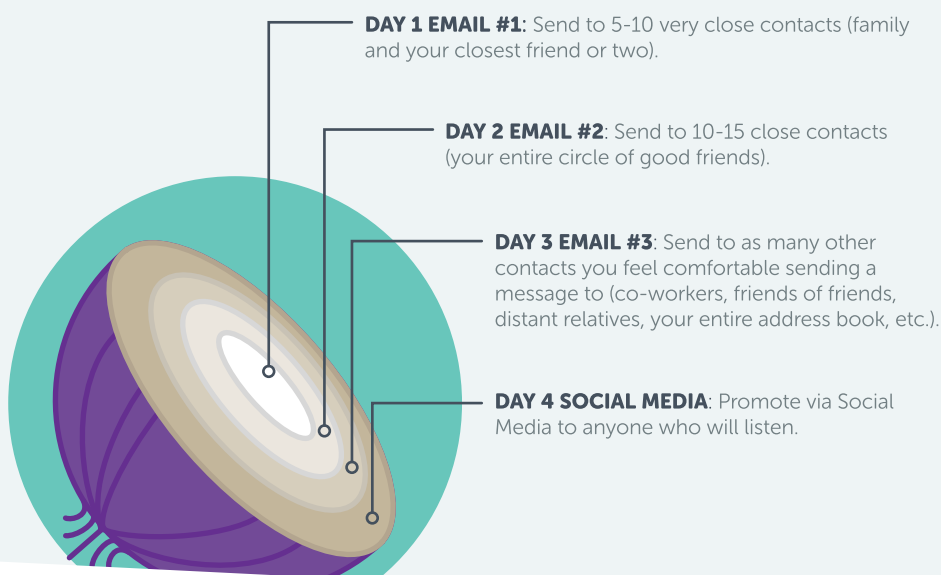
Get your school together to fundraise for CHT. Perhaps create a competition between classes.

# LAUNCH YOUR PAGE

- **PERSONALIZE** your fundraising page with text, photos, and video.
- **DONATE** to your own campaign to show your commitment and inspire others.
- **START** with your **CLOSE CONTACTS**. Reach out to 10-15 people who you know are supportive of your goals. Send a personal message first. The more personal your outreach is, the more likely they'll make a meaningful gift.

## USE THE ONION METHOD

Think about your fundraising strategy like peeling an onion from the inside out. The best fundraisers start by asking their closest contacts first (the core) and progressively working outward to more distant contacts (the outer skin).



### WHY ONIONS?

- Your closest contacts are the ones most likely to donate, and you're more likely to build up a good foundation of donations.
- Studies show the closer to your goal you are, the more likely people are to donate.
- So when your outer circles see your page with some progress, they'll likely want to be part of the "movement" too!

“ For my birthday, I'm raising funds and awareness for Covenant House, an organization that provides shelter, safety, and support to homeless and trafficked youth. The money we raise is put to work immediately, helping keep the lights on and the doors open for every young person who seeks help this year.

I've set an ambitious fundraising goal, and I can't reach it without you. Please support my efforts by making a donation to my campaign. [INSERT PERSONAL URL](#)

Every donation makes a difference. Thank you for supporting me!

Your name



# SOCIAL SHARE

*Launch your campaign after emailing family and friends*

- **GET YOUR TAG ON** Start tagging those who have already donated to your page and say thank you.
- **SET INTERNAL GOALS** Begin with \$200 in one week, \$400 in two weeks, etc. Update followers on your progress toward each goal and ask people to help you get over the next hurdle.
- **KEEP YOUR NETWORK UPDATED.** Post on social once a week, but vary your content. Rotate between thanking donors, updating them on progress you've made, talking about your passion for homeless youth and asking them to get involved.



57% of homeless kids spend at least one day of every month without food. Join my campaign - so that no young person at Covenant House goes hungry. [INSERT CAMPAIGN LINK]



I'm halfway to my fundraising goal! Please support homeless youth by donating to my campaign. [INSERT CAMPAIGN LINK]



Celebrate my birthday with me by donating to my @covenanthousetx campaign! [INSERT CAMPAIGN LINK]



# KEEP GOING

## *Follow up*

- **CONTINUE** updating your network and following up with potential donors.
- **REACH OUT** to non-responders. They may have skipped or even missed your initial message.



Dear friend,

As you know, I am raising money to provide homeless young people with safe shelter and wrap-around services. Many of you have already donated to my campaign and I am so incredibly grateful for your support.

To check out my fundraising goal, or to make a donation, click here [link to fundraising page]. The money we raise is put to work immediately, helping keep the lights on and the doors open for every young person who seeks help this year.

In case you need some more inspiration, check out this [video](#).

Thanks,

Your Name



## *Give 'em good content*

- **DON'T MAKE EVERY POST AN ASK** It's important that not every message you communicate about your campaign is an ask for dollars. Tell a story about why CHT is important to you. Here are some **RESOURCES** you may want to use.

**BLOG**

**LOGOS**

**PHOTOS**

**ANNUAL  
REPORT**

# BIG FINISH

*Don't forget to say thank you!*

- **TWEET, POST, AND SHARE** across your SOCIAL NETWORK that time is running out in your campaign!
- **SEND AN EMAIL** to each donor that gave to your campaign.
- **THANK** your social network.



Dear friend,

Thank you so much for your donation in support of my fundraising campaign, and investing in the youth at Covenant House Texas. Your gift helps provide young people with the comforts of home that make life at Covenant House Texas feel safe; a place where they receive an incredible amount of care and love from the staff.

Thank you also for helping me get one step closer to my fundraising goal. I'm so grateful for your support, and know I couldn't do it without you.



With gratitude,  
Your name



Thank you for donating to my @covenanthousetx campaign! We helped open more doors for homeless youth. [INSERT CAMPAIGN LINK]



# CONTACT US



## *Any questions?*

The support doesn't stop with this guide. The CHT team is here to help and to answer any questions you have.

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