

# FUNDRAISER TOOLKIT



**MAKE THIS MOMENT  
NOVEMBER & DECEMBER 2021**

[give.realitychangers.org/RCMoments](https://give.realitychangers.org/RCMoments)



# Fundraising for First-Generation College Students!

Thank you for signing up to raise funds for Reality Changers. You are helping youth to Make this Moment count. Please refer to this toolkit for fun ideas, resources, sample content, and more to help you reach your fundraising goal!

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# YOUR IMPACT

By raising funds to benefit Reality Changers, you are helping youth to become first-generation college graduates and agents of change in their community. With the help of people like you, Reality Changers has supported more than 3000 program graduates since 2001, providing programming that helps students to build confidence and work towards goals. Students receive tutoring and mentorship, apply for college and financial aid, learn career readiness skills, and much more!

## Michelle's Story:



Michelle graduated from Reality Changers in 2020 and is currently a sophomore at the University of Richmond. Because of her diligence in applying for scholarships and financial aid, skills that she first learned at Reality Changers, Michelle's college and out-of-pocket expenses are fully paid for.

*"Being here at University of Richmond is probably my biggest accomplishment. It reinforces everything I have worked for since high school. When I got to college, I met all of these people who had all of these opportunities available to them since they were young. And I got here and I am like, 'well, I came from a very low-income community, but I made it to the same spot.' Even though we started the race at different starting lines, we all ended up in the same place."*

*- Michelle*

Read more about Michelle on our blog: <https://realitychangers.org/blog/>

# SETTING YOUR FUNDRAISING GOAL

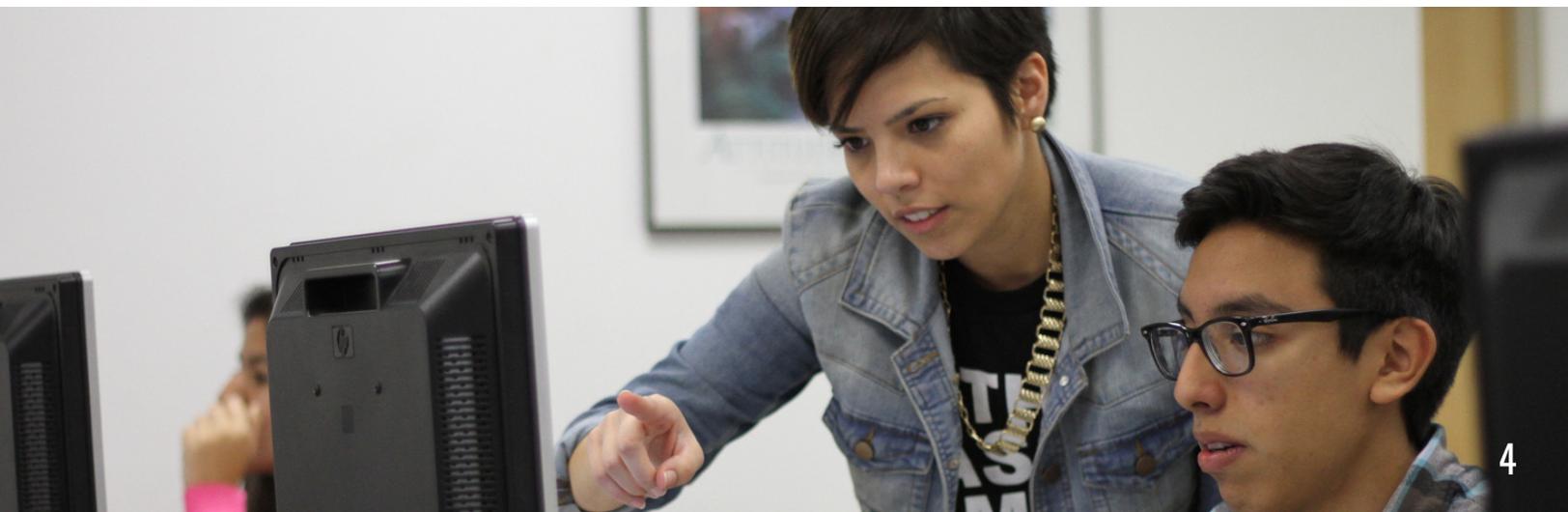
If you are not sure how much money you'd like to try and raise, here are some good questions to ask yourself:

**Have you ever done fundraising in the past? What was the goal?** Was it successful? If you didn't reach your goal, could you have done something differently?

**How much can your network give?** If a friend of yours asked you to donate to a worthy organization right now, how much money would you donate? Could you get 10 people to give that much to you? What about 20 people?

**Can you challenge yourself with a goal that is a little bit of a stretch?** The Reality Changers fundraising team likes to set ambitious but realistic goals that take a little bit of extra work to achieve.

On average, Reality Changers fundraisers raise \$820 per fundraising page, but everyone's network is different! Depending on your personal situation and who you know, your goal might be to raise \$100, \$500, \$2,000, or even \$10,000!



# YOUR 8-STEP FUNDRAISING PLAN

## 1 Create a Contact List

Make a list of your closest friends, family members, and biggest supporters. List their phone numbers, emails, and/or social media accounts.

## 2 Designate Gift Sizes

Determine a suggested donation amount for each of your contacts. You know your circle of influence better than anyone and understand that different people are able to give different amounts.

**Check:** Do the gift sizes you proposed for each contact add up to your goal? If not, you may need to ask for more or ask more people.

## 3 Draft an Ask

How are you going to ask your contacts to donate? Write out your letter, email, phone call script, social media post, or text. Or copy from our examples!

## 4 Make a Calendar

Who will you reach out to when? Break down your fundraising plan by dates, number of requests, and gift amounts. This way, you can track your progress and keep yourself accountable!



# YOUR 8-STEP FUNDRAISING PLAN

## 5 Personalize Your Fundraising Page

Your contacts want to give because they support YOU! Add your photo and your personal story to your fundraising page. Visit [RealityChangers.org/peer-fundraising](https://RealityChangers.org/peer-fundraising) for instructions on how to set-up and customize your fundraising page.

### What makes a good story?

Let your contacts know why Reality Changer is important to you. Here are some guiding questions:

- How did you first get involved with Reality Changers?
- What inspires you about Reality Changers?
- Why do you think Reality Changers is important?

## 6 Ask!

When you're ready, begin reaching out to your network and sharing the link to your fundraising page. Personalized notes and phone calls always have a better response rate than a generic message sent to a large group. If you don't receive a response from a contact, be sure to follow up and remind them.

### What if someone says "no"?

That's ok! Listen to your contact and hear them out. This will help you to gather more information and better understand their motivations. Maybe they don't have all of the details they need or maybe now just isn't the right time. Either way, you can learn from the conversation. Be sure to thank them for their time!

# YOUR 8-STEP FUNDRAISING PLAN

## 7 Post to Social Media

Share your fundraising page on social media. Tag your contacts to encourage them to give!

## 8 Thank Your Donors

The most important thing you can do as a fundraiser is to thank your donors as soon as they give. We recommend sending a thank you within 48 hours.



# FUNDRAISING TIMELINE

## Now - November 27

You can start fundraising as soon as your page is set up! Get the momentum started by asking a few close contacts before you share your page widely.

## November 28 - November 30

**Giving Tuesday is on 11/30.** This is a global day of giving that comes after Black Friday and Cyber Monday. Many people will be making donations around this date!

## December 1 - December 25

Follow up with your initial contacts, share your page on social media, and update people about your progress toward your goal.

## December 25 - December 31

Be sure to let people know that their **deadline to give is 12/31/21.** This is an especially important date for anyone who wants to write off the donation on their 2021 taxes.

## January 1 - January 10

Update everyone on how you did and thank your donors!

**Remember:** If you reach your fundraising goal easily, you can always increase it on your fundraising page. Your donors like helping you tackle a challenge!

# SAMPLE SHARING LANGUAGE

Visit [RealityChangers.org/peer-fundraising](https://RealityChangers.org/peer-fundraising) to download graphics for your Make the Moment social media posts. Remember to tag Reality Changers in your posts and use our hashtags: #MakeThisMoment #RealityChangersMoments #20YearsOfMoments

## Facebook or LinkedIn Post

"I'm raising funds to help students become the first in their families to graduate from college. I've set a goal of raising \$[GOAL AMOUNT] and you can help me get there!

Make a donation to help youth achieve their dreams: [LINK TO YOUR FUNDRAISING PAGE]

Every donation benefits @Reality Changers, an incredible organization that prepares students to become first-generation college graduates and agents of change in their communities. For 20 years, they have provided students with tutoring, mentorship, college application guidance, professional development support, post-high school advising, and much more. If you believe in the power of education to change lives, I encourage you to Make This Moment matter by donating to Reality Changers.

#MakeThisMoment #RealityChangersMoments #20YearsOfMoments

## Reality Changers Social Media Handles

- **Facebook:** Reality Changers
- **LinkedIn:** Reality Changers
- **Twitter:** @RealityChangers
- **Instagram:** @RealityChangersOrg

# SAMPLE SHARING LANGUAGE

## Instagram Post

I'm raising funds to help students become the first in their families to graduate from college. I've set a goal of raising \$[GOAL AMOUNT] and you can help me get there!

Click the link in my bio to visit my fundraising page and make a donation.

Every donation benefits @RealityChangersorg, an incredible organization that prepares students to become first-generation college graduates and agents of change in their communities. If you believe in the power of education to change lives, I encourage you to Make This Moment matter by giving to Reality Changers.

#MakeThisMoment #RealityChangersMoments #20YearsOfMoment



# SAMPLE SHARING LANGUAGE

## Tweet

I'm working to raise \$[GOAL AMOUNT] for @RealityChangers, an organization that prepares students to become 1st gen college graduates and agents of change. Make a donation today: [LINK TO YOUR FUNDRAISING PAGE] #MakeThisMoment #RealityChangersMoments #20YearsOfMoments



## Text

Hi [NAME]! How's it going?

I'm raising money right now for Reality Changers. They help students become first-generation college grads! My goal is to raise \$[GOAL AMOUNT] Would you consider donating?

Here's the link: [LINK TO YOUR FUNDRAISING PAGE]

# SAMPLE SHARING LANGUAGE

## Email

Dear Family and Friends,

I am helping to Make this Moment count for young people and I am reaching out to ask for your support. Please join me in making a donation to Reality Changers, a nonprofit organization whose mission is to prepare youth to become first-generation college graduates and agents of change in their communities.

Donation link: [LINK TO YOUR FUNDRAISING PAGE]

I believe that all students deserve access to college and I believe in the work of Reality Changers. For twenty years, this amazing organization has been working with youth who will be the first in their families to graduate from college. Reality Changers helps to set students on pathways towards academic, professional, and personal success that not only benefit the students themselves, but also their families and community. The organization does this by providing youth with tutoring, mentorship, college application guidance, professional development support, post-high school advising, and much more.

If you believe in the power of education to change lives, I encourage you to donate to Reality Changers and to share this giving opportunity with your friends and family.

Thank you so much!

With gratitude,  
[YOUR NAME]

# SAMPLE THANK YOU NOTE

Thanking your donors is one of the most important things you can do as a fundraiser. For each donor, consider how they might want to be thanked. Some people might like a personal phone call or email, while others would prefer a quick text. If they are active on social media, consider tagging them in a thank you post or video... their followers might also see it and make a gift to your page!

Dear [DONOR NAME],

Thank you for donating to Reality Changers through my fundraising page!

Your gift will help youth to reach college, graduate, and become agents of change in their communities. Your donation directly supports tutoring, mentorship, college readiness training, and professional development programs for young people who dream of becoming the first in their families to graduate from college.

Thanks,  
[YOUR NAME]

P.S. - I'm only \$[AMOUNT] away from my goal. Would you mind sharing my fundraising page with your friends and family to help me get there? Here's the link: [LINK TO YOUR FUNDRAISING PAGE]



# OFFLINE DONATIONS

Donors can also support your page with an offline donation.

- To make a credit card donation over the phone, donors can call Sarah VerduSCO Singh at (619) 516-2221.
- To pay by check, please have donors make their check out to Reality Changers and write "Make This Moment" in the memo line. Send to Reality Changers, 4251 37th St., San Diego, CA 92105.
- To donate through a Donor Advised Fund, donors can contact their Donor Advised Fund advisor and direct them to mail a check payable to Reality Changers. Please include a note that the payment is for "Make This Moment".

Please let us know if you expect an offline donation to come in, so that we can be sure to credit it to your fundraising page.



# CONTACT INFORMATION

## Your Reality Changers Contact



**Sarah Verduco Singh**  
*Development Manager*

**Email:** [Sarah@RealityChangers.org](mailto:Sarah@RealityChangers.org)  
**Phone:** 619-516-2221

## Web Pages

- Sign up & raise funds: [give.realitychangers.org/RCMoments](https://give.realitychangers.org/RCMoments)
- Resources for fundraisers: [realitychangers.org/peer-fundraising](https://realitychangers.org/peer-fundraising)

