



CHAMPIONS FOR YOUTH FUNDRAISER TOOLKIT

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



[CHARITY.CENTURYCLUBSD.ORG/REALITYCHANGERS](https://charity.centuryclubsd.org/realitychangers)

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!

TABLE OF CONTENTS

3	<u>YOUR IMPACT</u>
4	<u>ABOUT CHAMPIONS FOR YOUTH</u>
5	<u>WIN AN INCREDIBLE PRIZE</u>
6	<u>SETTING YOUR GOAL</u>
7	<u>YOUR 9-STEP PLAN</u>
11	<u>SAMPLE LANGUAGE</u>
15	<u>OFFLINE DONATIONS</u>
16	<u>CONTACT US</u>

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 3,300 program graduates since 2001, providing services that help 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 YOUTH & 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 activities. They do more. Reality Changes is a place to grow. They help you stay in school even if you are having a tough time.”

Alvaro, SDSU First Year



“In high school, I attended Reality Changers almost daily and received tutoring services as well as daily dinners. Without Reality Changers, I wouldn’t be where I am. I don’t know where I would be, but I imagine that I wouldn’t be in such a good place.”

Hanna, first-gen graduate working in healthcare

ABOUT CHAMPIONS FOR YOUTH

Reality Changers has been selected as one of five San Diego youth charities to participate in Champions for Youth, a program administered by fellow 501(c)(3) nonprofit, the Century Club of San Diego.

THINGS TO KNOW

- ★ Your fundraising page has already been set up to participate in Champions for Youth!
- ★ Reality Changers will receive **100%** of all funds raised.
- ★ **Donations will be matched!** Every donation helps Reality Changers to earn additional funds from the \$235,000 Champions for Youth bonus pool. Donations must be at least \$10 to count for match.
- ★ 100% of every donation is **tax-deductible**.
- ★ Donors will see “**Century Club of San Diego**” on their receipts and credit card statements.



WIN AN INCREDIBLE PRIZE

The top Champions for Youth fundraiser will win a once-in-a-lifetime prize, the Farmers Insurance Open Honorary Observer Experience!

As an Honorary Observer, you will walk inside the ropes at the 2024 Farmers Insurance Open and experience the Tournament from a player's perspective. You and your guest will walk with a PGA TOUR player group, from tee to green, over 18 holes. Listen in as the pros make crucial club selections with their caddies, read the breaks of the green, and celebrate every perfect shot from inside the ropes.

DETAILS



Dates: Wednesday, January 24 OR Thursday, January 25



Includes 2 passes to ULTRA Zone - all-inclusive drinks, access to seating, pay-as-you-go food, and ungraded restrooms



Includes 1 parking pass

RULES



You must **raise at least \$5,000** to qualify.



Winner will be selected based on the total amount shown on your fundraising page **AND** any additional funds that have been received by the Century Club/Reality Changers **at the end of the day on 1/12/24.**

Examples of gifts which will be counted towards your total but which may not appear on your fundraising page:

- Gifts over \$10,000 or below \$10
- Checks, gifts of stock, 401(k) disbursements, or donations from Donor Advised Funds/Trusts/Family Foundations. *(Please let Reality Changers know if you expect these types of gifts to be made, so that they may be properly attributed to you.)*
- Donation matching from your donors' employers

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.



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 friends, family members, networking contacts, and 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.

Plan when you are going to ask each person for support. Remember that most people will need a few reminders!

Most Reality Changers fundraising pages have between 1 and 4 donations per week. The highest achieving fundraisers have around 10 donations per week.

As we all know, some people just work better with a deadline. Champion for Youth ends on 1/28/24, but you can give yourself some wiggle room by sharing an earlier date with your contacts. You can say something like, “I’m hoping to reach by goal by the end of the year.”



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 meetings and phone calls are best. After that, individualized emails and texts 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!



YOUR 9-STEP PLAN

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!

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]

Your gift benefits Reality Changers. This program is important to me because it supports incredible young people. Jeremy, Class of 2022, is a UC San Diego second year, studying aerospace engineering.

Jeremy says: "My dad didn't finish high school. So, for me, being a first-gen college student is being a ground breaker. It's breaking norms. I didn't have a lot of help with school stuff at home. Reality Changers is extremely vital for students from my community. It helps them feel like they have a safety line."

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!

Make a donation: [LINK TO YOUR FUNDRAISING PAGE]

Your gift benefits @RealityChangersorg -This program is important to me because it supports incredible young people. Jeremy, Class of 2022, is a UC San Diego second year, studying aerospace engineering.

Jeremy says: "My dad didn't finish high school. So, for me, being a first-gen college student is being a ground breaker. It's breaking norms. I didn't have a lot of help with school stuff at home. Reality Changers is extremely vital for students from my community. It helps them feel like they have a safety line."

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]

This program is important to me because it supports incredible young people. Jeremy, Class of 2022, is a UC San Diego second year, studying aerospace engineering.

Jeremy says: “My dad didn’t finish high school. So, for me, being a first-gen college student is being a ground breaker. It’s breaking norms. I didn’t have a lot of help with school stuff at home. Reality Changers is extremely vital for students from my community. It helps them feel like they have a safety line.”

You can make a donation to support youth like Jeremy. Your gift provides tutoring, college application support, financial aid/scholarship application support, and on-campus mentorship to help young people reach college, graduate, and launch their careers.
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. This is important to me because I believe that everyone believes the opportunity to attend college, regardless of where they come from or how much money they have.

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 Development Manager Sarah Verdusco Singh at (619) 516-2221.

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!

YOUR FUNDRAISING COACH:



SARAH VERDUSCO SINGH

Development Manager

Email: Sarah@RealityChangers.org

Phone: 619-516-2221

WEBPAGES:

Sign up & raise funds: charity.centuryclubsd.org/realitychangers

Resources for fundraisers: realitychangers.org/peer-fundraising

