BOYS & GIRLS CLUBS
OF MERCER COUNTY

D-I-Y FUNDRAISING TOOL KIT

For more info check out:

https://www.bgcmercer.org/make-a-difference

Fundraising Tool Kit

BOYS & GIRLS CLUBS
OF MERCER COUNTY

About

Thank you for supporting the Boys & Girls Clubs of Mercer County! We appreciate your desire to make a difference and your commitment to raise funds 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, on 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 knowledge about 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.

As a D-I-Y fundraiser you can create a personal on-line fundraising page and ask friends, family, and colleagues to donate to your fundraiser. All funds you raise will benefit the 2,600 youth we serve every year!

Contact

Questions? We are here to help...
Contact Sarah W. Julian, Assoc. Director of Development
via email sjuilian@bgcmercer.org or
phone 609-392-3191 x 128

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 one12 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

If you have already created your fundraising page, now customize it. Add your own pictures and explain what you are doing to raise funds. Tell donors 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 your goal as motivation to fundraise more. 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 fundrasing for the Club is important to you and how donating makes a difference. Call on your friends, family and co-workers. Let people decide on their own how much to donate. DO NOT be affraid 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 follow your lead and give more money if they see big numbers already on the board.

Be Creative

Try different 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 need to spread the message- you have to customize them. Encourage your friends and followers to like and share your fundraising page with others.

Pose A Challenege

You have accepted a challenge... to raise funds for the Boys & Girls Club. Now pose a challenge your friends, family, classmates and co-workers to donate. Chat up your nieghbors, people at your gym, those you know at church or synagogue- challenge them to donate.

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 Sarah Julian sjulian@bgcmercer.org

Don’t Forget to Say Thank You!

Every dononation is important no matter how large or small. Each donor will recieve a thank you from us but it is important that they each recieve a thank you from you. Convey your grattitude 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 doing this 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 this is important to you. Make sure to thank everyone who has supported you thus far.

Week 3- Get Personal

Send an indivual 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 so 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. Thank everyone who has supported you and make sure to say thank you from the Boys & Girls Clubs of Mercer County too!

Thank you again for D-I-Y fundraising!
Don't forget the Club supports all your efforts---please don't hestitate to reach out.

Sarah W. Julian, Associate Director of Development
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phone: 609-392-3191