



**BOYS & GIRLS CLUBS
OF MERCER COUNTY**

FUNDRAISING TOOLKIT



For more info check out:
<https://www.bgcmercer.org/upcoming-events>

Fundraising Tool Kit



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About

Thank you for supporting The Boys & Girls Clubs of Mercer County and participating in Bike for Club Kids. We appreciate you making a commitment to raise at least \$250 to benefit Trenton-area youth! We are a community based organization, we are affiliated with Boys & Girls Clubs of America, but on the local level we are tasked with raising over \$2.5 million a year to support Mercer County's Clubs.

We provide young people with a fun and safe place to go after-school, weekends, and over the summer. We provide our members, grades K-12, access to social, enrichment and recreational activities. We strive to improve the lives of youth by helping them achieve desired outcomes in education, character development & leadership, as well as providing opportunities to learn how to develop healthy lifestyles.

Our mission is to inspire and enable all young people, especially youth who need us the most, to realize their full potential as productive, caring and responsible citizens.

The Boys & Girls Clubs of Mercer County has been selected by The Princeton Freewheelers as their Charity Partner for their annual tour. You have registered to participate in this event as a 'Charity Rider' therefore the Club pays your registration fee. You create a personal on-line fundraising page and ask friends, family and colleagues to donate to you page. Please try to raise \$250 or more, if you are successful you may earn additional prizes. Funds raised by this event support the Club's After School and Healthy Living programs.

The funds you raise, big or small, will make an impact and help us to continue to serve more than 2,500 youth in Mercer County.

Contact

Questions? Contact Dave Anderson via email danderson@bgcmercerc.org or call 609-392-3191 x112

Check out a glimpse of how dollars you raise make a real impact:



\$150.00

Allows 1 youth to participate in our Healthy Cooking Program for one 12 week cycle.



\$250.00

Allows 1 child to attend our Afterschool Program for one month.



\$1,000.00

Allows 1 child to attend our Afterschool Program for half a school year.

Follow These Steps to Achieve Success...

Customize Your Page

You have created your fundraising page(s). Personalize it...upload your own pictures and draft a compelling message. Explain why the Boys & Girls Clubs is important to you, share a personal connection to the cause!

Set Your Fundraising Goal

Set a goal that is both realistic and a bit of a challenge. Keep it as your motivation as you fundraise. You can continue to update this goal as you reach milestones or if a greater goal seems attainable.

Include an Effective Call to Action

Reach out to all of your contacts via email and post on social media. Emphasize why participating in this event is soooo important and how donating makes a difference. Call on your friends, family and co-workers. Let people decide on their own how much to donate, based on your story and their own connection to the cause. DO NOT be afraid to ask!

Donate to Yourself

If you are not willing to support your cause, why should anyone else? If you can, set the bar high. People will take your lead and give a higher amount if they see big numbers already on the board.

Be Creative

Try different mediums and different social media platforms to promote your cause. Add your own personality to your ask. Cater your message so that it is relevant to your audience. We will do our best to give you the tools you to spread our message- you have to customize them. Encourage your friends and followers to like and share your fundraising page with others.

Pose A Challenge

You have accepted a challenge, to participate and raise money. Now pose a challenge your friends, family, schoolmates and co-workers to donate. Chat up your neighbors, people at your gym, those you know at church or synagogue, challenge them to give.

Does Your Company Match?

Many companies make matching gifts. Be sure to check with your employer and see if they have a matching gift program. If you need to complete any matching gift forms make sure you do so. If you have any questions about matching gifts contact me danderson@bgcmercer.org

Don't Forget to Say Thank You!

Every donation is important no matter how large or small. Each donor will receive a formal thank you from us but it is important that they each receive a thank you from you. Convey your gratitude and make it personal, emails, social media post or hand written thank yous will do.

Four Week Communication Plan

Week 1- Make Your Announcement

Your are doing something amazing, let everyone know! Send out an email to family and friends. Make social media posts and make sure to include the link to your fundraising page. Share your fundraising goals and why Bike for Club Kids is important to you!

Week 2- Make an Ask

Send out a new email and/or post on social media again, discuss any progress you have made towards your goal so far and again using different language explain why Bike For Club Kids is important to you. Make sure to thank everyone who has supported you thus far.

Week 3- Get Personal

Send an individual communication to anyone who you thought/hoped would have donated to your cause or anyone else you think will give. Let them know about your fundraising progress and why the Club is sooo important. Keep all communications short and to the point but never forget to add a little bit of you.

Week 4- Get Excited

Remind people it's not too late to make a difference. If you are super close to meeting your goal make sure you include that. Explain how excited you are getting for rthe tour and if you have trained, explain how hard. Thank everyone for for supporting you and make sure they know Boys & Girls Clubs of Mercer County thanks them too!



Thank you again for making the commitment to Bike for Club Kids!
Don't forget I'm here to support your efforts--- please don't hesitate to send me an email to danderson@bgcmercer.org,
let me know how I can support you in making a difference in the lives of our kids.