

FUNDRAISING HANDBOOK

THANK YOU for fundraising on behalf of Save the Children!

Together, we can directly tackle issues facing kids to ensure our vision for a world where all children are safe from harm, where they have equitable access and time to devote to education, and where their health and nutrition are properly cared for.

This handbook and our online resources provide support and inspiration to ensure your fundraising success. It's because of fundraising like yours, that children have a better quality of life.



FUNDRAISING WORKSHEET

You have taken the first step to fundraiser Now let's talk about some keys to your fundraising success. Think about your personal reason for fundrasing. Share your inspiration and motivate those around you to make an impact by contributing to your campaign.

Why is it important for you to support Save the Children? What has motivated you to fundraise?

What are the best ways to share your story with your friends & family?

Are they on social media a lot? Do they communicate mostly with texts? Do some prefer emails? Notecards? Letters?

What is your fundraising goal?

\$



Susan Warner

\$100 can stock a library and leave a legacy to benefit U.S. children.



Shawn Milsaps

\$1000 can send a child to our highly successful kindergarten readiness program



Shawn Milsaps

\$5,000 can equip five Head Start classrooms with equipment, furniture and computers

FUNDRAISING STEPS

Set a goal

You just did this on the previous page! Done!

Make a personal donation

Lead by example.

List your support

Who do you know? Friends, family, acquaintances, co-workers, anyone that's ever asked you for a donation, hair dresser, etc. If you've ever interacted with them, put them on your list.

Thank You

As the donations roll in, thank each donor. If they're on social media, thank them publicly, (which will encourage others to donate, too!).

Ask

Gather your courage and make the ask. Share why you've accepted the Bridge Challenge, and why bridging the gap for girls benefits everyone!

Connections

For every person on your list, make a note for how they like to communicate. Face-to-face? Text message? Instagram? Facebook? Email? At your book club? The list will go on.

BONUS: We've done the work for you! Customize the templates in your participant center to make communicating a breeze.



Matching Gifts

Many corporations have matching gift programs. See if your workplace matches at: [SaveTheChildren.org/Matching-Gifts](https://www.savethechildren.org/Matching-Gifts) and request a match to double or triple your fundraising. Also encourage your donors to check if their company will match their contribution to you.

Persist

With busy schedules, we can all use friendly reminders. Keep up your momentum! Remind everyone about the work you're doing and the impact they can make.

DID YOU KNOW?
It can take up to 10 asks before someone remembers to make a donation?



CONGRATULATIONS!
You've reached your goal and created a lifelong, positive impact!



STUCK? We're here to help! Please contact us at: getinvolved@savechildren.org

GETTING STARTED

Log in

Become familiar with the fundraising tools available to you.

Update your personal page

Find the Personal Page tab in the Participant Center and update your page with your story. Why do YOU fundraise?

Upload a Photo

Include a photo of yourself or one of your team to help show everyone that this is personal! Drive home your story!

Send emails

With just a few clicks from your participant center, you can download your contacts and send personal messages to friends and family.

Invite your network

Encourage new team members to take these same steps and reach out to THEIR networks, too! The more the merrier and the greater your impact.

Self Donate

Lead by example. We can't stress this enough! Kick off your fundraising efforts by donating to yourself!

Watch the donations roll in!

Keep track and be sure to thank all of your contacts as soon as they donate. If you reach your fundraising goal, raise it and let your audience know!

CONGRATULATIONS!
You've reached your goal and created a lifelong, positive impact!



6 VIRTUAL FUNDRAISING IDEAS

- 1 Design a TED Talk Style Event** Have a friend who is a leader in a particular field? Host a livestream presentation where you can have each speaker present from the friendly confines of their own home to your community. Be sure to include links to call-to-actions for fundraising requests.
- 2 Virtual Talent Show** Here's a great way for your participants to see the creative efforts of your participants without needing to crowd into a theatre setting. Simply request registrations in advance using an event registration link, and then provide a virtual ticket to access the talent show via a link you provide. Using a service like YouTube Live or Facebook Live, you can live stream your event to the attendees, and let your performing community shine!
- 3 Virtual Marathon Event** Choose an activity and invite your participants to watch along as you display your own "test of endurance." (Bounce a tennis ball, jump on a trampoline, walk around your garden...you get the idea!) Try for 12 to 24 consecutive hours. Live-stream your event and provide commentary!
- 4 Virtual Paint Night Fundraiser** Have a talent for painting? You've heard of "paint nights" at painting studios, but why not host a painting party from your kitchen and invite friends to fundraise for a great cause? It's a perfect way to engage your audience, raise some money, and give people something to do from home. Consider creating a painting that somehow reflects the work of Save the Children.
- 5 Birthday Challenge** throw a virtual birthday party for anyone who can raise a certain amount of money before their birthday. Use a Zoom account (or another online conferencing platform) to gather all your friends and family. Be sure and thank them for their generosity and maybe plan some fun party games! Make it BYOC (Bring Your Own Cake)!
- 6 Facebook Live Fundraiser** Take advantage of everyone being at home to offer some exclusive online entertainment or education opportunities. Consider inviting professors or authors who are experts in something related to Save the Children to give a talk and lead a Q&A. Ask a local band to put on a virtual show (while following social distancing rules, of course). Don't be afraid to ask your audience who they would want to hear from! The possibilities are endless!

QUICK ASKS

Fundraising is as simple as making an ASK. There are so many great ways to ask for donations and they don't need to take much time. You can text, share on Facebook, post on Instagram – or a combination of all three.

Use these quick donations asks to catch the attention of your community and energize them to donate. *Remember – always include a link back to your personal page when you post online.*

- Every child deserves the opportunity to learn, feel safe, and be healthy. I've accepted the challenge to fundraise for Save the Children and I'd love your support. Learn more about the challenge and donate today.
- Save the Children's goal is to do whatever it takes to ensure that every child survives, learns, and is protected. Your donation today creates a better tomorrow for kids.
- This is not just a text, it's the chance to do something impactful. Help me fundraise for kids by donating today.
- Do you like a great challenge? I challenge you to be bold and join me in Bridging the Gap for America's Kids. By donating today, you are giving children in rural America the chance they deserve to succeed and flourish.
- I would love your support today. Your donation is an investment in kids. Thank you in advance!
- Education is so important to me. I was shocked to learn that 60% of children living in poverty don't have a book in their home. Together, we can bridge the gap.
- Every child deserves a healthy start. Together, we can ensure children are growing up healthy, nourished, and safe.



Photo: Bennie-Khronyizira



Photo: Victoria Zegler

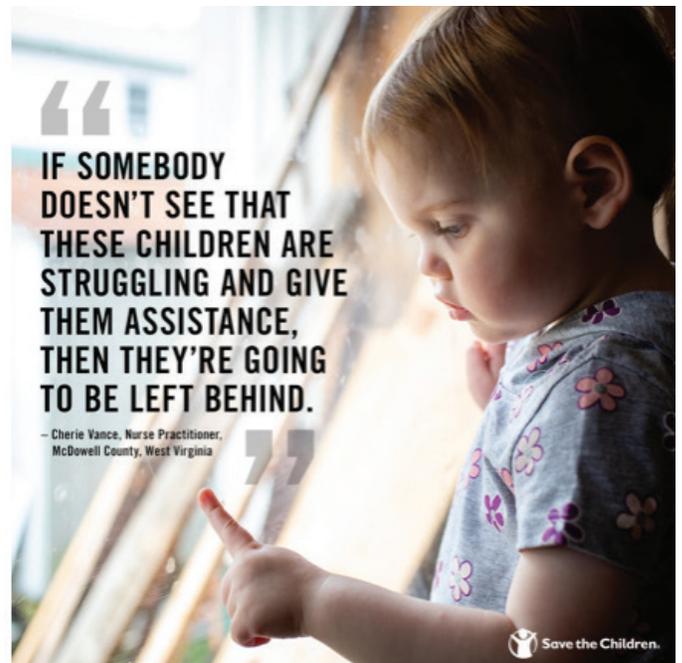
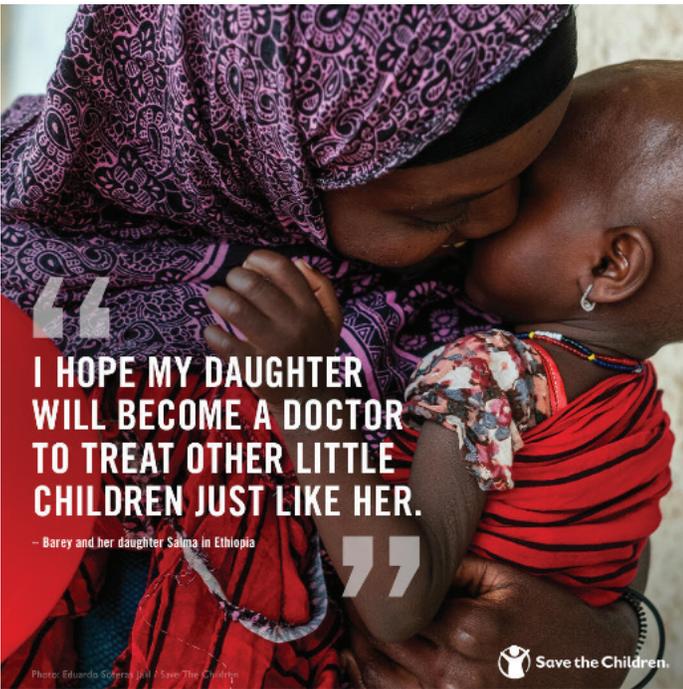


Photo: Victoria Zegler

SOCIAL SQUARES

Embracing social media and dedicating some time to it will yield great result and help you reach your fundraising goal. Catch the attention of your online community and inspire them to donate.

Use these social squares to enhance your posts on social media and give a visual about their impact. You can also ask your community to share your post and link with their online circles to help expand your audience. Be sure to download from the resources tab on the landing page!



SAMPLE LETTER

I'm so excited to fundraise with Save the Children!

Children confront obstacles and barriers every day that can last a lifetime and limit their access to education, protection, and healthcare. I believe that every child deserves the opportunity to learn, feel safe, and be healthy. I'm energized knowing that I can help by fundraising and I am determined to raise \$ _____. Reaching my fundraising goal will go a long way to help bring a better future and quality of life for children who need our help most.

Please join me in making a difference by donating today.

Together, we can support Save the Children's vision for a world where all children are safe from harm, where they are equally heard, valued and cared for. Thank you so much for your support!

SAMPLE THANK YOU

Thank you so much for your generous donation! I really appreciate your support!

Your gift is significant and helps Save the Children tear down the complex barriers that stand in the way of children. With your help, we are giving kids the chance to grow up healthy, learning and safe – a chance for a brighter future.

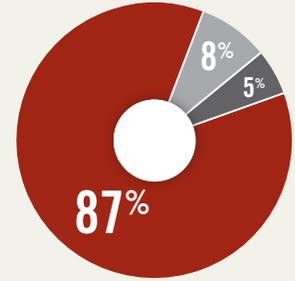
Thank you again for your contribution. It means the world to me and brings me closer to my fundraising goal. I'm aiming high to make the greatest impact, so please continue to check my progress on my fundraising page, or follow me on [social media channel of your choice]!

THANK YOU!

Children confront disproportionate barriers and systemic discrimination that can last a lifetime and limit equitable access to education, protection, healthcare and employment. The consequences of inequality and disempowerment are devastating and impact entire communities.

Your fundraising opens doors for children and makes an impact by spreading awareness.

Thank you again for supporting Save with Children. Your dedication supports our goal to ensure that every child survives, learns, and is protected.



WHERE YOUR GIVING GOES

- 87% PROGRAM SERVICES
- 8% FUNDRAISING
- 5% MANAGEMENT & GENERAL

In fiscal year 2018, **87 percent** of all expenditures went to program services. That percentage is an average for all Save the Children's programs worldwide; the percentage spent in any particular program may vary.

Save the Children has earned top ratings from around the industry!



Visit us on social media.



501 Kings Highway East
Suite 400
Fairfield, CT 06825
www.savethechildren.org/fundraise
1.800.SAVETHECHILDREN