



Fundraising Team Leader Info

What's the “elevator pitch” for supporting camp?

Emergency room visits for suicide attempts have increased over 50% for teenage girls in a 24-month period. But this isn't just about the extreme cases; **The mental health of our youth** is at a crisis level across the board. We need to help our kids build resiliency skills to face life's adversities. *Camp because I said I would* will provide **12-17 year olds** from all background to **build resiliency skills** through programs focused on mental health, social-emotional learning and character development.

Camper scholarships will be focus on students who have been affected by suicidal ideation, bereavement or child abuse. Outside of summer months, the property will be used for up to 150 family retreats for those in bereavement after losing loved ones to cancer, domestic violence, car crashes and other tragedies.

The nonprofit has purchased a beautiful 92-acre property that is an event venue and winery business. We are raising **funding to build youth cabins** that don't currently exist.

What are the first steps I should take?

1.) Select a fundraising goal amount:

- ☐ \$500
- ☐ \$3,000
- ☐ \$10,000

2.) **Set up your Team Fundraiser on our online platform.** It is super easy to use and will tally your donation total. You can even win prizes for reaching certain fundraising milestones. Start here: [LINK](#)

3.) **Determine the possibility of donation matching.** Some companies match all of their employee's donations. Ask your HR department. Not doing a company fundraiser? Considering telling your donors you will be matching gifts dollar-for-dollar up to a certain amount.



Fundraising Team Leader Info (cont.)

How do I introduce the campaign to my network?

We have “copy & paste” content to make it easy to share your fundraiser. Just follow these steps *after* you have created the fundraiser:

1.) Recruit 1 to 2 Co-Leaders:

Email 3 people in your close network to join your campaign as CO-LEADERS. You can use this template email below, but don't feel like you have to wait to have co-leaders. Start without them and lead by example:

“Hi **NAME**,

I hope you are well! I'm reaching out because I am starting a fundraiser to help build summer camp cabins for 12-17-year-olds who have been affected by suicidal ideation, bereavement or child abuse. I'm looking for co-leaders to help me with this online fundraiser (basically just emailing some folks and making some social media posts). I immediately thought of you because of how much I know you care for others in need. Would you be open to learning more and possibly teaming up with me? Here's a link to my fundraiser: **LINK**”

2.) Email 10 Close Contacts for Donations:

You and your co-leaders email 10 people each who you think would be likely to donate to reach your goal. The template below can make this ask simple:

“Hi **NAME**,

I hope you are well! I'm reaching out because I am fundraising to help build summer camp cabins for 12-17-year-olds who have been affected by suicidal ideation, bereavement or child abuse. I was wondering if you would consider sharing my fundraiser on social media or maybe even donating yourself. You can learn more about the summer camp we're building here and see my fundraiser here: **LINK**”

3.) Make Social Media posts easy with this method:

People donate to people they love. It sounds strange, but sometimes the nonprofit is an afterthought. Many people will donate just because they are close to you and want to support you as a person. So let's lean into that! Every time someone donates, post an old embarrassing or fun picture of yourself from the past with this description:



“THANK YOU to **DONORS NAME HERE** for donating and helping me reach my goal of \$1,000!!! I hope you like this gem of me during my glory days.

Every time someone donates to my fundraiser, I promise to post an embarrassing old photo of me. I'm fundraising to build summer camp cabins for 12-17-year-olds who have been affected by suicidal ideation, bereavement or child abuse. **LINK**”

4.) BONUS: Hold a small fundraising event!

Whether it's a small golf outing, a house party or some other event, your small event can act as a fundraiser for the charity. Get creative or keep it simple! Just make sure you share why you think you support *because I said I would* and our new camp with emotional. Don't hold back. Kids and families are counting on us and we need to convince others they matter because they do.

