

THE ALL-YOU-NEED-TO-KNOW-ABOUT

Challenge Enterprises #InclusionWorks Fundraising Toolkit

October 1st-31st Annual Fundraiser



Welcome, Fundraising Friend!



We're thankful for your unwavering support of Challenge Enterprises and are thrilled that you've decided to make an even bigger impact by becoming a Inclusion Works fundraiser on our behalf during the month of October.



Promoters like you make the nonprofit world go 'round and put the FUN into fundraising!

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 Inclusion Works Fundraising Toolkit.

INTRODUCTION

Each October, Challenge Enterprise celebrates our successes in helping individuals with differences/ disabilities find a more fulfilling life through employment and greater independence as part of National Disability Employment Month. One of the ways we champion our success, is to host an annual fundraiser to support the every growing need in the community for our services. Joining us in this effort to make a meaningful impact, makes you a promoter of the power of people and possibilities and a believer that Inclusion Works for the individual as well as the community as a whole.

Whether you're new to nonprofit fundraising or are a social fundraising master, this special Inclusion Works Fundraising Toolkit will help you raise funds for the cause. We want your fundraising journey to be easy and fun, so this guide is designed to walk you through creating a successful promoter-powered fundraising campaign.

Get ready to raise some funds for a good cause!

#InclusionWorks

#WorkisPower

GETTING STARTED:

Setting up your fundraising page

Personalizing Your Personal Fundraising Page

During registration, you were given access to your very own fundraising page. Please keep this log in information so you can edit your page and create future fundraising events like your birthday, Giving Tuesday or other special Challenge Enterprises campaigns. Your personalized fundraiser page is where you will be able to track your campaign progress and have people donate to your fundraiser.

PRO TIP: You may also want to create a shorten URL for your page to make it easier to post to Twitter or other places where the number of characters is restricted. You can create your own shorten URL at <https://tinyurl.com/>.

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 our organization'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 your favorite nonprofit 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 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 inflict the poison that is group texting on these people; 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, the calendar in this tool kit, 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 and images for you to use for each of the five major campaign milestones along with a planning calendar to make fundraising as easy as pie. [NOTE: Use the Google Doc links below to make cutting and pasting easier]

Copy, paste, and start fundraising. :)

Announcement #1: CAMPAIGN JUMPSTART

COPY & PASTE TEMPLATES & IMAGES FROM GOOGLE DOC

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

The purpose of this announcement is to let your online network (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:

Join me in celebrating National Disability Employment Awareness Month

Body:

[Name], I hope you are enjoying this fall weather. Did you know that October is National Disability Employment Month? Also, were you aware that Challenge Enterprises is a non-profit that assists individuals with disabilities find greater independence through meaningful employment? Just think of their impact on the community!

I have decided to become a promoter of the Power of People and Possibilities by helping Challenge Enterprises raise [\$MyGoal] as part of their #InclusionWorks celebration. Every donation, large or small, makes a difference.

Are you #UpfortheChallenge? Please visit my fundraising page at [Personal Fundraiser URL] and make a donation today!

If you want to make an even larger impact, you too can put the FUN into fundraising. **Click here** and create a fundraising site 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

I've signed on to help @ChallengeEntrprz raise funds. Please help me reach my [\$MyGoal] goal. Make a lasting impact by donating today: [shortlink to your personal fundraiser page] #inclusionworks

FACEBOOK

Hey friends, I've signed on to help @challengeenterprises raise funds during National Disability Awareness Month. Are you up for the challenge to help make a lasting impact? Please share with your friends and family and donate today: [shortlink to your personal fundraiser page] #inclusionworks

TEXT

I've signed on to help Challenge Enterprises raise [\$MyGoal] during National Disability Employment Awareness Month. Please help by donating today: [shortlink to your personal fundraiser page]

IMAGE FOR SOCIAL POSTS: See Google Docs

Announcement #2: Midway Goal

COPY & PASTE FROM
GOOGLE DOC

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:

We are halfway to the goal—only **[\$XX]** more to go!

BODY:

[Name], I've got great news—**#InclusionWorks** and I'm halfway to reaching my personal fundraising goal of **[\$ My Goal]** raised for Challenge Enterprises! Pretty awesome, right? All the money raised will go towards their **#InclusionWorks** National Disability Awareness Month Campaign. Will you help me move the needle forward with a donation? Visit **[Your Personal Campaign Site Link]** today.

If Challenge Enterprises' mission of helping individuals living with disabilities find greater independence through meaningful employment is near and dear to your heart like it is mine, consider becoming a promoter of the power of people and possibilities by starting your own fundraising page! It's a great way to leverage your awesome social media networks for a good cause. **Click here** to get access to your own fundraiser page.

Thank you!

TWITTER

Halfway there—only **[\$XX]** more to go to meet my fundraising goal to help @ChallengeEntrprz assist people with disabilities find employment. Please help me move the needle forward by donating today: **[shortlink to your fundraiser page]** #inclusionworks

FACEBOOK

Halfway there—only **[\$XX]** more to go to meet my fundraising goal to help @challengeenterprises assist people with disabilities find meaningful employment and greater independence. Celebrate National Disability Employment Month and that Inclusion Works for our communities by helping me reach my goal by sharing/ donating today: **[shortlink to your fundraiser page]** #inclusionworks

TEXT

Guess what? I'm halfway to meeting my fundraising goals for Challenge Enterprises! Please help by donating today: **[shortlink to your fundraiser page]**

IMAGE FOR SOCIAL POSTS: SeeGoogleDocs

Announcement #3: Last Push

COPY & PASTE FROM
GOOGLE DOC

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 goals 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 goals.

EMAIL

SUBJECT LINE:

I'm close to my goal and have just one more day to reach it! Will you help me?

BODY:

Hi **[Name]**! Believe it or not, I've raised **[Amount Raised]** for Challenge Enterprises during the #InclusionWorks National Disability Employment Awareness Month Campaign. Funds from this campaign go to support their mission of employment for individuals of all abilities. 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 and/or share this link **[Personal Fundraiser 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!

IMAGE FOR SOCIAL POSTS: [See GoogleDocs](#)

TWITTER

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

[shortlink to your fundraiser page]

#inclusionworks

FACEBOOK

I've already raised **[\$XX]** to help @challengeenterprises reach its fundraising goals! There's only one day left and I need your help. Share/donate now! **[shortlink to your fundraiser page]**

#inclusionworks

TEXT

I've already raised **[\$XX]** to help Challenge Enterprises and my goal is almost reached. There's one day left and I need your help. Donate now! **[shortlink to your fundraiser page]**

Announcement #4: Goal Reached or Campaign End

COPY & PASTE FROM
GOOGLE DOC

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 goals. 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! #InclusionWorks

BODY:

[Name], with your help and support, I raised [\$XX] for Challenge Enterprises during National Disability Awareness Month. #InclusionWorks! I can't thank you enough for contributing to the impact this non-profit has on the community. Challenge Enterprises will now be able to continue their mission to assist people with different abilities find meaningful employment and greater independence—that's a huge deal.

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

Until next time!

IMAGE FOR SOCIAL POSTS: See Google Docs

TWITTER

We did it! Thank you all who helped me reach my fundraising goal of [\$XX] for @ChallengeEntrprz . I'm thrilled we were able to make a difference together. Look what we did: [shortlink to your fundraiser page]
#inclusionworks

FACEBOOK

We did it! #InclusionWorks! Thank you all who helped me reach my fundraising goal of [\$XX] for @challengeenterprises . World change happens one person at a time and I'm thrilled we were able to make a difference together during National Disability Employment Awareness Month. Look what we did: [shortlink to your fundraiser page]
#inclusionworks

TEXT

Thank you! I've reached my fundraising goal of [\$XX] for Challenge Enterprises. I'm thrilled we could make a difference together. Look what we did: [shortlink to your fundraiser page]

Announcement #5: Thank You Letter

COPY & PASTE FROM
GOOGLE DOC

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

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

LETTER

Dear **[Supporter Name]**,

We did it! Thanks to your support, I met my #InclusionWorks fundraising goal of **[\$XX]** for Challenge Enterprises. They're now one step closer to achieving their mission of meaningful employment and independence for people of all abilities. Just imagine the impact their mission has on our community.

It felt so good to have my friends and family join me in raising money for such a great cause during National Disability Employment Awareness Month. 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.

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

Until then, cheers!

Monthly Calendar

COPY & PASTE FROM GOOGLE DOC

MON	TUE	WED	THUR	FRI
MON	TUE	WED	THUR	FRI
MON	TUE	WED	THUR	FRI
MON	TUE	WED	THUR	FRI
MON	TUE	WED	THUR	FRI



THANKS FOR BEING A FUNDRAISING HERO

Thank you so much for taking the time to spread the word about our nonprofit'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. We appreciate you and look forward to continuing this meaningful partnership for years to come!



CHALLENGE 
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