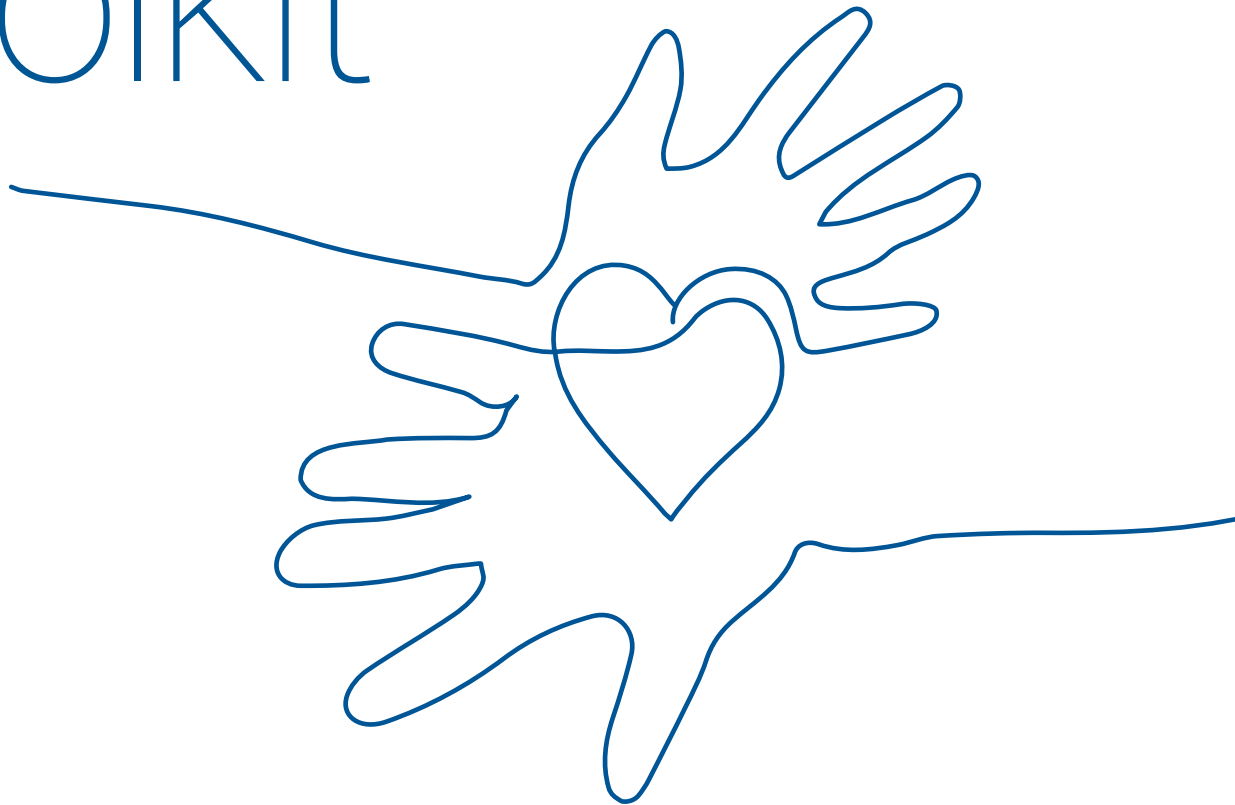




# Fundraising Toolkit



Rewiring Brains, Repairing Hearts, Restoring Families.

# Welcome, Fundraising Friend!



We're thankful for your unwavering support of Vogel Alcove and are thrilled that you've decided to make an even bigger impact by becoming a fundraiser on behalf of the children and families we serve.



Your support makes the success of our mission possible.

Your partnership in supporting our mutual cause means that by deciding to become a fundraiser, you're taking the partnership to the next level: introducing us to your friends and family. That's a big deal!



To ensure you're equipped with all the right tools, tips and tricks, we've created this Fundraising Toolkit.



More than 4,500 children in Dallas go to bed each night without a place to call home.

Vogel Alcove is a trauma-informed, early childhood development center for Dallas' homeless children. Vogel Alcove helps kids and families recover from the lasting effects of homelessness. A two-generation approach provides developmental interventions for children while helping parents establish a stable home environment.

Housing is essential to ending homelessness, but families also need food, employment, childcare, education, transportation, mental and health care, and supportive relationships in order to thrive.

90% of brain development occurs before age five; the trauma of homelessness disrupts this critical wiring of the brain. Toxic stress causes emotional and mental disturbances in children and parents, and unstable housing threatens the family unit. Vogel Alcove's services are culturally competent, holistic, and family-centered.

We strive to Rewire Brains, Repair Hearts, and Restore Families.



## GETTING STARTED:

# Setting up your fundraising page



## Set your goal

Setting a goal for your fundraiser is your first step. Research suggests that an initial goal of \$200 is a good place to start. Once you've reached your goal, you can increase it and raise more funds.

### **PRO TIP:**

**To jump-start your campaign, be the first one to donate! Showcasing that you're not only a supporter but also a donor will encourage your network to give.**

## Tell your story

Your story is the first thing people will see when visiting your fundraising page, so your goal is to make it as impactful as possible.

It's important to communicate how Vogel Alcove's mission has impacted your life in a meaningful way and why you've decided to fundraise on our behalf. And don't hesitate to pull at their heartstrings; people are more likely to give if there's an emotional connection.

# Fundraising Best Practices



Fundraising leverages the power of your social network to meet fundraising goals and help move Vogel Alcove toward our mission.

The success of your fundraising campaign depends heavily on the amount and ways that you're sharing your campaign with friends, family, and colleagues. Social media, email, text messaging, and word of mouth are some of the best ways to get your request noticed.

## What's the best way to share?

Sharing your fundraising campaign via your Facebook page, Twitter, Instagram, or LinkedIn, in addition to your own personal email list, is at the heart of every campaign. Leveraging these networks is how you'll meet—and hopefully exceed—your fundraising goals.

You won't have the phone number of all of your network contacts, but choose a few that you know will respond well to a more intimate request: text messaging. Don't group text; take the time to send individual (copied and pasted) texts to each one.

### **PRO TIP:**

**Get personal and select a handful of your closest family and friends to reach out to as you announce your campaign. Close friends and family are more likely to donate, so getting them on board will let the rest of your network see that people are already supporting the cause.**

## How often should I communicate with my network?

There are five absolute times you should communicate with your network during a fundraising campaign:

1. Campaign launch
2. Midway goal
3. Final push
4. Campaign end or goal reached
5. Thank you

We recommend maintaining momentum between each of these main milestone communications with one to two social posts per week and one weekly email to help keep your campaign top of mind. If you're texting, use those requests judiciously and make sure that you're not monopolizing the conversation with donation asks.

During the final push phase of your campaign, increasing your frequency to a few social posts a day has proven to be highly effective, so go for it!

We recommend creating a simple sharing schedule to plan out your communications ahead of time. This'll save you time and make your campaign more fun and less stress. You can use Google Calendar, Google Sheets, or even a notebook to plan out when you'll post to socials and email or text your network.

**PRO TIP:**

**Use our calendar template on page 13 to help plan out your fundraising activities!**

## Privacy & Consent

When communicating with your networks, please respect their communication preferences and adjust accordingly. This includes making sure you have permission to contact your peers, particularly if you're sending text messages.

## READY, SET, FUNDRAISE!

---

Now that you've learned all the fundraising tips, tricks, and best practices, it's time to jump into it with confidence!

We've included pre-written communications for you to use at every major campaign milestone along with a planning calendar to make fundraising as easy as pie.

Copy, paste, and start fundraising. :)



# Announcement #1: Campaign

**Send:** Right after you've completed setting up your fundraising page.

The purpose of this announcement is to let your online network (IRL & social media friends, family, peers, colleagues, neighbors) know that you've signed on to raise funds for a cause near and dear to your heart and that you need their help. Basically, you've got to get the word out to everyone you know to help you reach your fundraising goals. The goal is to share, share, share!



## EMAIL

### SUBJECT LINE:

Help Homeless Children Today

### BODY:

Hey, **[Name]**! I hope this finds you well. I've got great news! I've signed on to become a supporter of **Vogel Alcove** and could really use your help. I'm committed to helping **Vogel Alcove** raise **[\$Goal]** which will **provide Dallas homeless children and their families with the tools to build a better future.**

Every donation, large or small, makes a difference and moves **Vogel Alcove** closer to ending family homelessness.

Ready to make a lasting impact in our community?  
Please visit my fundraising page at **[URL]** and make a donation today!

If you want to make an even larger impact, you can sign on as a supporter, too, and create a fundraising site **[www.vogelalcove.org/ways-to-give/create-a-fundraiser](http://www.vogelalcove.org/ways-to-give/create-a-fundraiser)** of your own, set your personal fundraising goal, and start spreading the news!

Can't donate or become a supporter? No worries. Please consider forwarding this email to your friends and family to get the word out.

Thanks so much for your support!

## TWITTER

Hey friends, I've signed on to help **@VogelAlcove** raise funds to help homeless children and their families. Help make a lasting impact: **[short-link]** **#helphomeless**

## FACEBOOK

Hey friends, I've signed on to help **@VogelAlcove** raise funds to help homeless children and their families. Please share with your friends and family and donate today: **[short-link]** **#vogelalcove**

## TEXT

Hey friends, I've signed on to help **@VogelAlcove** raise funds to help homeless children and their families. Please help by donating today: **[short-link]**



# Announcement #2: Midway Goal

**Send:** When you're halfway to meeting your fundraising goal.

The purpose of the midway announcement is to share that you're halfway to meeting your fundraising goals and still need help to get to the finish line. The tone should be excited in nature and get your network to feel motivated to help you reach your goals.



## EMAIL

### SUBJECT LINE:

Ohhh, we're halfway there—**\$XX** more to go!

### BODY:

**[Name]**, I've got great news—I'm halfway to reaching my personal fundraising goal of **[Goal Amount]** raised for **Vogel Alcove**! Pretty awesome, right? All the money raised will help **Vogel Alcove serve homeless children and their families**. Will you help me move the needle forward with a donation? Visit **[Campaign Site Link]** today.

If **Vogel Alcove's** mission is near and dear to your heart like it is mine, consider becoming a supporter and starting your own fundraising page to help them reach their goal more quickly! Plus, it's a great way to leverage your awesome social media networks for a good cause (but keep those cat memes coming, please!).

Thank you!

## TWITTER

Ohhh, we're halfway there—only **\$XX** more to go to meet my fundraising goal to help **Vogel Alcove serve homeless children and their families**.

Please help me move the needle forward by donating today: **[short-link] #inserthashtaghere**

## FACEBOOK

Ohhh, we're halfway there—only **\$XX** more to go to meet my fundraising goal to help **Vogel Alcove serve homeless children and their families**. Help me get all the way there and share/donate today: **[short-link] #inserthashtaghere**

## TEXT

**[Name]**, guess what? I'm halfway to meeting my fundraising goal for **Vogel Alcove**! Please help by donating today: **[short-link]**

# Announcement #3: Last Push

**Send: One (1) day before the fundraiser ends.**

The purpose is to inform your network that time is running out and they can help you reach your goal by donating and/or sharing your fundraiser with their network. These messages create a sense of urgency with a time-sensitive deadline so your network knows they only have a little time left to help you reach your goal.



## EMAIL

### SUBJECT LINE:

I'm close to my goal—will you help me reach it?

### BODY:

Hi **[Name]**! Believe it or not, I've raised **[Amount Raised]** for **Vogel Alcove** to **help homeless children and their families.** and I'm only **[\$XX]** away from reaching my fundraising goal. If you haven't donated yet, please donate now!

If you've already donated, consider one more gift: share this link **[Campaign Site Link]** with your family, friends, and social networks. Imagine how much more can be accomplished if everyone joins in.

Let's do it!

## TWITTER

I've already raised **\$XX** to help **@VogelAlcove** reach its fundraising goals! There's only one day left and I need your help. Donate now! **[short-link] #inserthashtaghere**

## FACEBOOK

I've already raised **\$XX** to help **@VogelAlcove** reach its fundraising goals! There's only one day left and I need your help. Share/donate now! **[short-link] #inserthashtaghere**

## TEXT

**[Name]**, I've already raised **\$XX** to help **Vogel Alcove** and my goal is almost reached. There's one day left and I need your help. Donate now! **[short-link]**

## Announcement #4: Goal Reached or Campaign End

**Send:** When the campaign ends or you've hit your goal.

The purpose of this is to let your network know that the campaign has ended and/or you've reached your fundraising goal. The tone should be congratulatory and should thank your network for their contributions of donations/shares. This is also a great way to share the impact of their support.



### EMAIL

#### SUBJECT LINE:

We did it!

#### BODY:

**[Name]**, with your help and support, I raised **[\$XX]** for **Vogel Alcove**! I can't thank you enough.

**Vogel Alcove** will now be able to **help homeless children and their families recover from the trauma they've experienced and build a better life**—that's a huge deal.

I hope you feel good about your contribution because I sure appreciate it.

I hope we can continue to help organizations like **Vogel Alcove** reach their fundraising goals.

World change happens one person at a time, and I'm happy we were able to make a difference together.

Until next time!

### TWITTER

We did it! Thank you all who helped me reach my fundraising goal of **\$XX** for **@VogelAlcove**. I'm thrilled we were able to make a difference together. Look what we did: **[short-link] #inserthashtaghere**

### FACEBOOK

We did it! Thank you all who helped me reach my fundraising goal of **\$XX** for **@VogelAlcove**. World change happens one person at a time, so I'm thrilled we were able to make a difference together. Look what we did: **[short-link] #inserthashtaghere**

### TEXT

**[Name]**, thank you! I've reached my fundraising goal of **\$XX** for **Vogel Alcove**! I'm thrilled we could make a difference together. Look what we did: **[short-link]**

# Announcement #5: Thank You Letter

**Send: One (1) week after the campaign has ended.**

The purpose is to thank everyone who helped support you in reaching your fundraising goal with a personal message.



## LETTER

Dear **[Supporter Name]**,

We did it! Thanks to your support, I met my fundraising goal of **\$XX** for **Vogel Alcove**. They're now one step closer to achieving their mission to **help homeless children and their families build a path toward success in school and life** by rewiring brains, repairing hearts, and restoring families. This is incredible.

It felt so good to have my friends and family join me in raising money for such a great cause. Reaching this goal is a testament to the power of social fundraising and what we can achieve if we all work together toward a common goal. I hope you feel great about your contribution because I couldn't have done it without you.

Hope we can make some more fundraising magic in the future.

Until then, cheers!

# Monthly Calendar

<b>MON</b>	<b>TUE</b>	<b>WED</b>	<b>THUR</b>	<b>FRI</b>
<b>MON</b>	<b>TUE</b>	<b>WED</b>	<b>THUR</b>	<b>FRI</b>
<b>MON</b>	<b>TUE</b>	<b>WED</b>	<b>THUR</b>	<b>FRI</b>
<b>MON</b>	<b>TUE</b>	<b>WED</b>	<b>THUR</b>	<b>FRI</b>
<b>MON</b>	<b>TUE</b>	<b>WED</b>	<b>THUR</b>	<b>FRI</b>



## THANKS FOR BEING A FUNDRAISING SUPERSTAR

---

Thank you so much for taking the time to spread the word about Vogel Alcove's work and for fundraising on our behalf. Every dollar raised moves us closer to fulfilling our mission and helps us continue to make a lasting impact in the fight to end homelessness.

We appreciate you and look forward to continuing this meaningful partnership for years to come!

