



Save the Children.



Save the Children
Action Network™

BRIDGE THE GAP FOR KIDS!



Fundraising Guide

#InvestInKids

WHY FUNDRAISE FOR SAVE THE CHILDREN?

86% of every dollar you raise goes straight toward providing lifesaving support to kids. Together, we can work to keep children healthy, educated and safe — here in the U.S. and around the world!

GETTING STARTED

STEP 1: SET UP AN ONLINE FUNDRAISING PAGE

1. Visit savethechildren.org/btg-orangeburg and click “Start a Fundraiser.”
 - a. If fundraising as an individual, use the ‘Join as an individual’ option.
 - b. If you want to be a team captain to build a team that will fundraise together, use the ‘Create a Team’ option.
 - c. If you want to join an existing fundraising team, use the ‘Join a Team’ option.
 - d. Hosting an offline fundraiser? We still recommend creating a fundraising page to share details and collect credit card donations.

STEP 2: SHARE YOUR STORY

Statistics are important — but your passion for the cause is what really inspires others to donate.

- Let your circle know what motivated you to fundraise.
- Be sure to set a fundraising goal — you can always increase it!
- Customize your fundraising page with photos/videos.

STEP 3: ASK FOR DONATIONS

Don't be shy! Let everyone know you're fundraising for kids' futures.

- Consider making the first donation to set an example.
- Reach out to potential supporters via social media, text, email, letters and face-to-face interactions.
- Be sure to thank donors.
- Ask those who can't donate to spread the word.

PRO TIP: Customize the email templates in your participant center to make outreach a breeze.

AMPLIFY YOUR FUNDRAISER

TIP 1: USE SOCIAL MEDIA

- Reach out to people you don't normally see.
- Go live! It's a fun way to get your network's attention, share your story and encourage donations.
- If you're on Facebook, create a linked Facebook fundraiser straight from your online participant center.

TIP 2: GET CREATIVE

- Pick a hobby — then, turn it into a way to collect donations!
- Love to bake? Host an in-person or virtual class for a suggested donation.
- Eager to go outside the box? Once you hit your fundraising goal, dye your hair a crazy color, face a fear, etc.
- Into trivia? Host an event and request donations for entry. You can even quiz participants on the Farm Bill!



AMPLIFY YOUR FUNDRAISER (CONT.)



TIP 3: MATCHING GIFTS

- Does your employer have a gift matching program? You can check here: [SaveTheChildren.org/Matching-Gifts](https://www.savethechildren.org/matching-gifts).
- Ask your company to double or triple match your fundraising total.
- Encourage donors to see if their employer will match their donation, too!

TIP 4: FOLLOW UP

- Don't be afraid to send a friendly reminder — it's never too late to donate!
- The days leading up to the walk are some of the best for fundraising.

TIP 5: GET WALKIN'

- Meet us in Orangeburg on Saturday, October 14th.
- Go live on social media and share photos/videos.
- Haven't reached your goal? Ask followers and attendees to help you cross the finish line!
- Afterwards, be sure to thank all supporters with a post, email or handwritten card.

Questions? Email us at getinvolved@savechildren.org.

FUNDRAISE LIKE A PRO: HOW TO RAISE \$250 IN 7 DAYS

DAY 1: CHIP IN \$25

Be your first donor! Just \$25 can provide early learning materials to help kids prepare for kindergarten.

\$25

DAY 2: SOCIAL MEDIA

Share your fundraising link and challenge at least two followers to match your \$25 donation.

\$75

DAY 3: FAMILY

Ask three family members to donate \$15 or more to help enhance a child's education.

\$120

DAY 4: FRIENDS

Get three of your best friends to donate \$10 or more, which can nourish an out-of-school child for an entire day!

\$160

DAY 5: WORK

Ask your company for a \$50 contribution, which can serve 10 hungry children a nutritious breakfast and lunch. Check to see if they'll match your fundraising total, too!

\$210

DAY 6: OUT AND ABOUT

Get 5 people from your book club, yoga class, bowling league or other hobbies to chip in \$5 each, which can provide breakfast and lunch to a child who relies on school meals.

\$235

DAY 7: LOCAL BUSINESSES

Encourage your local nail salon, restaurant or doctor's office to contribute \$25 each. To take it a step further, ask to put a donation box there.

\$250

CONGRATULATIONS — YOU JUST RAISED \$250!

Your impact could look like...

- Providing a day's breakfast, lunch and dinner to 10 hungry children
- Filling a bookshelf for a child in rural America, where many don't own a single book
- Supply a teacher with early educational essentials like books, games and toys

But don't stop now! The more money you raise, the more we can continue supporting children.

Email getinvolved@savechildren.org for more fundraising tips.



 Save the Children.  Save the Children
Action Network

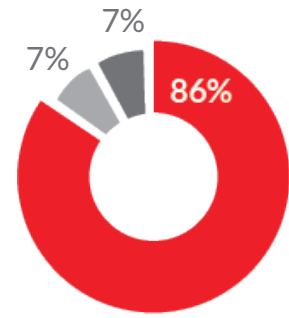
**BRIDGE THE GAP
FOR KIDS!**

FAQs

AM I REALLY MAKING A DIFFERENCE?

Yes! 1 in 5 kids nationwide grows up in poverty. Because of circumstances beyond their control, millions may never reach their full potential.

Our work in rural America ensures children have a strong foundation to thrive as learners and in life – and your support helps us reach the most isolated communities.



When you give, 86% of every dollar goes straight to our mission.

HOW DOES SAVE THE CHILDREN HELP KIDS IN SOUTH CAROLINA?

Save the Children partners with rural communities across South Carolina to help them grow stronger through the healthy development and education of their young children

We currently partner with 28 schools in 7 counties.

Last year, we distributed 272,589 meals to children and families in need.

School-age literacy and math programs reached 2,373 children in 7 counties. In partnership with our more than 5,500 on-the-ground volunteers and 156,000 online supporters, we work at the state and federal level to ensure issues critical to children's lives are given top priority by our elected leaders.

DOES BRIDGE THE GAP FOR KIDS HAVE A FUNDRAISING MINIMUM?

No – but every donation makes a difference. We need your help to keep children healthy, educated and safe!

DO YOU TAKE CASH OR CHECKS?

Please convert all cash to checks or money orders made payable to Save the Children – then, mail them to the address below. Be sure to include Bridge the Gap Orangeburg Fundraiser, your name and your team's name (if applicable) to ensure you get credit for every donation.

Save the Children
Attn: Gift Processing
501 Kings Hwy East, Suite 400
Fairfield, CT 06825

(If this isn't possible, bring cash donations and donation forms to the walk.)

FAQs (CONT.)

A DONATION IS MISSING FROM MY FUNDRAISING PAGE...

Mailed donations typically appear within three weeks of receiving them. If you think one is missing, please email getinvolved@savechildren.org with donation details.

WHAT IS SAVE THE CHILDREN'S TAX ID NUMBER?

Save the Children's Tax ID Number is 060726487.

WHAT'S SAVE THE CHILDREN VS. SCAN?

Save the Children Action Network (SCAN) is Save the Children's advocacy arm. As the political voice for kids, we're building bipartisan support to make sure every child gets a strong start in life.

To get involved in South Carolina, please email SCAN's South Carolina State Manager, Hafeezah Yates, at hyates@savechildren.org.

THIS WALK IS SUPPORTING THE FARM BILL... WHAT'S THAT?

The Farm Bill is our nation's largest package of anti-hunger legislation, giving children access to nutritious food here at home and around the globe. Its programs fund nutrition assistance, support farmers and help communities achieve self-sufficiency worldwide.

The Farm Bill is set to be renewed in 2023 – which means we have a critical opportunity to make this legislation even more effective for kids. To learn more about the Farm Bill and take action visit www.savethechildrenactionnetwork.org/farmbill.

STILL HAVE QUESTIONS?

Email us at getinvolved@savechildren.org.



**BRIDGE THE GAP
FOR KIDS!**