YouthCare

FUNDRAISING TOOLKIT

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Thank you for fundraising for YouthCare!

We are so grateful that you've chosen to host a fundraiser for YouthCare! We know that asking for money can feel hard, but we're here to help. We want to make sure this process is fun and exciting for you!

This toolkit will walk you through organizing and hosting a successful fundraiser. You can always email events@youthcare.org to get more advice from a YouthCare team member.

ABOUT YOUTHCARE

History:

YouthCare was founded in 1974 as one of the first shelters to serve runaway and homeless youth on the West Coast. Since then, we have expanded to 16 sites across Seattle, serving over 1,500 youth ages 12-24 each year.

Mission:

YouthCare works to end youth homelessness and to ensure that young people are valued for who they are and empowered to achieve their potential.

Vision:

YouthCare envisions a community where no young person experiences homelessness, all young people have the opportunity to thrive, and the systems that oppress them are dismantled.

the Shelter

ABOUT YOUTH HOMELESSNESS

No one grows up wanting to be homeless.
The young people we meet are navigating life circumstances beyond their control and they all want the chance to stabilize and thrive.

Every young person comes to YouthCare with a unique story and set of circumstances. But beneath individual stories are common systemic barriers and inequities:

- Racism

- Underfunded social systems, including:
  - Education
  - Child welfare
  - Foster care
  - Behavioral health

- Shortage of affordable housing

- Homophobia

- Intergenerational poverty

These systemic barriers put some populations at disproportionate risk of experiencing homelessness. Of the youth experiencing homelessness in King County, approximately:

- 57% identify as BIPOC

- 27% identify at LGBTQ+

- 32% have been in foster care

- 54% are experiencing mental health challenges

HOW YOUTHCARE HELPS

YouthCare offers a range of youth-centered programming to help young people achieve long-term stability and wellness:

- **Early Intervention & Specialized Services**
- **Engagement**
- **Housing & Shelter**
- **Education**
- **Employment Training**

Young people can access any unique combination of these programs to best meet their individual needs and goals.

OVERVIEW OF COMMUNITY FUNDRAISING

<u>Thank you for fundraising for YouthCare!</u>

Hosting a fundraiser is an opportunity to make a huge impact at YouthCare and in our community, even if you can't personally make a big financial donation. Community fundraisers are essential to our work, as they engage new supporters in our mission to end youth homelessness.

People are more inclined to donate to a cause if their friend or family asks. Your fundraiser will help YouthCare reach more people, raise more money, and have a bigger impact on the young people we serve.

COMMUNITY FUNDRAISER IDEAS

Below are some popular fundraising ideas, but feel free to add your own twist for something new! Your fundraiser is limited only by your resourcefulness, your creativity, and your imagination.

- Birthday fundraiser - collect donations instead of gifts

- Tribute - honor a loved one and make a lasting impact in their name

- Wedding fundraiser - add your fundraiser to your wedding registry

- Raffle - if you have a service or good to provide, host a raffle and ask participants to make a donation to enter

- Fitness/Cooking/Etc. classes - if you're an instructor, ask attendees to make a donation for class entry (or donate total ticket proceeds)

- Office fundraiser - team up with your colleagues to raise money, and don't forget to check if your company matches charitable donations
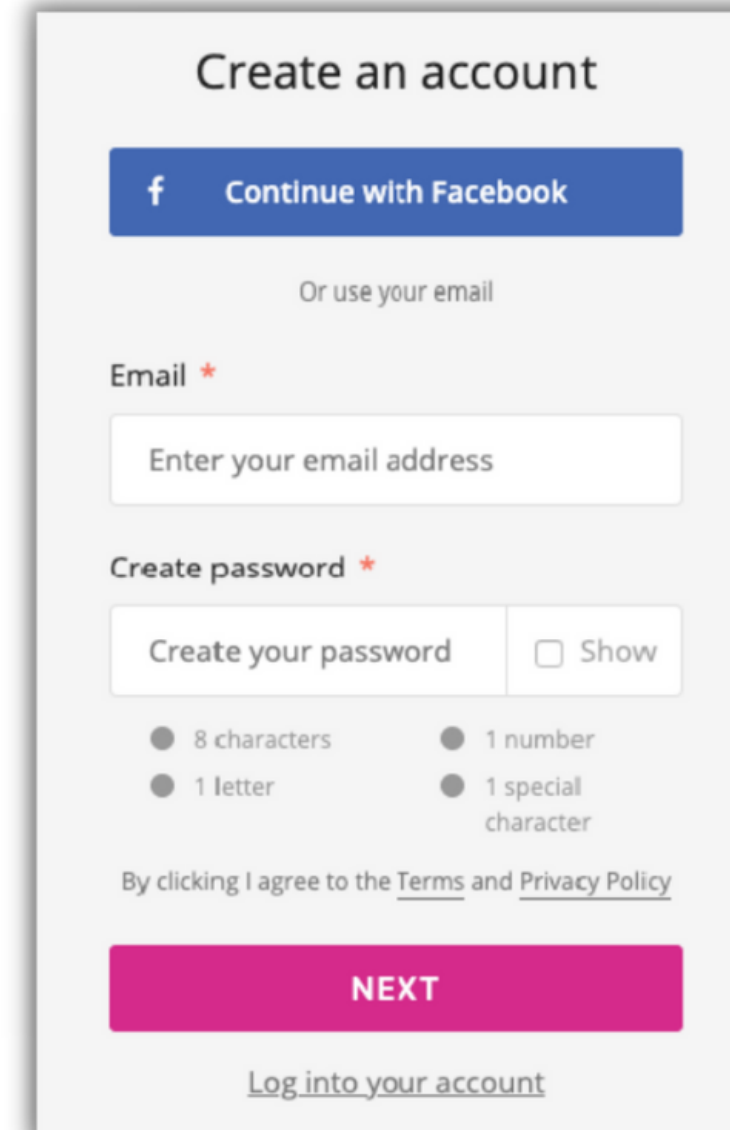
HOW TO CREATE A FUNDRAISER

1 GETTING STARTED

To create a fundraising page, click the fundraise button on the <u>campaign page</u>.

START A FUNDRAISER

Choose to fundraise as an individual when the option appears.

You'll also see options to join or create a fundraising team. This guide focuses on fundraising as an individual. If you'd like to join an existing team, you can search for the team name, or you can create a team if you anticipate others joining you as fundraising hosts!

2 CREATE AN ACCOUNT

Create an account

f **Continue with Facebook**

Or use your email

Email *

Enter your email address

Create password *

Create your password   ☐ Show

● 8 characters   ● 1 number
● 1 letter   ● 1 special character

By clicking I agree to the Terms and Privacy Policy

NEXT

Log into your account

Create your own account on Classy* using the sign-up form.

If you already have a Classy account, log in to your account.

*Classy is a fundraising software for nonprofits. They provide this platform and technical support so we can focus on working with young people and the community!
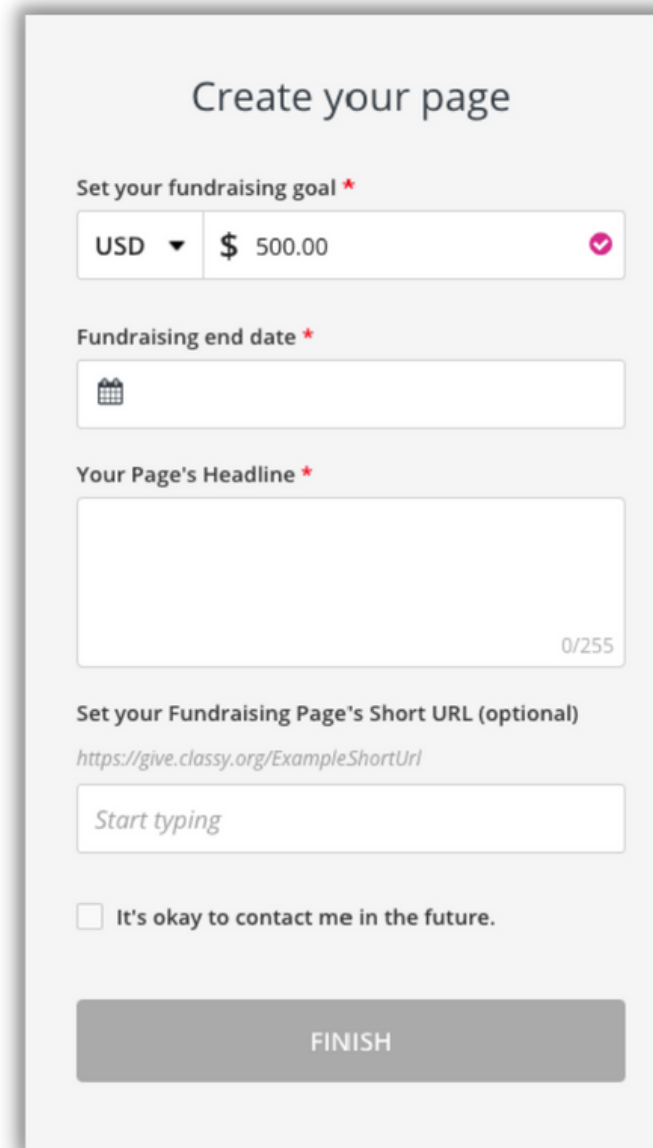
HOW TO CREATE A FUNDRAISER
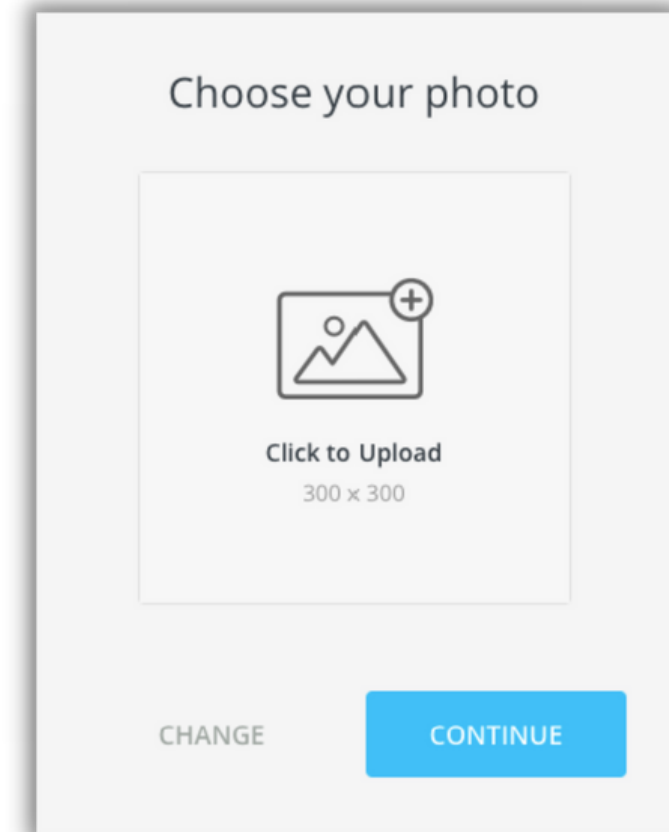
3 **CREATE YOUR FUNDRAISER PAGE**

You will be prompted to fill out some required information—including a fundraising goal, end date, and headline —before you can share your fundraiser.

If you're having trouble coming up with a fundraising goal, think about how many people you will ask to give and estimate how much they may be able to give. For example: 20 people x $10 = $200!

All required fields can be edited later in your fundraiser settings, so there's no pressure to get it 100% correct the first time!

Create your page

Set your fundraising goal *

USD $ 500.00

Fundraising end date *

Your Page's Headline *

0/255

Set your Fundraising Page's Short URL (optional)

https://give.classy.org/ExampleShortUrl

Start typing

☐ It's okay to contact me in the future.

FINISH

4 **UPLOAD A PHOTO**

Choose your photo

Click to Upload
300 x 300

CHANGE   CONTINUE

The photo you choose will be visible on your fundraising page.

HOW TO CREATE A FUNDRAISER

5 **PERSONALIZE YOUR FUNDRAISER**

To edit the content of your fundraising page, click the <u>Manage</u> button in the upper right corner. From the editor, you can change the details of your page, including your headline, story, goal, photo, and more.

MANAGE
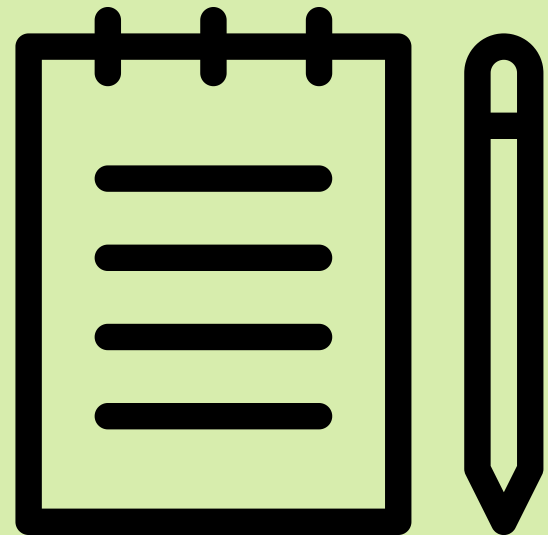
THE STORY is the main content of your fundraising page.

There will be a default story when you first open your editor, but you can (and should!) personalize the content to share why you support young people experiencing homelessness. Consider sharing how you first learned about YouthCare, what area of YouthCare's work is most interesting to you, or what you were most surprised to learn about youth homelessness.

<u>A personalized story is the most compelling reason for friends and family to get more involved in your fundraiser.</u>

SHARE YOUR FUNDRAISER

The key to successful fundraising is getting the word out about your fundraiser. Most people want to help, they just need to be asked!

Start with an email or message to the people closest to you.

Emails and direct messages are the most successful way to first reach out to your first potential donors—you can personalize the message to the person you are asking, and your close network is more likely to open an email or direct message.

Once your close friends and family have donated, your extended network is more likely to build on that momentum.

Then expand to social media and your wider network!

Share your fundraiser on Facebook, Instagram, Twitter, Tik Tok, LinkedIn, Slack, etc., and keep your community updated with personal posts about the progress of your campaign!

To have an even greater impact, encourage your donors to share your fundraiser with their friends and family or on their social media after giving!

SAMPLE MESSAGING - EMAIL OR DM

To: Close friends, family, and colleagues
Subject: Will you help me make a positive impact in our community?

Dear [Name],

I am excited to share that I am hosting a fundraiser for YouthCare! I am inviting you to join me in raising money for a cause I deeply care about. The money we raise will go directly to YouthCare's mission to end youth homelessness and empower all young people to achieve their potential.

I chose to host this fundraiser for YouthCare because _____.

I'm kicking things off by donating $20.00 to YouthCare. If I can get 14 more people to match my donation, I'll reach my goal of $300.00. Will you contribute? Any amount you can donate will get me closer to reaching my goal!

Together, we can enact real, tangible change by donating to YouthCare. When we invest in young people, we're investing in a bright future for our entire community. I hope you will join me in this work!

Thank you for your support!

SAMPLE MESSAGING - SOCIAL MEDIA

Donate to my fundraiser for @YouthCareSEA and support young people experiencing homeless-ness in Seattle. [Link to your fundraiser]

YouthCare has 45+ years experience running successful programming for young people experiencing homelessness. I believe in their vision and am raising money to support their mission. Please join us in this work by donating to my fundraiser! [Link to your fundraiser]

I believe that investing in young people creates pathways out of homelessness and strengthens our entire community, so I am fundraising for @YouthCareSEA. Please donate today to help me reach my goal of $___! [Link to your fundraiser]

Shout out to everyone who has donated to my fundraiser for @YouthCareSEA! Together we are making a difference in our community. If you haven't had the chance to donate, there's still time! I only need $___ more to reach my goal of $___! [Link to your fundraiser]

HOW YOUTHCARE CAN SUPPORT YOU

- YouthCare can provide promotional materials, info-graphics, logos, and other branded content for use on your fundraising page and in communications

- YouthCare and provide advice on how to talk about youth homelessness with your community and supporters

- If you would like to host a virtual gathering with your donors to build community and offer more information about YouthCare, YouthCare will <u>try our best</u> to have a staff member available to provide a brief presentation about youth homelessness and our services

- Reach out to info@youthcare.org for any other support you need and we will do our best to assist you!

CELEBRATE YOUR IMPACT

Celebrate that the funds you raised through your fundraiser directly support YouthCare's vital programming—from responding to crisis, providing a hot meal, connecting young people to job opportunities, and supporting young people moving into their first apartment; to keeping our lights on and paying our incredible staff. Don't forget to thank your donors for supporting our work and update them with your fundraiser total!

And beyond the funds you raised, celebrate the invaluable resources of time, relationships, and talent you invested in our shared work to end youth homelessness. Every connection you made raised awareness of youth homelessness and spread the word about work being done at YouthCare to build a better future for young people. You have made a huge impact on our entire community and sent a powerful message to young people that <u>you care</u>!

SOURCES

Classy:

"How to Edit a Fundraising Page"
https://support.classy.org/s/article/how-to-edit-a-fundraising-page

"Classy Supported Dashboard Explained"
https://support.classy.org/s/article/classy-supporter-dashboard-explained

"Supporter Page Overview"
https://support.classy.org/s/article/supporter-page-overview

501 Commons:

"Donor FAQ"
https://www.givebigwa.org/donorfaq

"Create a FUNdraising Page!"
https://www.givebigwa.org/fundraising

"GiveBIG 2021 Toolkit for FUNdraisers"
501 Commons
https://ddb9l06w3jzip.cloudfront.net/uploadedFiles/giving_seattle501/contentFiles/file/465

"GiveBIG 2020 Toolkit for FUNdraisers"
https://ddb9l06w3jzip.cloudfront.net/uploadedFiles/giving_seattle501/contentFiles/file/385