



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!

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YOUR IMPACT

With the help of people like you, Reality Changers has supported more than 3,500 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 PARTICIPANTS



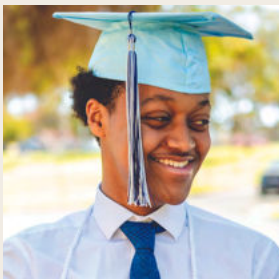
Rosa ('14) - *VP of Community Development at City Heights CDC*

“In high school, most of my day was spent at Reality Changers. With their help, I attended the University of San Francisco, majoring in politics and legal studies. Since graduating, I have been involved in politics and advocacy. My community has so much history and it’s my job to make sure that we are planning for the future without leaving anyone behind.”



Bekhruz ('19) - *Investment Banking Analyst at Stifel Financial Corp.*

“Coming from a business background, I believe that Reality Changers is truly an investment. It pays dividends. You actually see impact. For donors, Reality Changers is probably the epitome of what you can invest in, because you literally see where your funding gets put to work. You are changing realities after all.”



Keya ('23) - *second year at George Washington University*

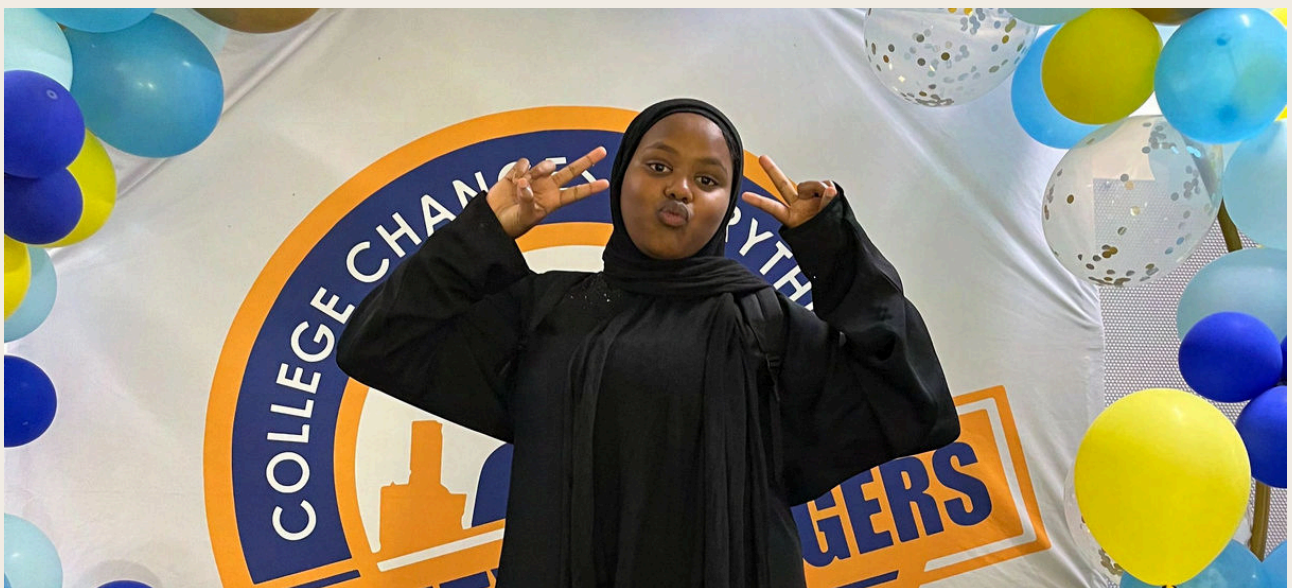
“Reality Changers genuinely helps youth like me that are first-gen and don’t have the same resources as others.”

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.



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 PEOPLE INDIVIDUALLY.

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!

Please note - *posting social media alone will not help you reach your fundraising goal. The most successful fundraisers will also reach out to each of their contacts individually.*



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.

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!

CAMPAIGN TIMELINE

NOW

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.

DECEMBER 1 - DECEMBER 3

Giving Tuesday is on 12/3. 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 4 - DECEMBER 29

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

DECEMBER 29 - DECEMBER 31

It's always helpful to remind people to give at the end of the year. Here is some suggested language: *"Give by the end of the year to include your donation on your 2024 taxes!"*

JANUARY 1 - JANUARY 25

Reality Changers will be working hard to try and reach first place in the Champions For Youth race. This is a great time to follow up with anyone who still hasn't responded or to ask those last few contacts. Remember, every gift above \$10 counts!

JANUARY 26

The campaign ends on 1/26. Your page will be closed and can no longer accept donations after this date.

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.

SEND A TEXT

Hi, how's it going? 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.

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

Donation link: [LINK TO YOUR FUNDRAISING PAGE]

Your gift to Reality Changers will support free tutoring, mentorship, college application support, and career advising for youth working to become first-generation college graduates.

Thanks for your consideration!



SAMPLE LANGUAGE

SEND AN 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]

Reality Changers serves overlooked and underrepresented students, especially those from under-resourced communities. Access to college makes a huge difference for their future success. On average, in San Diego County, a bachelor's degree increases a persons' annual earnings by 125%.

I believe that everyone deserves the chance to attend college and pursue opportunity, regardless of their financial resources. You can make a donation to help provide opportunity to more students. Your gift to Reality Changers supports free tutoring, mentorship, college application support, and career advising for youth working to become first-generation college graduates.

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

SOCIAL MEDIA

Visit RealityChangers.org/peer-fundraising to download graphics for your social media posts. Remember to tag Reality Changers in your posts.

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

MAKE A POST

If you know me, you know that I believe that everyone deserves equal access to opportunity.

I am currently fundraising for Reality Changers, an incredible organization that helps youth to become the first in their families to graduate from college. Access to college makes a huge difference for students' future success. On average, in San Diego County, a bachelor's degree increases a persons' annual earnings by 125%.

I have set a goal to raise [\$AMOUNT] by [DATE]. Please help me reach my goal!

Your gift to Reality Changers supports free tutoring, mentorship, college application support, and career advising for youth working to become first-generation college graduates.

Donate: [\[LINK TO YOUR FUNDRAISING PAGE\]](#)



SAMPLE LANGUAGE

SAY THANK YOU

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 deserves 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 Vice President of Development, TD Smith at (619) 516-2220.

To pay by check, please have donors make their check out to “The Century Club of San Diego”. Address: 9404 Genesee Ave., Suite 310, La Jolla, CA 92037. Please include "Reality Changers" in the memo line.

To donate through a Donor Advised Fund, donors can contact their Donor Advised Fund advisor and direct them to mail a check payable to “The Century Club of San Diego”. Address: 9404 Genesee Ave., Suite 310, La Jolla, CA 92037. Please include "Reality Changers" in the memo line.

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. Be sure to assure your donors that 100% of their gift will go to Reality Changers.



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:



TD SMITH

Vice President of Development

Email: TD@RealityChangers.org

Phone: 619-516-2220

WEBPAGES:

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

Resources for fundraisers: realitychangers.org/peer-fundraising

