

CHES Foundation's Fundraising Toolkit

CHES Champions – Learn the skills to be a *topflight Fundraiser* with CHES Foundation's Fundraising Toolkit (2023).

Thank you so much for joining us as a CHES Champion! We so appreciate your commitment to our community!

We believe that families with bleeding disorders have a right to attend critical educational events with other members of the community, and that families facing economic challenges in doing so should not be excluded.

But travel support for families has been significantly reduced or withdrawn for some programs.

So, we decided to do something about it. We have a goal to raise \$40,000 to help families attend our events and benefit from getting together as a community.

What you are doing in helping families attend community events can be **life changing**. Thank you.

We are so proud to welcome you as a CHES Champion and so grateful – as are the families who will benefit from your kindness – for your amazing generosity and help.

Paul Wheatley will reach out to you soon to see if you need further support but in the interim, please feel free to contact Paul – PWheatley@CHES.Foundation with any question/support that you need.

Warm wishes – and a **huge** thanks once again!

The CHES Team!

Our 6 steps to fundraising success

Each of these are explained in detail in the remainder of this document.

1. Define your activity
2. Decide a date to achieve it
3. Select your Top 15 potential sponsors
4. Communicating your 'ask'
5. Keep spreading the word on social media
6. Keep Sponsors informed of your progress and thank them when you succeed

Define your activity - Some Fundraising Ideas:

Your activity can be fun or a challenge – or both! Perhaps it’s something you’ve always wanted to achieve. Here’s some ideas you might think about. Need any help deciding? Call us at the CHES Foundation.

1. Virtual silent auction
2. Bake sale
3. Online raffle
4. Car wash
5. Walk-a-thon/5k run/marathon
6. Sell merchandise with your organization’s logo
7. Talent show
8. Crowdfunding
9. Trivia night
10. Charity golf tournament
11. Dress-down day at your office or school
12. Restaurant profit-sharing nights
13. Holiday gift wrapping
14. Collect donations in exchange for volunteer services
15. Fashion show
16. DIY crafting workshops
17. Karaoke night
18. Yard sale
19. Kids’ carnival
20. Virtual fitness challenge

Select your top 15 potential sponsors

First, think about 15 people closest to you who would support you in something you care about. These are people around you every day, they might be in the community, or just be people you feel close to.

They might include:

- Family – close and extended
- Friends – at home or away
- Friends of your kids or your parents or siblings
- Colleagues – both past and present
- Neighbors/local businesses
- Members of Clubs/Societies which you belong to
- Parents at your school
- People at your church

Write down your Top 15 and reach out to them on the same day and keep track of their responses.

When you have asked everyone on your first list, write down your next cohort of 15 - and repeat!

It's simple!

Communicating Your 'Ask'

Elevator Pitch:

When you approach people for funding it's good to have something short to recite. Something like this might work:

"I am raising funds for families with bleeding disorders who are unable to afford the travel costs to attend critical events with their communities. Can you help?"

Emails: Here's possible emails you might send to friends, family, and coworkers to gain sponsors. **Red** text highlights all items to be customized or removed.

FIRST EMAIL

SUBJECT LINE: Let's raise some funds together for a good cause. Please read.

BODY: **DEAR NAME,**

You might have heard that I'm fundraising to raise funds to help individuals and families with bleeding disorders attend in-person educational events with their community.

This cause is very important to me because "**GIVE YOUR PERSONAL REASON HERE**".

Recently, funding to help families travel to these life-changing events has been significantly reduced or completely withdrawn for some programs.

This leaves families (already struggling with the costs of having a family member with a bleeding disorder) in limbo and without options to attend.

So, I decided to do something about it.

I decided to become a **CHES Champion**, to support the travel costs of families with bleeding disorders. I am going to “**ACTIVITY**” [eg **RUN A MILE, BAKE SALE, TRUNK SALE, DANCE MARATHON ON DATE**]

I’m encouraged by the support I’ve already received, but I still need help reaching my fundraising goal of \$1,000.

Would you be willing to make a contribution to my fundraiser?

Of course, a gift of any amount would mean the world to me! The total amount all CHES Champions hope to raise by December 31, 2023 is \$40,000.

To donate, simply click the link to my fundraiser below:

<https://www.paypal.com/us/fundraiser/charity/3831253>

It would also **mean a lot if you could share my fundraiser link on social media**. The more exposure I get, the faster I will reach my fundraising goal, and the *more families can benefit from critical support* through the CHES Foundation.

I’d love to talk to you in person about my fundraiser, so please don’t hesitate to reach out.

Hoping you can help...



SECOND EMAIL (Send when you're halfway through 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 \$1000 raised for CHES Foundation! Pretty awesome, right? All the money raised will help families with rare bleeding disorders.

Will you help me move the needle forward with a donation? Donate by using the green button in the top-right corner of <https://ches.education/> today.

Please consider becoming a CHES Champion yourself 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.

Thank you!



THIRD EMAIL (Send day before fundraiser ends – December 31, 2023)

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 CHES FOUNDATION to help families with rare bleeding disorders 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 <https://www.paypal.com/us/fundraiser/charity/3831253> with your family, friends, and social networks.

Imagine how much more can be accomplished if everyone joins in?

Let's do it!

Keep Sponsors informed of your progress and thank them when you succeed

THANK YOU EMAIL

Dear [Supporter Name],

We did it! Thanks to your support, I met my fundraising goal of \$XX for CHES Foundation. They're now one step closer to achieving their mission of bringing families with bleeding disorders to critical events. How *amazing* is that?

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!

Spreading the word

Fundraising leverages the power of your social network to meet fundraising goals and help move your favorite nonprofit – CHES Foundation! - closer to their 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 the fundraising campaign on the CHES website via your Facebook page, Twitter, Instagram, or LinkedIn, in addition to your own personal email list, is at the heart of every campaign.

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

Leveraging these networks is how you'll meet—and hopefully exceed—your fundraising goals – and become a topflight CHES Champion!

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.

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.

Important. Remember!

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.



THANKS FOR BEING A FUNDRAISING SUPERSTAR!!!

Thank you so much for taking the time to spread the word about our nonprofit's work and for fundraising on our behalf as a CHES Champion!

Every dollar raised moves us closer to fulfilling our mission to help a community we care *so much* about. It also helps us continue to make a lasting impact.

We appreciate you!

With *Huge* thanks,

CHES FOUNDATION TEAM

