***Fundraising Toolkit***

***Fundraising Tips***

1. **Start it off yourself.** Get your fundraising off to a good start by making the first contribution. More than half of the money raised in peer-to-peer fundraisers is from people who **both** self-donate and ask for support from their network.
2. **Add your why to the email.** We’ve put together a few email templates that you can use to ask for donations. Remember, the most important thing you can add to this message is **why** you are fundraising for FloCrit. Let you friends and family know why this cause matters to you; that’s why it will matter to them.
3. **Start with your close contacts.** Start by emailing your close contacts. They are the most likely to donate. Try sending a few short, personal messages to your inner circle to build up some momentum. People who send emails raise up to 10 times more money than people who send no emails.
4. **Utilize social media.** Once you reach out via email, turn to social media. Try tagging and thanking people who have already donated when you ask for new donations. This spreads your message further, and lets others know that people are already behind you. Share posts about Miles for Moms from the FloCrit social media accounts, and use the social media graphics provided in this toolkit.
5. **Keep emailing.** Don’t hesitate to send follow-up emails. Use email to keep people up to date with your progress as you hit different milestones (50% of your goal raised, 75% of your goal raised, etc.), and ask supporters to help you hit the next milestone.
6. **Don’t forget the thank you.** As more of your network gets behind you, thank them and share your progress.

Fundraising takes a little creativity and persistence, but it is crucial to our mission, and you can do it! We are here to help. Contact Theresa Garcia at [tgarcia@flocritco.org](mailto:tgarcia@flocritco.org) or 720.423.8910 with questions.

***Fundraising Email Sample: Impact Statistics***

Dear [name of friend or family member],



Imagine being 15 or 16 years old again, and finding out that you are going to be a parent. Think of what high school would have been like if you had to care for a child while balancing academics, work, and family with limited resources. This is the reality for every one of the 220 teen moms that Florence Crittenton Services serves throughout the year.

I will be participating in the 16th Annual Miles for Moms Run/Walk/Roll, and have committed to fundraising [insert your goal here] for Florence Crittenton Services. FloCrit is a Denver-based non-profit committed to educating, preparing, and empowering teen mothers and their children. Florence Crittenton Services offers a spectrum of wraparound services to the entire teen family, including education, health and wellness services, career guidance, and parenting training. Their two-generation approach doubles the national high school completion rate for teen moms from 38% to 81%, and 76% of children of teen moms who attend the Early Childhood Education Center showed growth in all development dimensions.

*A’niyah, Class of 2021, and Dynverr*

Please join me in supporting the teen families at Florence Crittenton Services as they work to transform their lives by donating to my fundraising page [insert link to your Just Giving fundraising page].

Your support means a lot to me.

[Your name]

***Fundraising Email Sample: Student Story***

Dear [name of friend or family member],

[Add your personal why here.]



Michelle enrolled at Florence Crittenton Services in 2015 when she was pregnant. In a lot of ways, she and her daughter Elizabeth grew up at FloCrit. Michelle was scared when she found out she was pregnant. With the support of her boyfriend (Elizabeth’s father) and their families, she started at FloCrit. She loved the Early Childhood Education (ECE) Center, the warm welcome she received from the staff, and the community of teen moms experiencing the same things she was. Elizabeth grew and learned her colors and numbers in the ECE Center while Michelle took classes at the high school.

Florence Crittenton helped Michelle with everything from groceries and essential items for Elizabeth to parenting classes and academics. She learned about her pregnancy, giving birth, and parenting techniques in her parenting classes. She took college-level classes while still enrolled in high school. Her teachers supported her academically. This May, Michelle was a very proud graduate of the Class of 2021. Elizabeth will start Kindergarten in the Fall. Michelle plans to look for a job that pays well so she can save money to move out of her mother’s house and start school to become a social worker.

*Michelle, Class of 2021, and Elizabeth*

I will be participating in the 16th Annual Miles for Moms Run/Walk/Roll, and have committed to fundraising [insert your goal here] for Florence Crittenton Services. FloCrit is a Denver-based non-profit committed to educating, preparing, and empowering teen mothers and their children. Florence Crittenton Services offers a spectrum of wraparound services to the entire teen family, including education, health and wellness services, career guidance, and parenting training. Every donation makes a difference to these incredible teen mothers and their children.

Please join me in supporting the teen families at Florence Crittenton Services by donating to my page [insert link to your Just Giving page].

Your support means a lot to me.

[Your name]

***Fundraising Prompts***

Everyone has a connection to the FloCrit mission. Use these prompts to inspire you, find your connection, and personalize your fundraising pitch. A personal story will make your pitch stronger.

A mom who inspires me is …

Education/Early childhood education is important to me because …

I know a teen mother, and I support FloCrit because …

Education has empowered my life by …

During a challenging time in my life I found support in …

I first learned about Florence Crittenton Services …

My first time at FloCrit …

I have been empowered by a community of women …

My community helped prepare me for my future by …

***Connect on Social Media***

**Miles for Moms Hashtags**

#FloCritCO

#EducatePrepareEmpower

#MilesforMoms

**FloCrit Social Media Handles**

Facebook: Florence Crittenton Colorado

Instagram: @FloCritColorado

LinkedIn: Florence Crittenton Services of Colorado

Twitter: @FloCritCo

***Shareable Graphics***

Share these graphics on social media and in your emails.

 









**Fundraise for Miles for Moms with your own Facebook Fundraiser!**

**Steps:**

1. Login to your Facebook
2. Click on the Fundraisers button in the menu
3. Click on the **Raise Money** button
4. Click Nonprofit
5. Either:
   * Scroll to find the desired nonprofit ([Florence Crittenton Colorado](https://www.facebook.com/FloCritCO/))
   * Use the search bar to find us (Florence Crittenton Colorado)
6. Customize the cover photo for the fundraiser, the Fundraiser Title and description (Hannah’s 2021 Miles for Moms Fundraiser, for instance), as well as your fundraising goal.
7. Go live by clicking “Create.” Invite your friends to donate, and don’t forget to kick things off by donating yourself!

**Tag us with using our Facebook handle, @FloCritCO**

**or the following hashtags:**

#FloCritCO #MilesforMoms #EducatePrepareEmpower

**Customize your fundraiser with photos from FloCrit:**

**A group of people posing for a photo

Description automatically generated with medium confidence**A picture containing person, outdoor, child, purple

Description automatically generated

**A group of people posing for a photo

Description automatically generated with medium confidenceA group of people holding signs

Description automatically generated with medium confidenceA group of people holding signs

Description automatically generated with medium confidence A couple of children sitting on the floor with stuffed animals

Description automatically generated with low confidence**