

FUNDRAISER TOOLKIT



JUST GETTING STARTED
MAY - JUNE 2022

give.realitychangers.org/JustGettingStarted



Fundraising for First-Generation College Students!

Thank you for signing up to raise funds for Reality Changers. You are helping youth to achieve their goals & become first-generation college graduates. **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 communities. 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!

Linh's Story:

Linh participated in Reality Changers from 2014 to 2016, when she was a student at Scripps Ranch High School.

Neither of Linh's parents had graduated from high school. It was important to her to become a first-generation college graduate because her parents had sacrificed a lot to provide for her and build a solid foundation for her future.

After high school, Linh attended UC San Diego and graduated in 2020 with a B.S. in Public Health and a Minor in Business. This is one of her proudest accomplishments.

"Reality Changers is a place that provides students with a safe environment to grow and learn. From the tutoring sessions to college prep to speech competitions to volunteering opportunities to each other's presence, Reality Changers really covers it all to prepare students for college and beyond."

- Linh



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 message, 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 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. Personal emails, texts, 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 note within 48 hours.



FUNDRAISING TIMELINE

Now - May 1

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.

May 2

Reality Changers will be publicly kicking off our fundraising via social media and email. **We'll have a \$10,000 match available to start things off**, doubling the value of each gift, and helping you to reach your goal faster.

May 3 - June 7

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

June 9 - June 15

Be sure to let people know that **the last day to give is 6/15/22**. Some people work best with a deadline!

June 16 - June 24

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 ASKING LANGUAGE & SOCIAL MEDIA HANDLES

We've created some sample language you can use to ask people to donate to your fundraising page. **The most successful fundraisers will take these templates and personalize them.** Your contacts want to give because they support you. Let them know why you think Reality Changers is important.

Visit RealityChangers.org/peer-fundraising to download graphics for your social media posts. Remember to tag Reality Changers in your posts and use our hashtags: #justgettingstarted, #realitychangers, #RCclassof2022

Reality Changers Social Media Handles

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



SAMPLE ASKING LANGUAGE

Visit RealityChangers.org/peer-fundraising to download graphics for your social media posts. Remember to tag Reality Changers in your posts and use our hashtags: #justgettingstarted, #realitychangers, #RCclassof2022

Facebook or LinkedIn Post

I'm celebrating the Class of 2022 by 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 21 years, they have provided students with tutoring, mentorship, college application guidance, professional development support, post-high school advising, and much more. Your gift will help ensure that the high school Class of 2022 gets the support they need to continue on their journey and graduate from college.

#justgettingstarted #realitychangers #RCclassof2022



SAMPLE SHARING LANGUAGE

Instagram Post

I'm celebrating the Class of 2022 by 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. For 21 years, they have provided students with tutoring, mentorship, college application guidance, professional development support, post-high school advising, and much more. Your gift will help ensure that the high school Class of 2022 gets the support they need to continue on their journey and graduate from college.

#justgettingstarted #realitychangers #RCclassof2022



SAMPLE ASKING 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] #justgettingstarted #realitychangers #RCclassof2022



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 ASKING LANGUAGE

Email

Dear Family and Friends,

I am making a difference for young people and I am reaching out to ask for your support. Please join me in donating 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]

This May, Reality Changers will be graduating 142 high school seniors. Reality Changers graduates have worked hard to get where they are, but they're just getting started. With college, a career, and more ahead of them, I can't wait to see what these students do next!

Reality Changers will be with them every step of the way. The organization provides academic advising, life coaching, professional development support, and more to high school graduates.

Please consider making a donation to support these programs for the high school Class of 2022. Your gift helps to ensure that the students achieve their goals and become the college Class of 2026.

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 Verduco Singh at (619) 516-2221.
- To pay by check, please have donors make their check out to Reality Changers and write "Just Getting Started" 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 "Just Getting Started".

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
Phone: 619-516-2221

Webpages

- Sign up & raise funds: give.realitychangers.org/justgettingstarted
- Resources for fundraisers: realitychangers.org/peer-fundraising

