



# TEAM CAPTAIN FUNDRAISING 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)

# INTRODUCTION

## TIPS & TOOLS FOR TEAM CAPTAINS

Thank you for signing your group 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 your group reach your fundraising goal!

NOT A FUNDRAISING TEAM CAPTAIN? CHECK OUT OUR FUNDRAISING TOOLKIT FOR INDIVIDUALS: [REALITYCHANGERS.ORG/PEER-FUNDRAISING/](https://realitychangers.org/peer-fundraising/)

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# YOUR IMPACT

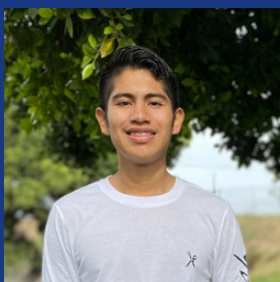
**BY RAISING FUNDS TO BENEFIT REALITY CHANGERS, YOU ARE HELPING YOUTH TO ACHIEVE THEIR DREAMS.**

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**

# FUNDRAISING TOGETHER

Fundraising teams are a great way to band together and raise money with your coworkers, classmates, or friends!

Each individual member of the team creates their own fundraising page. A team page pools together all of the donations from the individual pages, showing how everyone is working together to reach an overall goal. This set up works well for offices, school clubs, social organizations, alumni groups, religious groups, and more.



# 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 your team:

- **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? Do you think each member of your team could do the same?
- **Are you a workplace team?** Many businesses will match donations made by their employees. Check with your HR department to see how you can get your gifts matched.
- **Can you challenge your team with a goal that is a little bit of a stretch?** The Reality Changers fundraising department likes to set ambitious but realistic goals that take a little bit of extra work to achieve.



**On average, individual Reality Changers' fundraisers raise \$820 per page, but every group is different!** Depending on the size of your group and who your team members know, your overall team goal might be \$1,000, \$5,000, \$10,000 or even \$20,000!

# YOUR 9-STEP PLAN

## 1 SET UP YOUR TEAM PAGE.

Your team members will be most successful if they customize their individual pages. Model this for them by adding a custom photo and story to the team page.

Visit [RealityChangers.org/peer-fundraising](https://RealityChangers.org/peer-fundraising) for instructions on how to set-up and customize your team fundraising page.

### WHAT MAKES A GOOD STORY?

Let everyone know why your group is fundraising. Here are some guiding questions:

- What is your group?
- Why did your group select Reality Changers?
- Why is giving back important to your group?

## 2 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!

## 3 START YOUR INDIVIDUAL FUNDRAISING.

Set up your personal fundraising page and start fundraising for your page. This will help to build momentum for your team and may give you insights that can help you to better lead your team. Visit [RealityChangers.org/peer-fundraising](https://RealityChangers.org/peer-fundraising) for tips and resources.

# YOUR 9-STEP PLAN

## 4 ASK YOUR TEAM MEMBERS TO SIGN UP.

Tell your team members where they can sign up. It always helps to include a deadline and to remind folks why their individual contribution is important. Don't forget, your busy group members may need multiple reminders to get their pages going. Keep checking back!

## 5 WELCOME YOUR TEAM MEMBERS.

After your team members sign up, they will automatically receive an email thanking them for setting-up a fundraising page. This email will include links to fundraising resources like sample language, a Fundraiser Toolkit and more. You can help them to feel excited and to start off strong by sending your own welcome message and reminding them to use the resources.



# YOUR 9-STEP PLAN

## 6 BE A CHEERLEADER.

Once fundraising starts, you can help build momentum and keep excitement high.

### IDEAS:

- Host a happy hour or special event to kick things off.
- Send out regular email updates that highlight your progress towards the overall goal and celebrate individual successes.
- Shoutout your best fundraisers in group meetings. Ask them to share what's working well for them.
- Share stories from Reality Changers to help remind your fundraisers why the cause is important.
- Offer prizes for things like “highest overall fundraiser”, “most donors in a week”, “first to raise \$1000”, etc.
- Send someone a quick ‘Congratulations’ text when you see that they’ve reached a fundraising milestone.

## 7 FOLLOW UP.

You may notice that some people in your team never got around to setting up their pages or have stalled out with their fundraising. Reach out to them. Ask if they have any questions or need any help. Don't forget that each team member may have a different preferred communication method (ex: email, text, phone calls, in person). If you or your team member feels stuck, Reality Changers' staff is always here with ideas, answers, encouragement, and more!

# YOUR 9-STEP PLAN

## 8 PROVIDE UPDATES.

Let your fundraisers know as your team reaches certain milestones (eg: 50%, 75%, etc). And definitely celebrate with everyone when your team reaches your goal!

## 9 THANK YOUR FUNDRAISERS.

Be sure to thank every member of your team for fundraising. While big group celebrations are fun, something as simple as a handwritten note can really convey your gratitude.



# SAMPLE LANGUAGE

We've created some sample language you can use to execute your team fundraising plan. The most successful team captains will take these templates and personalize them.

## ASK PEOPLE TO JOIN THE TEAM

Hello [NAME],

I am putting together a group fundraiser and I am writing to see if you are interested in joining! A few team members at [YOUR GROUP] are going to work together to raise funds for Reality Changers. We have set a goal of raising [YOUR TEAM GOAL].

Reality Changers is a nonprofit organization that helps youth from underserved communities complete high school, get into college, graduate, and launch their careers. Every dollar raised supports free programming like tutoring, college application guidance, scholarship help, career mentorship and more. Learn more at [realitychangers.org](http://realitychangers.org)

Working together, we can fundraise to help students achieve their dreams. Each member of our team will create an online fundraising page and raise funds by reaching out to their family and friends. Reality Changers provides lots of resources and information to help set-up your page, ask for donations, and reach your goal.

If you are interested in joining us, you can go ahead and sign up here: [YOUR TEAM FUNDRAISING PAGE URL]

Let me know if you have any questions or ideas for me as we get this fundraiser going. If you need more information about how to set up your fundraising page or how to start fundraising, you can find that info here: <https://realitychangers.org/peer-fundraising/>

Thank you,  
[YOUR NAME]

# SAMPLE LANGUAGE

## SIGN UP EMAIL

Hello [NAME],

Thank you for your interest in raising funds for Reality Changers! With your help, [GROUP NAME] is going to make a big difference for students working to become first-generation college graduates.

You can sign up here: [YOUR TEAM FUNDRAISING PAGE URL]

Click “Join Team” to create your online fundraising page. Please sign up by [DEADLINE].

If you need any help getting going or would like resources like fundraising ideas and sample language, you can find everything you need here:  
<https://realitychangers.org/peer-fundraising/>

Thank you,  
[YOUR NAME]



# SAMPLE LANGUAGE

## WELCOME EMAIL

Hello [NAME],

Thank you so much for signing up to raise funds for Reality Changers! Together, we are going to help students and families achieve their dreams!

If you need any help fundraising, you can always contact the Reality Changers team. Their Development Manager, Sarah Verduco Singh, is happy to help. Her email is Sarah@RealityChangers.org and her phone number is 619-516-2221. Additionally, you can find fundraising suggestions and sample language in the Fundraisers Toolkit here: <https://realitychangers.org/peer-fundraising>

Finally, if you want to get to know Reality Changers a bit more, I encourage you to check out their website: <https://realitychangers.org/>. Their blog includes student, Alumni, and family interviews, so you can get a good idea of how our fundraising makes a big difference for individuals from underserved communities.

Thank you again! I'm so excited to be working together with your and [GROUP NAME] on this. Let's get out there and fundraise!

Best,  
[YOUR NAME]



# SAMPLE LANGUAGE

## PROGRESS UPDATE

Hello [GROUP NAME] Fundraising Team,

I wanted to send you a quick email to update you on how our fundraiser for Reality Changers is going! As of today, we have raised [\$AMOUNT]. So, we are [XX%] of the way to our [\$ GOAL AMOUNT] goal!

Thank you so much to everyone who has been working hard to spread the word. I especially wanted to shout out:

- [NAME, NAME, & NAME] who created their fundraising pages this week!
- [NAME] who is already 75% of the way to their fundraising goal
- [NAME} who's Facebook post about the fundraiser got 30 likes

You all are rock stars! Every dollar that you have raised will support free programs like tutoring, mentorship, college application help, scholarship application support, academic advising, career readiness, and more!

If you need any help fundraising, don't forget to get in touch with Reality Changers or check out their resources: <https://realitychangers.org/peer-fundraising>

And if you need a bit more fundraising motivation, check out this out: [LINK TO A RECENT REALITY CHANGERS VIDEO OR BLOG POST THAT YOU LIKE]

Thanks,  
[YOUR NAME]

# SAMPLE LANGUAGE

## CHECKING IN ON A STALLED FUNDRAISER

Hello [NAME],

I hope you are doing well Thank you so much for signing up to fundraise together with [TEAM NAME]. We really appreciate you taking the time to help make a difference for young people.

I wanted to check in. How is everything going with your fundraising? Do you have any questions or need any help?

If you feel like you need a bit of guidance, you can always schedule a 1-on-1 phone call with Sarah Verduco Singh, Development Manager at Reality Changers (Sarah@RealityChangers.org or 619-516-2221). Additionally, don't forget to check out Reality Changers' fundraising resources here: <https://realitychangers.org/peer-fundraising/>

Thank you again for volunteering as a fundraiser! Please let me know if you have any questions!

Best,  
[YOUR NAME]



# SAMPLE LANGUAGE

## THANK YOU

Dear [NAME],

I wanted to thank you for fundraising on behalf of Reality Changers. Together, the [TEAM NAME] team raised [\$AMOUNT] for youth.

Your efforts will help connect students with free tutoring, mentorship, career exploration, and college access programs. By fundraising, you are setting young people up for success, and creating bright futures for individuals, families, and communities.

It has been a pleasure to work together with you and the team on this fundraising project. Thank you so much for your hard work and dedication.

Sincerely,  
[YOUR NAME]



# 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](mailto:Advancement@RealityChangers.org)

Phone: 619-516-2221

## WEBPAGES:

Sign up & raise funds: [give.realitychangers.org/PeerFundraising](https://give.realitychangers.org/PeerFundraising)

Resources for fundraisers: [realitychangers.org/peer-fundraising](https://realitychangers.org/peer-fundraising)

