

# Individual & Group Fundraising Toolkit

## How to start an online fundraiser for



**Neighborhood  
House**

### **About Neighborhood House**

Neighborhood House has been and continues to be a welcoming presence for thousands of refugees, immigrants and others in transition or crisis. Our organization has become a full-service hub for those seeking assistance with basic needs, from food to housing, as well as helping create future opportunities through family coaching and education programming. From our headquarters on the West Side of St. Paul, Neighborhood House has supported people from over 50 different cultural backgrounds and nationalities over the decades, nimbly adapting to the rapidly changing needs of the individuals, families, and communities we serve. Our integrated approach to programming recognizes the wholeness of every person's life and considers aspects of each individual's needs and well-being so that we can serve every member of a family as they build strength and stability for the future.

### **Mission**

To help people gain the skills, knowledge and confidence to thrive in diverse communities.

### **Vision**

Hope, Opportunity and Dignity for All

### **Values**

Equity and Inclusion

Learning and Reflection

Diversity and Culture

Community and Engagement

Integrity and Accountability



## Getting Started

Thank you for considering fundraising for Neighborhood House. Regardless of whether you made the decision to start a fundraiser or are just looking for more information – we are grateful!

When you start a fundraiser for us, you are joining a community of people working to make a difference and providing hope for families and individuals who need it most.

Fundraising can seem daunting at first glance, but the good news is you don't need to be a fundraising expert to raise money! You have a chance to make a big impact!

There are so many ways to raise funds for your neighbors in need - request donations instead of gifts on a special day - like your birthday, host an event or because you just want to!

Neighborhood House is here to help - beginning with this handy toolkit full of tips and tricks to fundraise successfully!

## The Power of Your Donations

No matter how much you raise, you are making a positive impact! Here are just a few examples of what donations can do:

- **\$50** helps buy course materials for an adult student studying to take their GED exam
- **\$100** helps with the cost of sending a youth participant on field trips during summer camp
- **\$250** helps us purchase groceries to feed a family for a month
- **\$500** helps a family to afford their deposit to move into a new apartment that better suits their needs
- **\$1,000** helps Neighborhood House plan and budget for future needs and helps us to keep our programs free-of-cost to families in need

## GETTING STARTED

### 1. Create your fundraising page.

Click on "Become a Fundraiser" and choose what type of fundraiser you'd like to create from the available choices.

**As an Individual** – Sign up to get started right away and get donations to help those who need it most.

**Join a Team** – If your workplace, worship group, family or other group has already created a team already, join with them to transform even more lives.

**Create a Team** – If you plan on recruiting your friends and family to set up fundraising pages in addition to yourself, make sure to create a team so that you can work together to make a larger impact. You will also be directed to create an individual page for yourself (all funds still go toward your team goal – don't worry!)



## **2. Set your fundraising goal**

There is a pre-populated goal already set, but you can set a goal that's right for you. Keep in mind that you can always edit your goal once you get started.

You can use the **"Power of your donations"** breakdowns listed above to show tangible goals that help real people.

## **3. Choose fundraising end date**

If you are fundraising for a specific campaign (like March Food Drive, etc.) this may already be set based on the dates that Neighborhood House has set, if you are starting this any time throughout the year you can choose whatever date you want.

## **4. Add your headline**

Share a quick blurb about why you are setting up a fundraiser for Neighborhood House. Here are some ideas to get you started:

- a. The need has always been there. This year it happens to be greater.
- b. I'm fighting to end hunger with Neighborhood House. We can do this together.
- c. Hope. One gift that can be re-gifted all year long
- d. When it comes to hunger, families face the greatest threat. I'm fighting to help fill hungry stomachs.
- e. I'm fundraising for the most vulnerable in my community. Please join me.

## **6. Set an optional short URL for ease of sharing with family and friends.**

Example [give.neighborhoodhousemn.org/sara-hunger-hero](https://give.neighborhoodhousemn.org/sara-hunger-hero)

## **7. Upload a photo**

Add from your computer or Facebook. You're free to skip this and come back to it later if you'd like.

## **Tell Your Fundraising Story**

Adding personal importance to your fundraising page, helps your donors connect with the organization and its mission. Your community of supporters will feel compelled to give because you've asked them to.

Personalizing your fundraiser also shows that you are serious about meeting your fundraising goal because you have dedicated time and effort to customize your page. Post updates on your page to keep your supporters in the loop on your fundraising journey. Share photos and videos to help tell a larger story.

You can check out our blog for recent stories that you might share quotes or links on your fundraising pages. You can view our blog [here](#).



## **Communication is key**

Building a plan for communicating your goals, progress and triumphs to your network of supporters fuels your fundraising success. Create a list of people you plan to reach out to.

## **Spread the word**

You're well on your way to fundraising success - now it's time to spread the word and reach your goal! Using tools like email and social media are the best ways to tell your network about your campaign and ask them to donate.

## **Email**

Email is one of the easiest and most effective ways to fundraise! This should be at the core of your outreach strategy. Announce your fundraising kick-off by sending a personal email (or ideally making an in-person ask) to your inner circle to capture some early momentum and get some donations on the board before you blast your larger network.

## **How to reach the finish line!**

- Donate to yourself. The first donation should always be from you! No matter the size of the donation, it'll show your network that you're committed - and can also help you feel more comfortable asking others since you have already contributed.
- Don't be afraid to ask. The success of your campaign hinges on how many people you can reach, so don't be afraid to ask! Remember why you're fundraising. You are not asking for you, you're asking on behalf of the most vulnerable members of your community. People will salute and admire your efforts.
- Follow up. On average it takes between 3-5 touch points to get someone to donate - people are busy and one email is typically not enough. Have a solid plan in place, and don't be afraid that by following up you are bothering people. People who have intentions of donating appreciate the reminder. Say thank you. Be sure to thank each and every one of your donors - after all, it wouldn't have been possible to reach your goal without them. Make it count.

## **Acknowledgment Inspiration**

- Send an email or handwritten note. Don't underestimate the value of a personalized email or a good, old-fashioned handwritten card.
- Use your fundraising page. You can acknowledge your supporters right on your fundraising page by replying or posting a comment on your activity wall.
- Give them a social media shout-out. Take it to the next level and thank donors via social media - most people love being recognized in public for their good deeds!

## **Need help? Contact us!**

In general, The Neighborhood House will be your go-to for questions or concerns during fundraising. Please contact us at [donate@neighborhoodhousemn.org](mailto:donate@neighborhoodhousemn.org).

**[neighborhoodhousemn.org](http://neighborhoodhousemn.org)**