



# FUNDRAISING TOOLKIT



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***Thank you for your interest in raising funds to support CRC!***

Community Resource Center (CRC) is a nonprofit organization that works to end hunger, homelessness and domestic violence in North County San Diego. CRC's programs include a domestic violence emergency shelter, hotline and prevention/education outreach, a Therapeutic Children's Center, professional counseling, legal advocacy, tax preparation, food distribution center, homelessness prevention and rental and housing assistance.

All of CRC's programs are designed to assist participants in successfully navigating paths to safety, stability & self-sufficiency. Through our mission and programs, CRC strives to empower, transform, guide and nourish our program participants.

**Anyone can be a lifeline of help:** a volunteer, a donor or third party event planner. Use this toolkit as a guide to help you plan a fundraising event in your community. Tips, tools and templates are included to help you succeed. If you have any additional questions about third party fundraising for CRC, please contact the team in our Development Office at [development@crcncc.org](mailto:development@crcncc.org) or (760) 230-6307.

## **This toolkit will ...**

- Give you ideas of various types of fundraising events.
- Help you get started planning a successful fundraiser.
- Give you examples for promoting your fundraiser via local and social media.

***We wish you and your team a successful event and thank you for supporting CRC's mission!***



# WHY SUPPORT CRC?

## *Facts on Why the Need is Great ...*

- **One of every eight people living in the North County region of San Diego County – 12.1% of the population – lived in poverty in 2015.** The poverty rate varied across North County cities from 5% to 19.2%. For the entire North County area, 16% of children lived below the poverty line. That means that the North County San Diego region is home to more than 103,000 men, women, and children who live below the federal poverty level (FPL), out of a population of 854,200 in the region. The poverty rate remained higher than before the 2008 recession. In 2015, a family of four was below the FPL with an annual income below \$24,036. ([Center on Policy Initiatives, December 2016](#))
- Nearly 20 people per minute are physically abused by an intimate partner in the US. ([CDC.gov: National Intimate Partner and Sexual Violence Survey, 2010 Summary Report](#))
- 1 in 3 women and 1 in 4 men have been victims of physical violence by an intimate partner within their lifetime. ([CDC.gov: National Intimate Partner and Sexual Violence Survey, 2010 Summary Report](#))
- Domestic violence accounted for 21% of all violent crime in the U.S. between 2003-2012. ([BJS.gov: US Department of Justice Special Report Nonfatal Domestic Violence, 2003-2012](#))
- Domestic violence victims struggle with depression and suicidal behavior more often than individuals not exposed to domestic violence. ([BJS.gov: US Department of Justice Special Report Nonfatal Domestic Violence, 2003-2012](#))
- 90% of children affected by domestic violence are eyewitnesses to this violence. ([CDC.gov: National Intimate Partner and Sexual Violence Survey, 2010 Summary Report](#))

# **CRC'S IMPACT & YOU**

## ***Fiscal Year 2015-2016***

- 1,940 domestic violence hotline calls were answered from victims in crisis.
- 60 households were housed in our domestic violence emergency shelter.
- 112 children participated in CRC's Therapeutic Children's Center, a safe space for children to heal in our domestic violence shelter.
- 120 households participated in CRC's domestic violence program.
- 162 individuals received counseling services.
- 1,278 counseling appointments were provided.
- 1,455 total tax returns were completed for participants and \$1,149,044 was refunded back to them.
- More than 450,000 pounds of food was distributed through 11,774 visits to our Food Distribution Center.

## ***Your Help Impacts CRC Participants Today***

- A gift of \$25 can help provide a family of four with healthy food for a day.
- A gift of \$50 can help provide an individual with healthy food for a week.
- A gift of \$100 can help give shelter to a homeless family.
- A gift of \$125 can help provide an individual or family with the counseling they need to heal.
- A gift of \$500 can help provide a family of four with healthy food for a month.
- A gift of \$1,000 can help a family with housing assistance, counseling and food.
- A gift of \$1,500 can provide a family of four with food, outerwear and toys to brighten the holidays.
- A gift of \$3,000 can provide housing for a domestic violence survivor and their children for one month.

# GETTING STARTED

## Set Your Fundraising Goal

- ✓ How many lives would you like to impact? See Page 3 for information on how your fundraising efforts will impact those in need.

## Round Up Support

- ✓ Reach out to your friends and family for assistance. Identify skills, talents and resources that will help your fundraising efforts.
- ✓ Work with your employer's Human Resources department to plan and hold your event. If your company has a Wellness initiative, there are many fundraisers you can do that also have a wellness focus, e.g., a Walk for CRC or a virtual food drive.

## Determine How You Are Going to Raise Funds

- ✓ Like to cook? Hold a bake sale. Is it warm outside? Hold a car wash. Check out more fundraising ideas in the pages that follow.
- ✓ Seek out sponsors (businesses, faith organizations, schools) for support.
- ✓ We love groups who have a lot of enthusiasm, but if this is your first event ... don't take on too much! And be sure to recruit others who can help with specific skills like marketing, logistics, etc.

## Devise a Plan

- ✓ Set a date for your fundraiser. Create a list of things that must be done leading up to the event. Use a timeline to help complete and pace out your tasks.
- ✓ Do you want to collect online donations? Create a Web page to track and promote your fundraising efforts and goals.

## Spread the Word

- ✓ Place fliers and posters in your workplace, school or places of worship.
- ✓ Promote your fundraising event with social media.

- ✓ Send invites to family and friends using free online tools like Evite or Punchbowl.
- ✓ Send personalized invites via mail or email.

## **Double Your Donations**

- ✓ Reach out to local businesses or individuals who may want to sponsor your fundraising efforts or double the funds raised.

## **Track Donations**

- ✓ Be the FIRST to donate to your event!
- ✓ Use our Fundraiser Tracking Form found in this Fundraiser Toolkit.
- ✓ Donation checks should be made payable to:

Community Resource Center  
650 Second Street Encinitas, CA 92024

## **Share and Celebrate Your Success**

- ✓ Thank your volunteers, sponsors and contributors.
- ✓ Share event photos with Community Resource Center. We may post them and highlight your event's success on our website.
- ✓ Let your friends and family know what an impact they made by sharing your event photos on social media.

## **Submit Your Contributions to Community Resource Center**

- ✓ Use our CRC Fundraiser Donations Submission Form found in this Fundraiser Toolkit.
- ✓ Once donations are received, Community Resource Center will distribute thank you acknowledgements to the donors.

# FUNDRAISING IDEAS

## FRIENDS, FAMILY & NEIGHBORS

**Bake Sale:** Encourage family and friends to bake their favorite treats, and then sell them in a public area where there are potentially a lot of hungry people.

**Spaghetti Dinner or Barbecue Picnic:** Organize a spaghetti or barbecue dinner. Sell tickets to dine and give a portion of the proceeds back to CRC. Combine the event with a silent auction to raise even more money and draw more people to your event.

**Crowd Funding:** Utilize websites like GoFundMe or CrowdRise to reach out to friends and family for financial contributions. An account is easy to set up and manage.

**Spa Day Event:** Partner with your favorite spa or salon. Schedule a large group of attendees to visit a spa on pre-determined date, encourage your spa to donate 10-15% of the proceeds from your day of beauty back to *A Hand Up*

**50/50 Raffle:** Sell raffle tickets. The proceeds from the raffle will be evenly split between the raffle winner and CRC.

**Plays / Concerts:** If you belong to a theater or musical group, consider presenting a performance and committing all or a portion of your proceeds to CRC.

## RETAIL & RESTAURANTS

**Retail Fundraising:** Partner with local retailers to raise funds by either encouraging a portion of the proceeds from the sale of store items to go back to *A Hand Up* or encourage customers to round up their bill to the nearest dollar. The difference in change will be donated back to *A Hand Up*.

**Restaurant Night:** Engage local restaurants to donate a portion of their proceeds from certain days and times back to *A Hand Up*. Many restaurants already have fundraising programs in place. Be sure to inquire about their rules and guidelines when organizing a restaurant night event.

**Golf for Charity:** Team up with a local golf course and hold a golf tournament. For an even easier fundraiser, hold the event at a miniature golf center!

**Silent Auction:** Obtain donated items from local businesses or through websites like Donationmatch.org and auction them off to the highest bidder. Be sure to follow California state auction guidelines and submit contributions with a silent auction tracking sheet.

**Food Truck Lunch:** Book one (or several!) food trucks. Assign a day for your food truck event and encourage others to buy lunch from the vendors. Many food truck vendors will give back a certain percentage of their sales to nonprofits.

# FUNDRAISING IDEAS

## CORPORATE TEAM BUILDING

**Team building can help companies build trust, encourage communication and increase collaboration among employees. Help improve company morale, while giving back through CRC's team building activities!**

**Giving Competition:** Generate a friendly competition among employees to raise funds for CRC! CRC can help you set up a website page to make the process easier.

**Casual Fridays:** Wear jeans to work on Fridays. Employees and staff can donate a small contribution to the company's fundraising drive for CRC.

**Karaoke Night:** Organize a karaoke event. Participants pay to sing or others can pay to watch certain individuals to sing.

**Neighborhood Party:** Plan a block party with your neighbors. You can charge to play games, sell food off the BBQ, have folks pay to enter to win a contest (e.g., tackiest t-shirt or best hat). You'll connect with your neighbors while raising funds for CRC!

**Book Sale:** You can sell secondhand books. The proceeds can be sent to CRC, and the unsold books can be donated to a CRC resale store. We'll sell the books to raise even more money!

**Ice Cream Social:** Host an ice cream social at your workplace and ask your CEO or other executives to serve. Employees can make a donation to CRC in exchange for a hot fudge sundae served by their boss!

**Walk for CRC:** Host a walk-a-thon, which can be a large one-day event or something your company does over a period of days or months. Your colleagues can compete as individuals or teams for raising the most funds (e.g., \$5 per hour walked, or \$5 per mile walked. You can walk during lunches, use company provided volunteer time off or after work. At the end of the designated time period, everyone provides their stats to determine who walked the most and raised the most!) This is a great event idea if your company has a Wellness initiative – you'll all get moving and raise money for CRC, at the same time!

**Bowl-a-thon:** This would be another great one to combine with a wellness program! Departments or teams can compete for best scores and highest amounts raised from friends and family.

**Contact us at [Development@crcncc.org](mailto:Development@crcncc.org) or (760) 230-6507 with any other fundraising ideas you might have. We would love to discuss them with you!**



# CREATE A WEBSITE PAGE

*The more you can spread the word about your fundraising event, the more successful it will be.*

Promote your event and CRC through virtual fundraising tools. Here are some of the website tools that you can use to help you get started:

## VIRTUAL FUNDRAISING

CrowdRise: [Crowdrise.com](https://www.crowdrise.com)

Everyday Hero: [Everydayhero.com](https://www.everydayhero.com)

GoFundMe: [Gofundme.com](https://www.gofundme.com)

## GRAPHIC DESIGN

PIXLR: [Pixlr.com](https://www.pixlr.com)

Canva: [Canva.com](https://www.canva.com)

PicMonkey: [Picmonkey.com](https://www.picmonkey.com)

## PHOTOS

Pixabay: [Pixabay.com](https://www.pixabay.com)

*Once you have your website up and running, you're ready to tap into social media to promote your event, and direct interested donors and attendees to your new A Hand Up website ...*

# SOCIAL MEDIA TECHNOLOGIES AND NETWORKS

***Social media networks are an effective springboard to bring awareness to your event and CRC.***

Here is a quick guide to productively using digital platforms to spread the word about your upcoming event and direct your donors and attendees to your event website. Please direct them to CRC's website as well. Your audience can learn more about who we are and how the money you raise will be used to better the lives of our program participants.



## **TWITTER** [TWITTER.COM](https://twitter.com)

Twitter users share and find content using Twitter. Help them find you and your cause through 140-character bite-size updates. Promote your upcoming event, build your donor and event attendee base and update your community on the happenings surrounding your fundraising event.

Tag: @helpcrc

## **GOOGLE +** [PLUS.GOOGLE.COM](https://plus.google.com)

Google + contains a blend of features of both Facebook and Twitter. It reaches its users through Google circles, hangouts and communities. You can invite google + users to your event and when they RSVP, the event will automatically be added to the calendar. Google + can also be promoted through other social media channels to capture and/or expand your intended audience.

## **FACEBOOK** [FACEBOOK.COM](https://facebook.com)

Facebook is a simple and easy way to promote your online fundraising website. You can easily create a Facebook group for you A Hand Up event that allows you to quickly share event updates with friends and family and ask people to donate.

Tag: @helpcrc

## **INSTAGRAM** [WWW.INSTAGRAM.COM](https://www.instagram.com)

Instagram is an easy way to promote your event through photos. Increase your event's visibility by launching a hashtag fundraising campaign.

Tag: @helpcrc

## **Sample Social Media Posts**

Here sample posts you can use to promote your event. Be sure to tag the pages or accounts of friends, supporters, etc. to expand your reach.

### **FACEBOOK**

#### **Example 1**

On October 6, TRE Boutique is hosting a shopping party at its Del Mar store in the Flower Hill Promenade, from 2 to 7 p.m. 15% of sales will benefit domestic violence victims. Buy something new and support Community Resource Center. Please visit TRE Boutique and show your support! @helpcrc

#### **Example 2**

JOIN ART N SOUL on 101 for an Evening of ART, HAPPINESS and their 10 year ANNIVERSARY PARTY. PARTY! MUSIC! FOOD! BEVERAGES! FUN! ... and of course ... ART! ARTISTS! ARTISTS!

When: Saturday, October 22, 2016 - 5:00 to 8:00 p.m.

Where: Art n Soul on 101 - 633 S. Coast Highway 101

A portion of the evening's proceeds will benefit Community Resource Center!  
@helpcrc

### **TWITTER**

#### **Example 1**

Oct 6, TRE Boutique, Flower Hill Promenade, Del Mar, 2-7 p.m. 15% of sales will benefit DVvictims. [www.treboutique.com](http://www.treboutique.com) @helpcrc

#### **Example 2**

ART N SOUL on 101 in Encinitas: Art, Music, Food, Fun! Oct. 22, 5-8PM. A portion of the proceeds will benefit @helpcrc!

# TOOLS & RESOURCES

*Here are some sample forms, flyers and more you can download to get started on your event today!*

## PRE-EVENT:

### Sample Event Flyer

[WORD >](#)

## DONATION TRACKING:

### Fundraiser Donation Tracking Form

[PDF >](#) [WORD >](#) [EXCEL >](#)

### Fundraiser Donation Submission Form

[PDF >](#) [WORD >](#)

