

## **Beyond Measure**

## FUNDRAISING CAMPAIGN HANDBOOK



- **3** Get Started: Themes
- 4 Get Inspired: Past Events
- 5 Get Social: Communication
- 6 Get Thankful: Follow Up



## **Get Started: Themes**

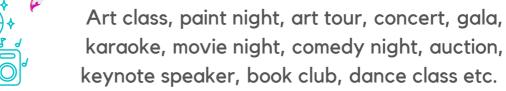
### **Pick a Campaign Theme**

# Food and Drink Wine tasting, dine for charity,

cooking night, bake sale, etc.



## **Arts & Entertainment**





Games and Competition
Trivia, game night, scavenger hunt, bingo night,
talent show, photography contest, murder mystery, fancy dress, spell/dance-a-thon, raffle etc.





# Special Occasions Gifts for birthday, wedding, holiday season etc.





5k/fun run, walk/bike a-thon, fitness challenges, etc.









Student club events, donation drives, etc.

## **Get Inspired: Past Events**

Throw a gala featuring your favourite local artists

Raised: \$7000



Art Music Education Fundraiser

Unwind with your friends while learning about Napa's finest at a wine tasting

> Raised \$1300 donated 20 bicycles



Cheers 4
Charity
Fundraiser

Find sponsors for donation drives

Donated 144 school kits



STAPLES
School Kit
Drive

Shop and Support seek out businesses that donate part of their purchases to your cause Shop at <a href="mailto:smile.amazon.com">smile.amazon.com</a> and we'll donate 0.5% of eligible purchases to your favorite charitable organization—no fees, no extra cost.

#### Support Minds Beyond Measure Inc.

When you shop at **smile.amazon.com**, Amazon donates.

Go to smile.amazon.com

**amazon**smile

© 2023 Minds Beyond Measure

Amazon Smile
Shop &
Support

## **Get Social: Communication**

## **Launch Campaign**

MBM website



**Give Butter** 

**Personal invitations** 









Social Media

**Eventbrite** 







Minds Beyond Measure is having its (1st) Fundraiser event in (place) city on (date)

. Each ticket will support MBM's mission to inspire and empower at-risk youth in (place) through our initiative. We will receive (amount) of ticket purchase from here: Website . Register here: Website Please message for more details, or email [info@mindsbeyondmeasure.org]

Help us reach our goal, please share this post and spread the word.

Support Mind Beyond Measure's vision to Engage.Inspire.Empower the educational community.





Come join us for our fundraiser event, or become a sponsor, to support our (name) Program that serves children and youth in underserved communities in (place)

Our Mission:

Minds Beyond Measure is a 501(c)(3) non-profit organization that serves children and youth in underserved communities.

You will be supporting our vision to engage, inspire and empower children & youth through our (name) program:

Write about the initiative the fundraiser is targeting Include pictures/videos to highlight previous or future impact

What:

When:

Time:

Location:

Ticket details:

Can't attend?
Include online donation options

Register for the Event: Click HERE.

Become a Sponsor: Click HERE.

Give a Donation: Click HERE.

For more information:
Please contact [info@MindsBeyondMeasure.org]

Looking forward to seeing you there!

## **Get Social: Communication**

#### **Promote Campaign**

**Social Media** 

Regular posts until event include: progress updates, thank donors, ask for involvement











Track and stay on top of your communication by following the social media calendar timeline



We've reached (amount) of our goal, support access to education by donating to (insert registration link)





Highlight dono contributions

Thank you to our sponsor for donating to support access to education. You can show your support too \_\_ (insert registration link)



We are (event theme) to raise funds for our favourite cause. Help support access to education by donating today (insert registration link)

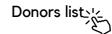


Reminder email 1 week and 1 day before





cultivate your donors by sending them regular updates



## **Get Social: Communication**

### **Supporting Resources**

#### **Pictures & Videos**



#### **Flyers**



#### Logos



#### **MBM Stats**



## Get Thankful: Follow Up

Hi X,



I personally wanted to thank-you for supporting our cause at Minds Beyond Measure. Your donation will indeed be part of creating social impact and help those in need, gain access to education.

Sincerely,
Jaime Perris
CEO & Education Director
Minds Beyond Measure
New York
917 365 6730 | jaime.perris@mindsbeyondmeasure.org
MindsBeyondMeasure.org

Educate. Inspire. Empower

#### Update on Impact

I'd like to personally thank-you all of our supporters who attended and/or donated at our (name) fundraiser. I am proud to say that we were blessed to have raised more than our anticipated goal of \$\_\_\_ to over \$\_\_\_, and there's still more coming in.

My deepest gratitude to all of you, as we are now able to donate (<u>item</u>) and provide (<u>no./item</u>) to (<u>no.)</u> students!



Include a photo collage of the event in your update

