

# Campaign Toolkit



# Get Started

Decide on what you want to do and set your goal. Be sure to express your purpose for launching a campaign and your commitment to making it a success!



**Birthday** ▶



**Wedding Registry** ▶



**In Memory** ▶



**Company Involvement** ▶



**Marathons and Sports** ▶



**Get Creative** ▶

# Launching Your Page

Once you've set up your fundraising page, follow these practices to get your campaign going:

1

## **Personalize**

Add your own text, pictures, or video to the page. Tell people why you are getting involved. It doesn't have to be long!

Remember, people are interested in learning about you and your story.

2

## **Donate**

People are more likely to donate to your page when they see someone has already contributed. Donating to your campaign also demonstrates your commitment to potential supporters.

2

## **Email**

Ask your "inner circle" for donations first. These 10-15 people will help you build momentum! Then progressively work towards your more distant contacts.

# Communication Plan

Here is how you can garner your personal and social support to ensure the campaign's success:

## Email

Send a personalized email to your contacts, starting with the closest. The more personal your outreach is, the more likely they'll make a meaningful gift.

## Social Media

After you've gotten your closest contacts involved, launch your campaign on Social Media.

- *Start with a Thank You post, thanking and tagging those that have already donated to your campaign. By tagging them, your post gets more visibility and confirms that people are already donating to your page.*
- *Use your Social Media networks to update followers on your progress and ask them for their help to get you over the next hurdle.*
- *Don't make every post an ask. Share inspiring stories and other things around the cause. Remind people why you've chosen to become a CUCS Ambassador.*

# Keep Communicating

## **Follow up**

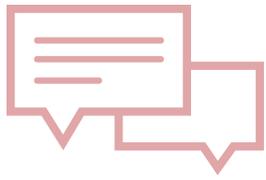
Continue updating your network and following up with potential donors. People can easily miss or skip over your initial outreach so it's best to keep them updated. Include inspiring stories or news/blog articles from CUCS.

## **Final Push**

Send a reminder to your non-responders and your social network that time is running out in your campaign!

## **Say Thanks!**

Send an email to each donor that gave to your campaign and thank them for their support. Thank your social network through all your social media channels.



# Sample Messages

## General

“Please donate to my campaign and help people rise from poverty, exit homelessness, and be healthy! Every dollar helps! [campaign link]”

“I’m halfway to my fundraising goal! Help build brighter futures with me: [campaign link]”

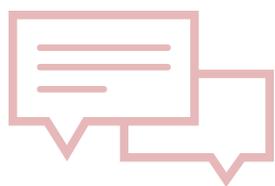
“My CUCS fundraising campaign is almost over! Help provide homes and hope to those who need it most: [campaign link]”

## Birthday

“Help me celebrate my birthday by supporting my CUCS campaign! [campaign link]”

“I am giving my birthday to CUCS and would love your support. Consider making a donation to my campaign to help house and support: [link]”

“Instead of presents, I’m asking for donations to help build brighter futures. Please support me by visiting my birthday page and making a gift: [campaign link]”



# Sample Messages

## **Sports**

“Help make my miles and endorphins count! Please donate to my campaign to fight against homelessness and poverty: [campaign link]”

“I’m running for compassion and would really love your support! Please donate to my campaign for CUCS and together, we can build brighter futures. [campaign link]”

## **Wedding**

“Instead of wedding gifts, please donate to our campaign to support CUCS: [campaign link]”

“We’re sharing our love with our fellow New Yorkers. Please donate to our campaign and help those who need our support: [campaign link]”

# Contact Us

**Together, we can build brighter futures.**



***Have questions?*** Our support doesn't stop with this toolkit. We're here to help every step of the way. Email us at [devcom@cucs.org](mailto:devcom@cucs.org).

**Thank you!**