



FUNDRAISER TOOLKIT

Raise funds to help prepare youth to become first-generation college graduates and agents of change in their communities.



[GIVE.REALITYCHANGERS.ORG/PEERFUNDRAISING](https://give.realitychangers.org/peerfundraising)

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 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 ACHIEVE THEIR DREAMS.

With the help of people like you, Reality Changers has supported more than 3,100 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!

HEAR FROM OUR FAMILIES



“There are no words to describe the feeling [of seeing my children go to college]. My children don’t have to have the same life I did. They can have a better future and won’t have to have the same stress. They can decide to be whatever they want to be.” – **Mariela, mother of two Reality Changers students**



“Joining Reality Changers has really impacted my life. They don’t only give you community service opportunities, help out with homework, and help with applications for summer opportunities. They do more. Reality Changes is a place to grow together with your friends. They help you stay in school even if you are having a tough time.” – **Alvaro, 12th grader**

TYPES OF FUNDRAISERS

People do online fundraising in many different ways and for many different reasons. Here are a few fundraising ideas to get you started:



HONOR A LOVED ONE

Fundraise in honor or in memory of someone special. This is a good way to remember or celebrate someone important to you and to build on their legacy by making a difference for students.

Tips:

- Don't forget to add the name and picture of the person that you are honoring to your fundraising page
- It may be helpful to explain why Reality Changers is especially meaningful to your honoree



GET YOUR GROUP GOING

Organize your office, faith group, club, or classroom to work together to support first-generation college graduates. [We've created a special fundraising toolkit full of tips for your group fundraiser.](#)

TYPES OF FUNDRAISERS



SHARE YOUR SPECIAL DAY

Celebrate your wedding, birthday, graduation, or next special event with a fundraiser that brings free tutoring, college application help, and more to students.

Tips:

- Set up your fundraising page well in advance of your special event.
- Share the fundraising page URL ahead of time – in emails, printed invitations or on social media.
- Explain why you chose Reality Changers and what a donation to Reality Changers means to you.
- If you are having a party or gathering, make signs or flyers that include a QR code for your fundraising page. (Not sure how to do this? Our team is happy to help!)
- Take a moment during the event to ask everyone to make a donation.



TYPES OF FUNDRAISERS



GET CREATIVE

There are so many ways to raise funds and change lives.

Ideas:

- **Host a special event like a happy hour or dinner.** Ask people to make a donation in order to attend. If you do it at a restaurant or bar, they may make a donation as well!
- **Conquer a physical challenge** like a big hike, a triathlon, or a marathon. Ask people to donate as you train for the big day. Let everyone know that you'll do the challenge when you reach your fundraising goal.
- **Give a free performance** in a backyard or park. Ask people to make a donation in order to attend.
- **Host a bake sale or craft sale.** Ask friends and family to donate to your page in exchange for items.



SETTING YOUR 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 9-STEP PLAN

1

SET UP 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 everyone know why Reality Changer is important to you. Here are some guiding questions:

- Why are you fundraising?
- What inspires you about Reality Changers?
- Why do you think Reality Changers is important?
- How did graduating from college affect your life?

2

CREATE A CONTACT LIST.

Make a list of your closest friends, family members, and biggest supporters. Decide the best method to get ahold of each person (email, phone call, text, in-person, etc.).

DON'T FORGET:

Your employer may match charitable donations – check with your HR department. If your workplace offers employer gift matching, be sure to include co-workers on your contact list. Every gift will be worth double!

YOUR 9-STEP PLAN

3 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.

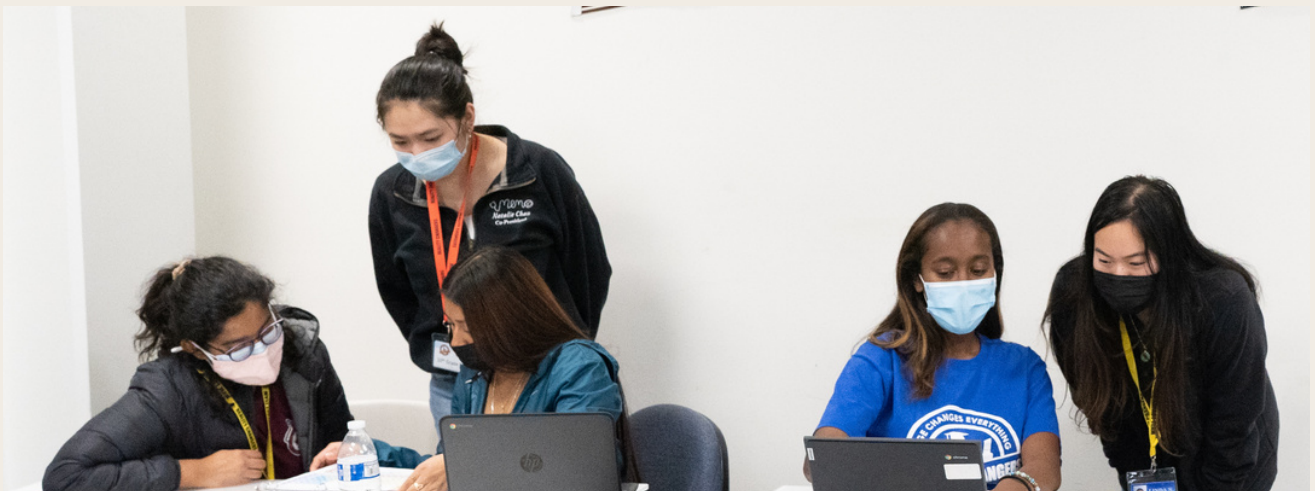
CHECK:

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.

4 CHOOSE YOUR TIMELINE.

It's helpful to tell people when you are hoping to reach your goal. As we all know, some people just work better with a deadline!

Depending on how much you plan to raise, your fundraiser might be a couple of weeks, a month, or a few months. Most Reality Changers fundraising pages have between 1 and 4 donations per week. The highest achieving fundraisers have around 10 donations per week.



YOUR 9-STEP PLAN

5 ASK!

When you're ready, begin reaching out to your network and sharing the link to your fundraising page. (See page 12 for some sample language you can use). 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.

If you are asking co-workers and your workplace matches charitable donations, be sure to tell people what they need to do in order to get their gift matched.



6 POST TO SOCIAL MEDIA.

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

7 FOLLOW UP.

If you haven't heard back from someone you asked, be sure to follow up. We all get busy and need reminders from time-to-time!

YOUR 9-STEP PLAN

8 PROVIDE UPDATES.

Your friends and family want to help you reach your fundraising goal. Be sure to let your donors know how things are going and to share general updates on social media.

Example milestones to celebrate:

- 10 donors
- Halfway to your goal
- 75% of the way to your goal
- Only \$100 to go
- You reached your goal!

TIP:

People who haven't given yet (and some who have) will be excited to help you meet your goal by your deadline. As you get close, begin sharing how much you have left to raise and/or how much time is left before the deadline.



9 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.

SAMPLE LANGUAGE

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.

REALITY CHANGERS SOCIAL MEDIA HANDLES

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

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]

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 LANGUAGE

FACEBOOK OR LINKEDIN POST

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

Make a donation: [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. They provide students from underserved communities with tutoring, mentorship, college application guidance, professional development support, post-high school advising, and much more.

INSTAGRAM POST

I am fundraising to help students become the first in their families to graduate from college. I've set a goal of raising \$[GOAL AMOUNT] by [DATE] 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. They provide students from underserved communities with tutoring, mentorship, college application guidance, professional development support, post-high school advising, and much more.

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SAMPLE LANGUAGE

EMAIL

Dear Family and Friends,

I am raising funds to help high school students 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.

I have set a goal to raise [\$AMOUNT] by [DATE].

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. This amazing organization helps to set youth on life-long pathways towards academic, professional, and personal success that not only benefits the students, but also their families and community. They provide free tutoring, mentorship, college application guidance, professional development support, post-high school advising, and much more. These services make a huge difference for youth from underserved communities!

If you believe that everyone deserves the opportunity to graduate from college, I encourage you to donate to my fundraiser and to share this giving opportunity with your friends and family.

Thank you so much!

With gratitude,
[YOUR NAME]

PS – Many workplaces match charitable donations made by their employees. Check with your HR department to see if they can match your donation to Reality Changers!

SAMPLE LANGUAGE

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!

THANK YOU NOTE

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 us at (619) 516-2222.

To **pay by check**, please have donors make their check out to Reality Changers. Send the check to Reality Changers, PO Box 50220, San Diego, CA 92165.

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. Address: PO Box 50220, San Diego, CA 92165

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 US

Keep an eye on your inbox for more fundraising tips. Please contact our team if you get stuck, have questions, need ideas, or just want a cheerleader!

WE'RE HERE FOR YOU:

Email: Advancement@RealityChangers.org

Phone: 619-516-2222

WEBPAGES:

Sign up & raise funds: give.realitychangers.org/PeerFundraising

Resources for fundraisers: realitychangers.org/peer-fundraising

