



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

**Challenge** 

**Enterprises**

**Fundraising** 

**Toolkit** 



# 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 fundraiser on our behalf.



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 Fundraising Toolkit.

## INTRODUCTION

---

Whether you're new to nonprofit fundraising or are a social fundraising master, this Fundraising Toolkit will help you raise funds for the cause nearest and dearest to your heart. 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!

## 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, create future fundraiser for 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 fave 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 for you to use at every major campaign milestone along with a planning calendar to make fundraising as easy as pie.

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 promoting a good cause for individuals living with disabilities

### Body:

Hey, **[Name]**! I hope this finds you well. I've got great news! I've signed on to become a promoter of the Power of People and Possibilities and could really use your help. I'm committed to helping Challenge Enterprises raise **[\$My Goal]**, which will assist individuals living with differences find greater independence through meaningful employment. Every donation, large or small, makes a difference and moves Challenge Enterprises closer to their goal.

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

If you want to make an even larger impact, you can sign on as a supporter too, and create a fundraising site of your own, set your personal fundraising goal and start spreading the news! **Click here** to get started.

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 **[\$My Goal]** goal. Help make a lasting impact by donating today: **[shortlink to your personal fundraiser page]** #upforthechallenge

## FACEBOOK

Hey friends, I've signed on to help @challengeenterprises raise funds to help them create greater independence through meaningful employment for individuals living with disabilities. 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]** #upforthechallenge

## TEXT

I've signed on to help Challenge Enterprises raise **[\$My Goal]** for their mission to assist individuals living with disabilities find meaningful work. 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:

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 [\$ My Goal] raised for Challenge Enterprises! Pretty awesome, right? All the money raised will go towards their mission to promote the power of people and possibilities for individuals living with disabilities. Will you help me move the needle forward with a donation? Visit [Your Personal Campaign Site Link] today.

If Challenge Enterprises' goal 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 supporter 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 (but keep those funny memes coming, please!) **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 @ChallengEntrprz assist people with disabilities find employment. Please help me move the needle forward by donating today: [shortlink to your fundraiser page] #upforthechallenge

## 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. Help me get all the way there and share/donate today: [shortlink to your fundraiser page] #upforthechallenge

## 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: See Google Docs*

# 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—will you help me reach it?

### BODY:

Hi **[Name]**! Believe it or not, I've raised **[Amount Raised]** for Challenge Enterprises to help them with their mission of employment for individuals of all abilities 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 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 Google Docs](#)

## 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]**

#upforthechallenge

## 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]**

#upforthechallenge

## 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!

### BODY:

[Name], with your help and support, I raised [\$XX] for Challenge Enterprises! I can't thank you enough. 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. I hope you feel good about your contribution because I sure appreciate it.

World change happens one person at a time, and I'm happy we were able to make a difference together as promoters of the power of people and possibilities.

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] #upforthechallenge

## FACEBOOK

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

## 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

**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 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 through the promotion of the power of people and possibilities. 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. 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!

# Monthly Calendar

COPY & PASTE FROM GOOGLE DOC

<b>MON</b>	<b>TUE</b>	<b>WED</b>	<b>THUR</b>	<b>FRI</b>
<b>MON</b>	<b>TUE</b>	<b>WED</b>	<b>THUR</b>	<b>FRI</b>
<b>MON</b>	<b>TUE</b>	<b>WED</b>	<b>THUR</b>	<b>FRI</b>
<b>MON</b>	<b>TUE</b>	<b>WED</b>	<b>THUR</b>	<b>FRI</b>
<b>MON</b>	<b>TUE</b>	<b>WED</b>	<b>THUR</b>	<b>FRI</b>



## 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**   
E N T E R P R I S E S

Challenge Enterprises is a non-profit 501(c)3. A COPY OF THE OFFICIAL REGISTRATION AND FINANCIAL INFORMATION FOR CHALLENGE ENTERPRISES OF NORTH FLORIDA, A FLORIDA BASED NONPROFIT CORPORATION (REGISTRATION NO. CH 2163) MAY BE OBTAINED FROM THE DIVISION OF CONSUMER SERVICES BY CALLING TOLL FREE 1-800-HELP-FLA (435-7352) WITHIN THE STATE OR VISITING THEIR WEBSITE WWW.FRESHFROMFLORIDA.COM. REGISTRATION DOES NOT IMPLY ENDORSEMENT, APPROVAL, OR RECOMMENDATION BY THE STATE