



Community Fundraiser Toolkit

Help your community by choosing Distress Centre Calgary as your charity of choice for future fundraising events!

Thank you for being a champion and providing hope to those in our communities who are facing crisis.

Table of Contents

Maximize your fundraiser!	4
About Distress Centre	5
Problem to Solve	6
Your Support	6
Getting Started	6
Event Planning.....	6
Marketing	7
Fundraising	7
Budgeting	7
Build your Marketing Material	8
Crafting Your Personal Story	8
Ask Yourself 'Why?'	8
Write a Rough Draft	9
Share your Story	9
Who is your Target Audience?	9
Ways to Identify Your Target Audience:	10
Branding and Design	10
Use of Distress Centre's Logo	10
Maximize Your Fundraising	11
The Ask – SMART Goal	11
Ways to Maximize Your Fundraising	12
What to Ask?	12
How to Ask?.....	13
Soft Launch	13
Post-Ask.....	13
Setup Your Fundraising Page.....	14

Important Information:	14
Social Media	15
Can Distress Centre Post About My Fundraiser?	15
Connect with Distress Centre on Social Media	15
Preferred Hashtags.....	16
Build Your Social Media Posts	16
Create A Video.....	17
Write A Blog Post For Distress Centre's Website	18
Types Of Stories.....	18
Tax Receipts, Donations, and Gaming.....	19
Tax Receipts.....	20
Individual Donations	20
Group Donations	20
Sale Revenue (Cause Marketing)	20
Raffles and Silent Auctions.....	21
Single-Day and Multi-Day/Progressive Raffles.....	22
Silent Auctions.....	22
Third-Party Terms and Conditions	22
Fundraising	22
Social Media	23
Media.....	23
Expenses.....	23
Volunteers	24
Limitations.....	24
Thank You	25
24/7 Mental Health & Crisis Support	25
ConnecTeen.....	25
Additional Resources.....	26
Branding & Fundraising Campaign.....	26
Social media	26
Asking for Donations	27
Thanking Donors	27

Maximize your fundraiser!

This toolkit is filled with Distress Centre Calgary (Distress Centre) resources, tips, and tricks to help you host a successful fundraiser.

**Distress Centre can help you set up an online fundraising page. All third-party events requiring Distress Centre's endorsement must complete the [application](#).*

About Distress Centre

We answer. We listen. We help.

Our formula for helping is simple and successful. We provide compassionate and endless emotional support for Albertans in distress.

Since 1970, we have been a centralized hub that connects youth and adults to the help they need. We offer 24/7 mental health support, education, skill development and move Albertans out of crisis into stability. Distress Centre is proud to be a leader in mental health, wellness and crisis support for Calgary and area, Southern Alberta and across Canada.

For many teens and adults, Distress Centre is one of the first organizations they contact to access the vital resources they need to maintain and improve their overall well-being. We know our clients rely on numerous services in our community, and we work collaboratively with other organizations to ensure Albertans are connected to and receiving the proper health, social and government resources they need, when they need it.

NATIONAL PARTNER

9-8-8

Suicide Crisis Helpline

PROVINCIAL PARTNERS



Canadian Mental Health Association
Edmonton
Mental health for all

LOCAL PARTNERS



CUPS



CALGARY POLICE SERVICE



Rise Calgary



CALGARY counselling centre



optrellis SOCIETY



Problem to Solve

In 2023, Distress Centre supported 144,663 connections, and the demand for available, accessible and no-cost mental health support remains a top priority. Within our Crisis Services and ConnecTeen program, suicide was identified as a top concern. We also saw a **130% increase** in Crisis Support via text compared to 2022. This highlights peoples' desire for technological solutions, compared to traditional methods such as phones.

Your Support

Your support will help fund our programs and services, including 24-hour crisis support, youth peer support, professional crisis counselling and 211 information and navigation services. Support from community fundraisers like yours makes it possible for us to provide all our services at no cost to the service user. Together, we can provide hope for anyone who is facing crisis.

If you have any questions, we are here to support you. Please reach out to Distress Centre's Strategy & Engagement team at events@distresscentre.com

Getting Started

There are many things to consider when organizing your fundraiser. Here are some thought-provoking questions to help you get started!

Event Planning

- What is the main goal and purpose of your event?
- What is the theme or concept of your event?
- Will you be hosting the fundraiser in person, virtually, or both?
- When and where would you like the event to be held?
- What types of sponsors and vendors do you need for your event?
- Do you intend to have an event host, live entertainment, speakers, or other presenters?
- Do you need permits to organize and run your event?

- Special events on private property:
<https://www.calgary.ca/pda/pd/commercial-development/special-events.html>
- Festivals and events:
<https://www.calgary.ca/csps/recreation/festival-planning/planning-festivals-and-events.html>
- Do you need volunteers or additional organizers to help you?
- How do you plan to track your event's goal? (e.g., registration numbers, dollars raised, etc.).

Marketing

- Who is your target audience? What do you know about them?
- Who will participate in your event?
- What demographic groups are most likely to register, donate, sponsor, etc. (factors: age group, gender, location, marital/family status, income level, education, occupation)?
- Do they have a connection to your fundraiser or mental health?
- How will you be inviting them to get involved? What will entice them to get involved?
- How will you be advertising your event? Social media, traditional media, radio ads, word of mouth, etc.

Fundraising

- How will you encourage donations or contributions to your fundraiser?
- Will you encourage a minimum donation amount?
- How will you collect donations? (Online platform, in-person or combination of).

**Distress Centre can help you set up an online fundraising page. All third-party events requiring Distress Centre's endorsement must complete the [application](#).*

Budgeting

- Do you have a budget for your fundraiser?
- Do you have sponsors for your fundraiser?

Build your Marketing Material

Can your target audience be everyone? Although it would be amazing to have your entire network of family, friends, and co-workers participate in your fundraiser, not everyone will be able to get involved. Therefore, it is important to understand who your target audience is so you can invite the people who are most likely to support you.

Research shows that including a personal story when building your marketing material will enhance your fundraising success by as much as five times!

Crafting Your Personal Story

The best stories are the ones that are genuine, authentic, and relatable. Tell your audience why mental health, crisis support and/or suicide prevention matters to you. Share your passion for mental health because it will create a meaningful connection between you and your network. Your audience will have a better understanding of why you are hosting your fundraiser, which will encourage them to get involved.

Ask Yourself 'Why?'

Write down your answers. Don't worry about getting it 'right'; just let it flow.

- Why does Distress Centre matter to me? Why is it my cause?
- What would the world be like if there was no Distress Centre?
- What would the world be like if there were no crisis or stigma surrounding mental health and/or suicide?
- Who are you fundraising for? Yourself? A loved one? For everyone to feel well?

Now that you have a list underline or highlight your most compelling reasons.

TIP

Sometimes an outside opinion can be helpful; be brave and ask for feedback.

Write a Rough Draft

Now you have the content to begin writing! One way to get into your story is simply by starting your first sentence with "I'm fundraising for Distress Centre because...". Remember to stay grounded in your own experience and personal reasons.

TIP

You want it to be concise and you want it to be personal. Keep it to one to two paragraphs.

Share your Story

Your story is key to your fundraising efforts. Include it on your own fundraising page. You can also adapt it to personalize your fundraising emails and your social media posts.

Who is your Target Audience?

- **Inner circle** - Family, friends, and neighbours.
- **Personal connection** - People who have a personal connection to Distress Centre, mental health, suicide intervention and prevention, etc.
- **Professional network** - Colleagues, professional associations, current and former classmates, community associations, recreational groups, etc.
- **Social media network.**

Ways to Identify Your Target Audience:

- Suppose you are holding a golf tournament on a weekday. In that case, your primary target audience will likely be executives who work for large corporations that support charitable activities and who like to play golf.
- If you are hosting a *family-friendly BBQ* to raise money for youth mental health, your primary target audience will likely be families with young children.

Branding and Design

It is important to brand your marketing materials consistently, so when people come across your campaign (i.e. social media posts or paid advertising), they will begin to recognize your content more easily. Consider the colours, graphics, captions, and photos you want to use.

No experience designing your own graphics? We recommend signing up for a free account with Canva to create custom graphics: <https://www.canva.com/>

**Easy to use for all levels.*

Use of Distress Centre's Logo

We require all third-party fundraisers to seek approval to use Distress Centre's logo and name for any print, digital marketing or promotional materials prior to distribution.

Distress Centre will ask for our logo and name to be removed from any existing distributed and future material if permission has not been granted.

Distress Centre does **NOT** allow the following:

- Including or combining our logo with another logo.
- Changing the colours of our logo.
- Modifying the design of our logo.

- Adding words to our logo.
- Overlapping our logo with shapes or photos.

Distress Centre **requires** the following:

- Full or shortened version of our name in any print or digital marketing and/or promotional materials.
 - Full name: Distress Centre Calgary.
 - Shortened name: Distress Centre or DCC.
- Review all materials prior to distribution to ensure our name and logo are presented correctly. A one-week minimum is required for all material to be reviewed by Distress Centre staff.

Maximize Your Fundraising

After you have set your fundraising goal, make sure you have a very clear ask to encourage your network to take action.

The Ask – SMART Goal

Give your audience a very clear ask and direct them to your registration and/or fundraising page. Each fundraising campaign needs a specific and realistic goal to work towards from the very start. Although there are alternatives, we will be defining SMART goals with the following terms:

Specific: The goal is to raise \$10,000.

Measurable: At the end of the campaign, the organizer(s) will be able to measure the amount they have raised against their goal.

Ambitious/Attainable: Although this year's goal is more than we raised last year, we have considered the factors that make this increase possible. It will be challenging, but not impossible.

Relevant: Reaching this fundraising goal will help Distress Centre support between 4,000 – 6,000 youth annually across Calgary reaching out for support. **Ask Distress Centre for a stat that will be relevant to your fundraiser!*

Time-Based: The annual campaign has a clear beginning and end. It begins August 1 and ends August 30, 2024.

SMART goal: *Our goal is to raise \$10,000 from August 1 to 30, 2024. Together, we can help support 500 youth in the month of August across Calgary and Southern Alberta this year. Approximately 25-50% of these interactions will be suicide related.*

Test your goal statement on family, friends, colleagues, and external networks to make sure it sounds distinctive and compelling.

Ways to Maximize Your Fundraising

- Ask! If you don't ask, the answer will always be no.
- Be the first to donate. Your network will be more inclined to donate to a fundraiser that already has traction.
- Start early! The earlier you start, the more you'll raise.
- Create a list of prospective donors. Start with your friends, family, classmates, and colleagues, then go wider outside of your immediate network.

What to Ask?

- Explain why you are fundraising for Distress Centre. "I'm hosting a BBQ fundraiser on June 30 to raise funds for Distress Centre because...".
- Ask for a donation. "Ensure everyone is heard by donating...".
- Be specific. "I am encouraging each person to donate a minimum of \$75 when they register".

How to Ask?

- Emails are the easiest way!
- Leverage your social media platforms and write posts about your fundraiser.
- Direct ask in person or over the phone.
- Share your online fundraising page.
 - *Distress Centre can help you set up a fundraising page through our website!*
- Ask again! You're not bothering people by following up and asking them to participate or donate; you're providing them with an opportunity to get involved. Sometimes, people need a reminder.
- Create a social media event page.

Soft Launch

A soft launch is a one to two-week period during which you recruit core supporters into your campaign before opening it up to a broader audience. By reaching out to your biggest advocates and asking them to get involved first, you can build some initial momentum and social proof for your campaign before your public hard launch. This helps to create a frame of success that will encourage potential fundraisers to get involved and join your winning story.

TIP

Connect with your workplace's community investment or giving department. Some workplaces will make a direct donation to your fundraiser, or potentially match donations, doubling your impact!

Post-Ask

- Say *thank you*. The main reason donors give is because of you! Send a thank you right away.

- When a friend or family member supports you, send a thank you note. You can't say thank you too emphatically – make it 'from the heart' and don't hold back.

Setup Your Fundraising Page

At Distress Centre, we can help create a fundraising page on our website. We will need the following provided:

- Graphic for your fundraising (1200 x 600 pixels).
- Title for your fundraiser.
- Fundraiser goal (dollar amount).
- Summary of your fundraiser (500 – 1,000 words max).
 - What is your fundraiser about? What can people expect?
 - Why should your network support your fundraiser?
 - What is your compelling ask?
- Social media channels to include on your fundraising page.

Distress Centre recommends having your fundraising page set up at least two to three weeks prior to the start of your fundraiser. The page will be available until one week past the end date.

**Distress Centre can help you set up an online fundraising page. All third-party events requiring Distress Centre Calgary's endorsement must complete the [application](#).*

Important Information:

- If someone donates through a fundraising page on our website, it is tracked as a personal donation
- If you collected sale revenue or revenue from multiple people, use this webpage to donate funds. <https://distresscentre.com/donate-now/>
- Your fundraising page is designed for personal donations, not for group donations or sale revenue:
 - We can link group contributions or sale revenue to your fundraising page.
 - Personal donations are eligible to receive a tax receipt; group donations and sale revenue are not.

- If you receive a corporate donation, this must be processed through the [Corporate Donation Page](#), but the team at Distress Centre can connect this donation to your page and ensure your campaign receives the recognition

Social Media

Social media platforms like Instagram, Facebook, Twitter, LinkedIn and many others allow you to promote your cause and reach a wider network.

Can Distress Centre Post About My Fundraiser?

Yes! Distress Centre can schedule up to **one social media post per week**, across all our platforms, about your fundraiser (depending on the time of year).

You will need to provide the following for your social media content to be shared on Distress Centre's platforms:

- Social media graphics (keep in mind the dimension differences for Instagram: 1080 pixels x 1080 pixels).
- Captions and hashtags (text content) to accompany your posts.
- Content must be provided a minimum of one week ahead of when you want content shared.
- Social media usernames related to your fundraiser so we can tag you. If this is different for each platform, please let us know!

Note – We cannot create or design social media content on your behalf. If you do not provide Distress Centre with content to share on social media, we can only 'like', 'comment' and 're-share' on your posts **IF** we are tagged. Distress Centre also has the right to refuse any content if it doesn't meet our standards or content guidelines.

Connect with Distress Centre on Social Media

Facebook: @distresscentreocalgary

<https://www.facebook.com/distresscentre/>

Instagram: @distresscentreyyc

<https://www.instagram.com/distresscentreyyc/>

LinkedIn: @Distress Centre Calgary

<https://www.linkedin.com/company/distress-centre-calgary/>

Twitter: @Distress_Centre https://twitter.com/Distress_Centre

Preferred Hashtags

Distress Centre	Mental Health	Community	Fundraising
#distresscentre	#crisis	#community	#fundraiser
#yyc	#suicide or #suicideprevention	#love	#charity
#crisis	#overwhelm	#family	#donate
#alberta	#mentalhealth	#happiness	#fundraiser
#canada	#mentalhealthawareness	#hope	#nonprofit
#mentalhealth	#selfcare or #selflove	#wellness	#community
#mindfulness	#addiction		#support
	#anxiety		#giveback
	#motivation		
	#depression		
	#health or #healthy		
	#mentalhealthmatters		
	#endstigma		

Build Your Social Media Posts

- Share your story!
- Give your audience a very clear ask (direct them to your registration and/or fundraising page).
- Share your fundraising initiative and goals on Facebook, Twitter, Instagram, and LinkedIn.
- Post on your personal newsfeed, create a Facebook and LinkedIn event and invite your network to participate.
- Create hashtags to use across your social platforms.
- Use photos, videos, and infographics to give your audience an idea of how their donation can make a difference.

- Cross-promoting on third-party social media channels related to your event.
- Post content consistently to keep viewers active:
 - Weekly reached goals.
 - Why you are supporting Distress Centre programs.
- Invite people to share their stories connected to your cause.
- Ask questions to start a conversation and create a sense of community with your followers (single or multiple-choice, fill in the blanks, adding suitable emojis, images, or GIFs).
- Broadcast your story live to educate and engage people with your cause, your fundraising goal and why you are doing this campaign.
- Tag and post a thank you message to each new donor or sponsor.

Create A Video

Spark more engagement by reaching out to your followers on all social media platforms. You can use our recommended script below or share your own story!

Start with:

"I am asking my friends and family to join my fundraiser and donate to Distress Centre to ensure everyone has access to mental health resources when they need it."

Filming Tips!

- Your phone's camera is great to film with because it is super high-quality.
- Try not to hold your camera in your hand. Set it up against something such as a book, stand, coffee cup, or use a tripod if you have one. This will make your video steady.
- Film with your camera horizontally, not vertically. This helps when posting on social media.
- Make sure to clean the screen first. Use a cloth or even your shirt. It will make the picture clearer.

- Take note of what is behind you in the frame. You don't want things poking out of your head.
- Wear something presentable – no offensive shirts, words, etc.
- Be yourself! Let your personality shine through!

Write A Blog Post For Distress Centre's Website

Distress Centre has a mental health news section on our website, which aims to raise awareness, provide hope, build community, and promote mental wellness through personal stories, mental health tips and information, expert opinions, and community insights.

If you would like to write a blog post for Distress Centre's website, we will need you to provide the following:

- 500 - 600 words in length. Or we can interview you! Just let us know.
- If you would like to be interviewed, please reach out a minimum of 1-2 months ahead of time to schedule a time to connect.
- High-quality horizontal image (no phone selfies, please).
- Photos must be relevant to you and your story, and you must have permission to use photos or images.
- Provide one week prior to the start date of your fundraiser.

**We reserve the right to edit your work for readability, grammar, length, etc.*

Types Of Stories

- **Fundraiser**
 - We want to know your event's vision, mission and why you chose Distress Centre as the beneficiary.
 - When and where is the event being held?
 - What are the event highlights or agenda?
 - Is there a personal story behind why you chose mental health as a theme?

- Don't hesitate to share as much as you like!
- **Personal story**
 - Share your mental health story and how you sought help, your coping mechanisms, what you want others who are struggling with mental health concerns to know, and what mental health means to you.
- **Family Story**
 - Are you supporting a loved one? Tell us your inspiring story about how you're helping them, what it means to you to be a caregiver, and how you stay balanced in the process.
- **What we ask of you**
 - Share your blog with your network (friends, family, etc.).
 - Share our social media postings of your blog.

Tax Receipts, Donations, and Gaming

There are many ways to contribute to Distress Centre; however, not every contribution is eligible for a tax receipt.

If you choose not to use a Distress Centre provided fundraising page, the following must be collected from every donor to issue a tax receipt.

- First name
- Last name
- Address (mailing address with postal code)
- Email address
- The exact amount of donation
- Eligible amount for receipt (donation minus ticket sale or purchase)

Distress Centre reserves the right to deny issuing a tax receipt if the appropriate information is not provided or if the donation does not meet CRA regulations.

Tax Receipts

All charitable receipts issued by Distress Centre must comply with the regulations established by the Canadian Revenue Agency (CRA). The date of the tax receipt is the date the gift is received by Distress Centre, unless post-dated through the mail.

Individual Donations

Distress Centre can only issue an official donation receipt to the individual who made the gift. Distress Centre cannot issue an official donation receipt in the name of anyone but the actual donor. [Donate Now](#)

Group Donations

Funds that are collected on behalf of multiple people (i.e., lump sum) are **not eligible** to receive a tax receipt.

- For example, a potluck meal where each person contributes \$5 prior to filling their plate. The total amount collected is not eligible for a tax receipt because the funds come from multiple people.

If you would like to have a group donation added to your fundraising page total, please contact donate@distresscentre.com to let Distress Centre's team know a contribution made through the website will need to be linked to your fundraiser.

Sale Revenue (Cause Marketing)

If an individual or business is selling product(s) or service(s) and marketing that a percentage or dollar amount will be directed to a charity, the individual or business is benefiting from the marketing campaign. Therefore, it is not considered a genuine donation.

Contributions made from the sale of products or services are not eligible to receive a tax receipt. [View CRA cause marketing regulations.](#)

Raffles and Silent Auctions

If you would like to host a 50/50 raffle, pull-ticket, bingo, silent auction, or wine survivor, you will need to secure an AGLC license. If the proceeds are designated for Distress Centre, we will need to apply for a license on your behalf.

Important Note: AGLC makes updates to their applications and policies throughout the year. Distress Centre will update this toolkit as quickly as possible, but we recommend reviewing AGLC's website to ensure you have the most up-to-date information for your gaming application:

<https://aglc.ca/gaming>

You do NOT need a license or AGLC approval for:	You do need a license for:
<ul style="list-style-type: none"> • Silent auctions • Live auctions • Bottle drives • Free giveaway contest (no exchange of money to purchase a ticket) • Fundraising sales – popcorn, treats etc. 	<ul style="list-style-type: none"> • 50/50 raffle • Sporting draft pools • Chase the Ace • Wine survivor • Gift basket draws • Wine basket draws • Table draws • Bingo

AGLC applications can take a few weeks to secure. Depending on the value of the total prize to be won, an AGLC license can take 2-9 weeks to secure.

Gaming/raffle total value	How long does it take after we apply?	Additional Cost to Fundraiser Organizer
Under \$1,000	2 weeks approx.	None
\$20,000 and under	3 - 4 weeks approx.	None
\$20,001 - \$99,990	8 - 9 weeks approx.	\$150 AGLC application fee
\$100,000+	8 - 9 weeks approx.	\$500 AGLC application fee

**Distress Centre cannot cover additional expenses associated with an AGLC gaming application. Event organizers must cover the cost of AGLC application fees and expenses (e.g., raffle tickets, social media advertising, etc.).*

Single-Day and Multi-Day/Progressive Raffles

AGLC permits single-day and multi-day raffles to occur as long as the raffle is associated with an event, such as a sporting event, BBQ, festival, etc.

Multi-day raffle tickets can be purchased within 14 days of the event. One-day raffles can only be purchased on a single day.

Silent Auctions

Silent auctions are a great way to engage and offer an additional way for your audience to get involved and support your event. Distress Centre recognizes the time and energy it takes to host a silent auction; however, we are unable to provide or solicit items for silent auctions.

Third-Party Terms and Conditions

Fundraising

- Distress Centre's name or logo is not permitted on any product or product packaging.
- All promotional materials must clearly state the percentage of proceeds or portion of ticket prices that will be contributed to Distress Centre.
- Distress Centre does not endorse the product(s) and/or service(s) on behalf of the individual or business.
- Distress Centre does not permit the following types of fundraising in a third-party or cause marketing context:
 - Events that encourage/involve behaviour that is counter to Distress Centre's mission and/or programmatic activities.
 - Events involving the promotion or support of a political party or candidate, or those which appear to endorse a political activity.
 - Direct solicitation (including, but not limited to, door-to-door canvassing, telemarketing, or internet).

Social Media

- Distress Centre can only be referred to as "Proud Supporter of Distress Centre Calgary" or "In Support of Distress Centre Calgary" within your initiative.
- Use of Distress Centre's name and logo are permitted only with Distress Centre's approval.
- Distress Centre must review and approve all promotional materials utilizing our branding, (including, but not limited to, letters, brochures, press releases, flyers, digital content, and advertising) prior to distribution.
- Distress Centre's logo must not be altered in any way.
- Distress Centre does not create digital, print or promotional assets on behalf of the community fundraiser.
- Distress Centre reserves the right to withdraw the use of its name at any time.

Media

- Distress Centre does not solicit media or send press releases on behalf of the community fundraiser.
- Individuals and businesses are to contact Distress Centre immediately if the fundraising initiative is picked up by the media (TV, radio, print and/or other).
- Individuals and businesses are encouraged to contact the media to seek coverage of their event. However, they are not permitted to speak on behalf of or represent Distress Centre to the public or media.

Expenses

- Only the final net proceeds will be processed by Distress Centre (under no circumstances will third-party revenues and expenses flow through Distress Centre).
- Distress Centre is not financially liable for any third-party fundraiser expenses.

Volunteers

- Distress Centre cannot provide volunteers or event support to community fundraisers.

Limitations

- Distress Centre is unable to provide technical or logistical support.

Thank You

Your support will help fund our programs and services, including 24-hour crisis support, youth peer support, professional counselling, community education and 211 information and navigation services. Donations make it possible for us to provide all our services at no cost to the service user.



www.distresscentre.com



403-266-1601



donate@distresscentre.com

Mission: Provide compassionate, accessible crisis and navigation support that enhances the health, well-being and resiliency of individuals in distress.

Vision: Everyone is heard.

Values: Belonging, Service to Others, Excellence, Volunteerism, Integrity, Collaboration, Innovation, Leadership

Registered charity number: 107021024RR0001

If you, or someone you know, is seeking support you can contact Distress Centre through the following channels:

24/7 Mental Health & Crisis Support

Phone: 403-266-HELP (4357)

Text: 403-266-HELP (4357)

Online: [Chat](#)

Email: help@distresscentre.com (all emails will receive a response within 24-48 hours)

ConnecTeen

Phone: 403-264-8336 (Teen)

Text: 587-333-2724

Online Chat:

CalgaryConnecTeen.com

Additional Resources

Branding & Fundraising Campaign

Brandraising: your next big fundraising strategy

<https://www.classy.org/blog/brandraising-next-fundraising-strategy/>

A strong brand is integral to successful fundraising

<https://sametz.com/articles/a-strong-brand-is-integral-to-successful-fundraising/>

9 surefire ways to Master Your Next Fundraising Campaign Launch

<https://www.classy.org/blog/8-surefire-ways-to-run-a-successful-fundraising-campaign/>

100 Fundraising Ideas for Nonprofits and Charities

<https://www.classy.org/blog/fundraising-event-ideas-raise-money-cause/>

Third-Party Fundraising Ideas

<https://bideawhile.org/third-party-fundraising-ideas/>

Social media

10 social media strategies that increase engagement and inspire donors

<https://www.nptechforgood.com/2016/11/08/10-social-media-strategies-that-increase-engagement-and-inspire-donors/>

Sample social media posts

<https://www.futureswithoutviolence.org/wp-content/uploads/Sample-Facebook-Posts-and-Tweets-for-Fundraisers.pdf>

Best practices in using social media for fundraising

<https://getfullyfunded.com/social-media-for-fundraising/>

Social media fundraising: 6 tips to make it work for you

<https://www.wildapricot.com/blog/social-media-fundraising>

Social media fundraising: tips and ideas for every platform

<https://givebutter.com/blog/social-media-fundraising>

A guide to fundraising on social media

https://hubble-live-assets.s3.amazonaws.com/cranfield-trust/attachment/file/18/Friends_With_Money_2_.pdf

Asking for Donations

Asking for donations

<https://www.mind.org.uk/media-a/3602/the-mind-walk-asking-for-donations.pdf>

How to ask anyone for anything

<https://thefundraisingauthority.com/fundraising-basics/how-to-ask/>

How to ask for donations: step by step guide

<https://www.mobilecause.com/how-to-ask-for-donations/>

6 amazing tips for asking for donations with emails

<https://www.qgiv.com/blog/how-to-ask-for-donations-with-emails/>

Crowdfunding email templates: write stellar campaign appeals

<https://blog.fundly.com/crowdfunding-email-templates/>

How to ask for donations: a guide for individuals who are raising money

<https://blog.fundly.com/how-to-ask-for-donations/>

15 best practices to write a successful fundraising email

<https://www.keela.co/blog/nonprofit-resources/how-to-write-a-fundraising-email#gref>

Thanking Donors

75 thank you for the donation messages and quotes

<https://futureofworking.com/thank-you-for-the-donation-messages-and-quotes/>

Sample phrases you can use to thank your donors

<https://nonprofitdonor.com/sample-phrases-you-can-use-to-thank-your-donors/>

Donors thank you calls: everything you need to know

<https://thenonprofitacademy.com/donor-thank-you-calls-script/>

10 easy and inexpensive ways to thank donors with social media

<https://www.thebalancesmb.com/ways-to-thank-donors-with-social-media-2501767>

Thank you notes for donations

https://www.thankster.com/contents/view/Thank_You_Notes_for_Donations