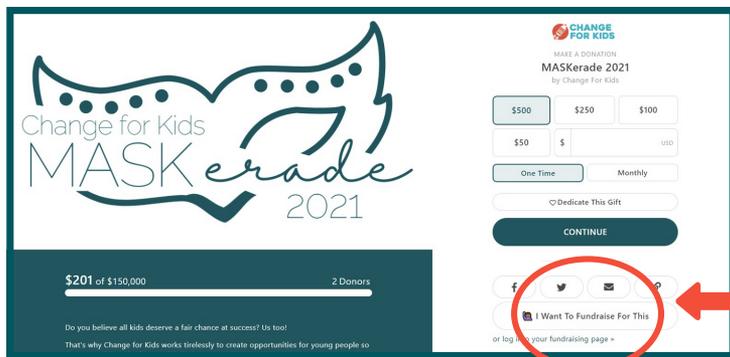




How to Create Your Fundraising Page

Give Lively Fundraising Page Setup Instructions

1. Go to: <https://secure.givelively.org/donate/change-for-kids-inc/maskerade-2021>
2. Click **"I Want To Fundraise For This."** The button is below the social media links on the right side of the screen.
3. You will be asked to sign in with your current account (if you have one), or to create a new account.



4. When you reach a screen that says "Personalize Your Page," you will be asked to:
 - Set your fundraising goal: it is defaulting to \$1,000, but feel free to raise it!
 - Select and upload a profile image
 - Select your hero image, it will default to the picture on the main campaign
 - Write a personal appeal. Sample template below:

As a champion of Change for Kids for (INSERT #) of years, I am so proud to be supporting youth in achieving the futures of their dreams. I advocate for Change for Kids because (Insert Personal Story). Supporting CFK is an investment in the future. Please join me in making a difference!

5. Once your page is set up, let people know it is there!
 - Include a link to your page in personalized fundraising appeal to friends
 - Promote your page on social media
6. If you have any trouble with your page, please don't hesitate to be in touch with Rebecca Bachman, Deputy Director of Philanthropic Engagement:
rbachman@changeforkids.org

Fundraising Tips

Get Personal:

- Why is the Change for Kids important to you?
- Some questions to consider:
 - Why is it imperative that young people from all zip codes, and no matter the color of their skin, dream big and bold?
 - Why do all kids in New York City need access to opportunities that help them learn about themselves and the world around them?
 - Has someone made a difference in your life when you were at a crossroads?
 - Did an organization like Change for Kids support you when you were growing up? Think about your story, share it with everyone you know!
- Personalize your page, add a profile picture, update the personal appeal, make it true to you!
- Show your passion! Consider making the first donation to your fundraiser so others will follow your lead.

Spread the Word:

- Social Media is a great way to spread the word. Use **#CFKMASKerade**
- Keep your network updated on your fundraising progress! Ask your whole network.
- Send direct personalized emails. They have the highest rate of securing donations.
- Go old school and pick up the phone. Call your friends, co-workers, family, and more to tell them what you're doing and how they can support you.
- Think of who you know at local businesses/companies. It never hurts to approach them and see how they might be able to support your efforts.

Maximize your impact with matching gifts:

- Check to see if your employer matches charitable donations. Many companies do, and this type of support can multiply your impact.
- Encourage your donors to check on this with their employers as well!

Think outside the box:

- Get creative with your fundraising--host a virtual trivia night or fitness class for a suggested donation.
- Reward your supporters: consider "for everyone who gives \$X today, I will put your name in a raffle to win cookies baked by me." (Be creative!)
- Challenge yourself to make your network smile – "when I reach \$X goal I will post a video of myself singing Y song on social media." Your supporters will love it!

Show your gratitude:

- Remember to say Thank You to everyone who supports you. Feel free to do this via social media, personal email (we've included a template!) or phone call. Gratitude goes a long way!
- Keep your supporters looped into your progress; they are a big part of your success!

Sample Outreach Email

Hello **(FIRST NAME)**,

Insert your personal story!

Ex: Many of you know that I went to public school growing up. My parents were able to choose where they wanted to live so that we could have the best education possible. This is not the reality for many and there is so much more stress on parents and children. I believe all children deserve opportunities, and I have decided to do something to support that mission.

I know that you believe all kids deserve a fair chance at success. Unfortunately, success is too often dictated by where someone lives and the color of their skin, not their potential. Change for Kids is committed to dismantling that injustice and works tirelessly to create opportunities for young people so they can achieve the futures of their dreams.

I have committed to fundraising **(insert goal)** for Change for Kids (CFK). CFK is dedicated to ensuring that young people thrive. The pandemic has presented challenges for us all; but students, especially in the communities in which CFK works, have been hardest hit. That is why CFK has extremely ambitious goals for the upcoming school year. I am helping expand their reach, and increase the frequency and impact of their robust programming. **(insert goal)** will ensure that CFK can help more kids thrive in the 2021-2022 school year.

Please join me to ensure kids continue to have opportunities to develop the skills, awareness, and connections they need to achieve the future of their dreams: **(insert your fundraising page URL)**

Your friendship and support mean the world to me,

YOUR NAME

Sample Thank You Email

You made my day! I can't tell you how much I appreciate your support of my fundraiser for Change for Kids.

Your recent contribution of **(INSERT AMOUNT)** means that you understand how important Change for Kids programming is for NYC Kids. All kids deserve unlimited opportunities, and by supporting Change for Kids you are helping deepen the impact on the students CFK serves.

Thank you for joining me in giving kids a fair chance at success. Your support makes a real difference in helping CFK start the 2021-2022 school year with the strongest possible foundation.

Thank you again, your support means the world to me!
(INSERT YOUR NAME)

Frequently Asked Questions

Are donations tax deductible?

Yes! All donations are tax deductible to the fullest extent allowed by the law. Change for Kids is a 501(c)(3) organization. Please keep your receipt as your official record of your contribution.

How do donors get tax receipts?

When a donor makes a contribution through your fundraiser, they will automatically receive a tax receipt. If a gift is made via check or another method they will receive an email acknowledgement.

Can donations be made via check?

Yes! Checks can be made to Change for Kids for Kids and send to Change for Kids, 1230 Avenue of the Americas, 16th Floor, New York, NY 10020

What if I need technical help with my fundraising page?

If you need any help with your fundraising page, please reach out to Rebecca, rbachman@changeforkids.org