

Fundraising Toolkit

Thank you for registering for Miles for Moms and supporting Florence Crittenton Services! Together, we can make a difference in the lives of teen moms and their children. This toolkit will provide you with valuable resources to maximize your fundraising efforts.

The Florence Crittenton Services mission: To educate, prepare, and empower teen moms and their children.

Why your support matters: The work we do at Florence Crittenton Services could not happen without the dedication and support of our community. The money that is raised at events like Miles for Moms goes toward strengthening the programs we offer at FloCrit such as housing support, parenting classes, social-emotional and mental healthcare services, early intervention child development, and enrichment activities. Needless to say, *your support makes a difference!*

TLDR:

1. **Set a goal** on your *Pledge It* page
2. **Start with your close contacts:** These are the people most likely to donate, so make a list of your closest 10 people and send them an email or text message asking them to donate. See more email tips below.
3. **Utilize social media** (more tips and instructions below)
4. **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.
5. **Don't forget the "thank you":** As more of your network gets behind you, be sure to thank them and share your progress.

Fundraising Goals and Guidelines

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.

Set a goal: We use the same website that you registered for Miles for Moms on: [Pledgelt](#). Setting a fundraising goal on Pledge It is essential to maximize your impact/ Follow these steps to set a goal on *Pledge It*:

- Log in to your *Pledge It* account.
- Click on "My Page" at the top and then click "Edit Page"
- Set a specific and achievable fundraising goal.
- Break down your goal into smaller milestones to keep motivation high.

- Update your supporters on your progress and milestones achieved to keep them engaged.

How to Navigate Your *Pledge It* Page:

To edit your page:

- Click on “My Page” at the top and click “Edit Page”
- Under “Story”
 - Add a new cover photo if you’d like!
 - Add a compelling title and craft a personal story that explains why supporting teen moms and their children is important to you (examples below).

To post updates and interact with other participants:

- Under “Community” at the top of the page, you can post updates, milestones, photos, stories, and progress trackers to keep supporters engaged and informed.

To invite donors:

- Under “Donors” at the top of the page, click “Invite Donors”
 - Choose whether you’d like to send them a text message or email invite
 - Follow the steps on Pledge It for adding them as a contact, then send the messages out to your select group of people!

Facebook Fundraising Campaign:

- On the left side of the Facebook newsfeed page (under your name), click the “❤️ Fundraisers” button. (You may have to select “See more”)
- Click “Select Nonprofit” and find Florence Crittenton Colorado
- Customize the cover photo for the fundraiser, the title, the description (*Amanda’s 2023 Miles for Moms Fundraiser*, for instance), as well as your fundraising goal
- Go live by clicking “Create.” Invite your friends to donate, and don’t forget to kick things off by donating yourself!

Social Media Kit

****See the bottom of this document for graphics and photos that you can use in your own social media posts and emails****

Example #1

Exciting News! I am thrilled to be participating in Miles for Moms on October 7th, a run/walk/roll event supporting Florence Crittenton Services and their mission to empower teen moms and their children.

Join me in making a difference! Donate now to join a community of people who are committed to breaking down barriers to success for teen families. [Insert link to your PledgeIt]

Example #2

Every Step Counts! I am running in the 18th Annual Miles for Moms to support Florence Crittenton Services and their incredible work with teen families. FloCrit provides essential resources and opportunities for young moms and their children to thrive and build the futures they want for their families. Your contribution, big or small, can make a meaningful difference. Donate today! [Insert link to your Pledge It page]

Example #3

I'm running to empower teen moms and their children in the 18th Annual Miles for Moms on October 7th and have committed to fundraising {your fundraising goal} for Florence Crittenton Services. FloCrit is a Denver-based nonprofit that educates, prepares, and empowers teen moms and their children.

Join me in supporting the teen families at Florence Crittenton Services by donating to my page {Pledge It Page here}

Hashtags

#MilesforMoms #FloCritCO #EmpowerGirls #ColoradoNonprofit #DenverNonprofit
#GiveWhereYouLive #FloCritCuties #DenverRunning

FloCrit Social Media Handles:

Instagram: @flocritcolorado
Facebook: @florencecrittentoncolorado
LinkedIn: Florence Crittenton Services of Colorado
Twitter: @flocritco

Email Templates & Prompts

1. Initial Fundraising Email Template

Subject: Join me in supporting teen moms through Miles for Moms!

Hi [Name],

I hope this email finds you well! This October, I will be participating in a fundraiser run/walk/roll called Miles for Moms. This event is hosted by [Florence Crittenton Services](#) (FloCrit), a nonprofit in Denver that educates, prepares, and empowers teen moms and their children.

I recently learned about Alyssa, a young mom and graduate of the Florence Crittenton High School Class of 2023 who found her strength and identity at FloCrit. In Alyssa's words, "A lot of teen moms lose themselves in being a mother...I feel like I found myself at FloCrit...coming to school and getting all of the things I needed and having resources, especially knowing that someone cares about me, it's so helpful."

FloCrit offers programs and resources for education, health & wellness, post-secondary preparedness, and basic/emergency needs support. This organization broke down Alyssa's barriers to success so that she could earn her high school diploma while being an amazing parent to her daughter, Eliana. Now, she's enrolled at the Community College of Aurora in the fall and will be studying Criminal Justice. To learn more about FloCrit's programs, visit www.flocritco.org

Today, I'm asking for your support. By donating through my Miles for Moms fundraising page [\[insert link to your Pledge It page\]](#), we can directly contribute to empowering more teen moms like Alyssa and making a positive impact on their lives.

Join me in creating a community where these courageous young women can thrive and build the futures they choose for themselves and their children. Every donation, big or small, will make a difference.

Thank you for considering this meaningful opportunity to support teen parents through the 18th Annual Miles for Moms! I look forward to keeping you updated on my progress along the way.

Warm regards, [Your Name]

2. Thank You Email

Hi [Name],

I wanted to take a moment to express my gratitude for your generous donation towards my Miles for Moms fundraising campaign supporting Florence Crittenton Services. Your contribution will make a significant impact on the lives of teen moms and their children, providing them with the support they need to thrive.

Florence Crittenton Services has been around for 130 years and is dedicated to educating, preparing, and empowering teen moms and their children. They utilize a two-generation approach to empower both mom and baby, while providing comprehensive wraparound support to the entire teen family. I'm so proud that we are working together to support such a unique and meaningful cause!

Once again, thank you for your kindness and support. I will keep you updated on the impact we make together.

More Tips for Success

1. **Start early:** Begin your fundraising efforts as soon as possible. The earlier you start, the more time you have to reach out to potential donors and meet your fundraising goals.

2. **Personalize:** 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. A mom who inspires me is...
 - b. Education/Early Childhood Education is important to me because...
 - c. I know a teen mother, and I support FloCrit because...
 - d. Education has empowered my life by...
 - e. My first time at FloCrit...
 - f. I'm excited about the FloCrit mission because...
3. **Tap into your network:** Reach out to family, friends, coworkers, and acquaintances. Don't be afraid to ask for their support and explain the impact their contribution can make. Personal connections can often lead to more significant donations.
4. **Share Milestones and Progress:** Celebrate fundraising milestones along the way and regularly update your supporters on your progress. Let them know how their contributions are making a difference and express gratitude for their ongoing support.
5. **Corporate Match:** Inquire if your donors' employers offer corporate matching programs. This can double or even triple the impact of their individual contributions, significantly boosting your fundraising efforts.
6. **Stay Positive and Persistent:** Fundraising can sometimes be challenging, but stay positive and persistent. Don't get discouraged by rejections or slower periods. Keep your focus on the impact you're making and the teen families you're supporting.

Event Information and Resources

Date: Saturday, October 7th, 2023

Meeting Location: Florence Crittenton Services, 96 S Zuni St, Denver CO 80223

Time: Check-in starts at 8:30am, program begins at 9am and run begins at 9:40am

****After the run, there will be a Finish Line Festival featuring vendors, a beer garden, and the return of the kid's race!**

Pledge It: <https://charity.pledgeit.org/MilesforMoms2023>

Miles for Moms Event Page: <https://flocritco.org/get-involved/events/miles-for-moms/>

Contact information and Support

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Alyssa & Eliana



Florence
Crittenton
Services





18th Annual

Miles for Moms

Run/Walk/Roll

Saturday, October 7th





