

PEER TO PEER FUNDRAISING TOOLKIT



WELCOME



**THANK YOU FOR BEING A CHAMPION FOR FAME CENTER!
EVERY DOLLAR THAT WE RAISE TOGETHER HELPS US FULFILL
OUR MISSION. OUR ORGANIZATION DEPENDS ON THE HELP OF
PEOPLE LIKE YOU!**

**FAME Center provides equitable access to arts education so that
the next generation has creative tools to uncover their potential
and imagine their futures.**

This fall, we have a fundraising goal of \$10,000. All donations collected during this fundraiser will go toward providing a new home for FAME Center that will allow us to expand our programming and provide equitable access to arts education for Chicago youth and adults.

That's who we are. now let's talk about you.

HOW CAN YOU HELP?

Between November 1-December 31, 2022, we're asking all members of the FAME family to help us reach our Raise the Rent fundraising goal of \$10k by rallying 5 friends or family members to donate \$35 to the campaign.

5 FRIENDS + \$35 = \$175!

Want to make an even bigger impact? Encourage your friends to make a recurring donation.



4 STEPS TO SUCCESS

We've broken down the main principles of fundraising for you! Adhere to the following steps to host a successful fundraiser.



CREATE A FUNDRAISER AND SET YOUR GOAL

Set up a nonprofit fundraiser through Facebook or another platform of your choice and set your fundraiser goal at \$175 or above.

Writing the appeal for your fundraising page is another instrumental part of having a successful fundraiser. The appeal should explain how you are associated with FAME Center and why our mission is important to you.



IDENTIFY POTENTIAL DONORS

Using your own words or the templates below, reach out to your friends and family members to see if they'd be interested in donating. The more personal the ask, the better!



USE DIVERSE COMMUNICATION CHANNELS

Fundraising requires using your own social network to raise money and spread awareness. To be successful, you have to know what to share, who to share it with and how.

- Emails- are good for more professional contacts. They make the ask feel more personal, but still have a more formal tone.
- Social Media - is good for asking relatives and acquaintances. You can send a link and a few words explaining your relationship to FAME Center. You can also write up a more general post and encourage others to share it themselves.
- Phone Calls and Text Messages - Sending individual messages or making personal phone calls to a few people in your contact list is likely to bring in multiple donations.
- Word of Mouth - is the most powerful way to spread a message. In fact, 90% of people trust a personal recommendation, even from strangers!



COMMIT TO RAISING \$175 BY DECEMBER 31, 2022. WE'RE CHEERING FOR YOU!

HOW TO RAISE \$175 IN 5 DAYS

DAY 1

Make a \$35 donation to your own campaign to get started. (Total \$35)

DAY 2

Post on social media asking for donations towards a \$50 goal. (\$85)

DAY 3

Ask two co-workers to donate \$10 each toward your goal. (\$105)

DAY 4

Text 4 relatives asking for \$10 donations. (\$145)

DAY 5

Ask your neighbors to support you with a \$10 donation and post a social media update on achieving your goal! (Total \$175)

EMAIL TEMPLATE

One simple way to raise funds is to send an email to your family and friends. Below is an example that you can copy, paste and then edit to fit YOU.

Dear friend,

I have 30 days to raise \$175 and I need your help!

This year, I'm helping to raise money for FAME Center and their arts education programs.

FAME Center is a nonprofit organization providing equitable access to arts education. In the past two years, FAME Center has provided over \$100k in tuition scholarships for students to participate in arts programming, including private lessons, summer camps and group classes. They recently moved into a larger location where they can serve even more students in Chicago.

You can use this link to donate to my fundraiser.

I only need 5 people to donate \$35 each to reach our goal! Sharing the fundraising link with your network will help me reach my goal even faster.

So what do you say?

Thank you for your support,
Julie

SOCIAL MEDIA TEMPLATES

Plug and play social media captions. We have photos and videos for you to use below.

@the.famecenter is providing equitable access to arts education in Chicago. Join me in supporting their mission by donating \$35 towards my fundraising campaign. Link in bio.

This fall, I'm raising money for @the.famecenter, a nonprofit committed to providing access to arts education. Please support me as I fundraise to help FAME Center be able to serve even more students! Link in bio.

TOOLS & RESOURCES

01 **GRAPHICS AND VIDEOS**
Check out the link below for FAME Center logos, videos and photos to add to your campaign:
<https://drive.google.com/drive/folders/1jzKNFO7NqshxDYZtuiu61LZ498JrxuXp?usp=sharing>

02 **HASHTAGS**
#famecenter
#raisetherent

03 **SOCIAL MEDIA LINKS**
INSTAGRAM [the.famecenter](https://www.instagram.com/the.famecenter)
FACEBOOK [FAME Center](https://www.facebook.com/FAME.Center)
YOUTUBE [Fame Center](https://www.youtube.com/channel/UCFameCenter)
TikTok [fame.center](https://www.tiktok.com/@fame.center)

FAQ

Are donations tax deductible?

Yes!

Who do I contact if I have additional questions?

Email info@famecenter.org and a member of the administrative team will follow up with you.



THANK YOU!