



Save the Children®

# FUNDRAISING HANDBOOK

[SavetheChildren.org/Fundraise](https://www.savethechildren.org/fundraise)



## ABOUT US

Save the Children believes every child deserves a future. In the United States and around the world, we work every day to give children a healthy start in life, the opportunity to learn and protection from harm.

When crisis strikes, and children are most vulnerable, we are always among the first to respond and the last to leave. We ensure children's unique needs are met and their voices are heard. We deliver lasting results for millions of children, including those hardest to reach.

We do whatever it takes for children — every day and in times of crisis — transforming their lives and the future we share.



### A healthy start in life

Supported the delivery of high-impact health care to 22.6 million children. Delivered 6.8 million lifesaving health interventions, including for conditions like malaria, pneumonia and malnutrition.

---



### Nutritious food to eat

Directly reached 11.1 million through our nutrition programs

---



### A chance to learn

Supported quality education for children around the world, directly reaching 12.2 million children.

---



### Emergency response

Responded to 99 humanitarian crises in 59 countries, addressing the unique needs of vulnerable children around the world.

---



### Protection from harm

Supported quality, family-based care and protected vulnerable children from harm around the world, directly reaching 2.6 million children

---



### U.S. programs

Provided early education and literacy programs across 17 states, directly reaching more than 70,000 children.

# MEET THE TEAM



Thank you for choosing to fundraise with Team Save the Children. We are so excited to have you join our family of fabulous fundraisers! Your dedication supports our mission: to do whatever it takes to ensure that every last child survives, learns, and is protected. We hope this fundraising handbook provides the support and inspiration that you need to ensure your next fundraiser is a success. Should you need any assistance along your journey, we are here to help!

– Robin Van Etten,  
*Senior Director, Mass Market Fundraising, Resource Development*

## CONTACT US

For assistance with your fundraising event or additional information, please contact:

**Do-It-Yourself Fundraisers:** [getinvolved@savechildren.org](mailto:getinvolved@savechildren.org)

**Race Events:** [team@savechildren.org](mailto:team@savechildren.org)

**Dodgeball Events:** [dodgeball@savechildren.org](mailto:dodgeball@savechildren.org)



# FUNDRAISING IDEAS

**Share on social** You are doing something amazing so spread the word. The more people you reach, the more people are likely to donate. Don't forget to include your personal fundraising link!

**Contact local businesses** Businesses often have allocated budget for philanthropic giving. Use one of our template letters to propose their consideration in making a donation towards your fundraiser or ask if they can donate a raffle prize!

**Celebrate with Save** Celebrate any special occasion you're planning (birthday, wedding etc.) while also raising money! This is a simple and personal way to share your special day with loved ones and make a difference.

**Bake sales & food sales** Consider selling treats for a special occasion or holiday. Pick a date and a location and make sure you have plates, napkins, storage bags and plastic wrap to package the goodies to-go.

**Garage sale** One person's junk can be another person's treasure! Organize a garage sale and give back to the community at the same time. Possible locations for the sale include a school gymnasium, church or local community center.

**Change for Children** Organize a coin drive with a twist! Students bring spare change to their homeroom, and the winning homeroom that collects the most wins a pizza party. On Monday, Tuesday and Wednesday kids bring in pennies. Thursday is Silver Day (nickels, dimes, and quarters.) Friday is Paper Day (cash or checks made payable to "Save the Children." Be sure

to get staff involved and create a little friendly competition among homerooms or grades.

**Church collection** Talk to your parish community leaders about hosting a special collection on behalf of Save the Children, "GIVE \$5 SAVE LIVES." Hand out Save the Children materials and give a short speech explaining to the congregation why Save the Children is important to you. [SavetheChildren.org/Give5](https://www.savethechildren.org/Give5)

**Concert fundraiser** There's already a concert planned, so why not turn it into a Save the Children benefit? Consider donating a portion of the ticket sales, collect donations and sell drinks and snacks to raise even more!

**Bottle collection** If you live in a state that has a redemption value on bottles and cans you can raise money for Save the Children while going green! Set a collection day and spread the word that you are donating the proceeds to a great cause. It's a good idea to print out thank you flyers to hand out!

**Make the world better with a sweater** Around the holidays or at your year end party, wear your most "Festive" or "Ugly" holiday sweater, donate to participate and Spread the Holiday Joy! Together, with sweaters, we can make the world a better place.

**Matching Gifts** Did you know you can make your gift go further, without spending more? Many corporations sponsor matching gift programs. Check if your workplace is one of them at [SavetheChildren.org/Matching-Gifts](https://www.savethechildren.org/Matching-Gifts) and request a match to double or even triple your impact for children!



# GETTING STARTED

Here's a handy guide to help make your fundraiser a phenomenal success!

## SETTING UP YOUR FUNDRAISING PAGE

After registering for an online personal fundraising page, remember to keep a record of your username, password, and fundraising page URL. Feel free to write them in here to keep them handy.

**Username:**

**Password:**

**Fundraising page URL:** [www.savethechildren.org/](http://www.savethechildren.org/)

You can share this fundraising page URL with your friends and family to receive online donations directly to your fundraising page. You'll be able to track who donates and send online Thank You emails all through your online portal.

## CUSTOMIZE YOUR FUNDRAISING PAGE

The best way to get started is to upload a picture of yourself and a short bio encouraging those who visit your page to make a donation. To do that follow these directions:

1. Click on My HQ (You will already be on this page once you log on)
2. Click on the Edit Personal Page link on the far right
  - Here you can edit your fundraising page URL
  - Upload a picture (JPG or PNG)
  - Edit your bio (no character limit)
3. Remember to click submit once finished to save your changes



# OFFLINE DONATIONS

**Please convert** all cash to a check and have **all checks made payable to Save the Children**. Make sure to get credit for your checks or money orders!

## Here's how:

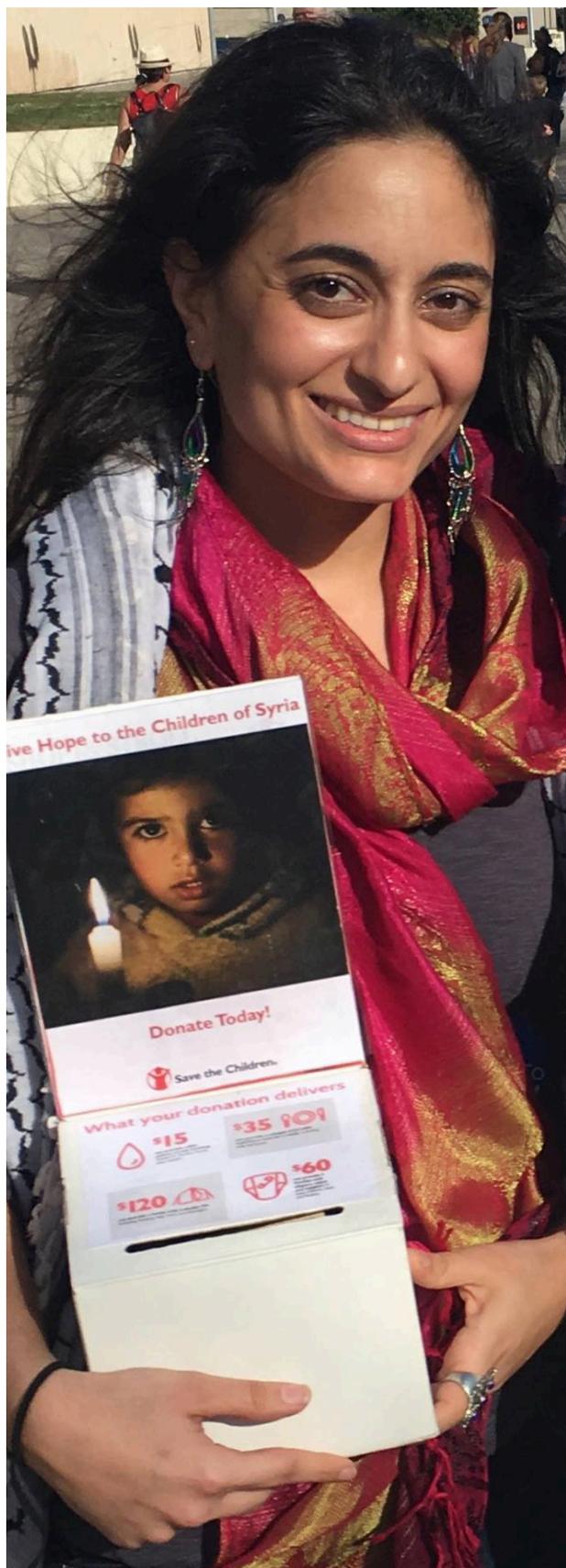
- › Click on Enter Donations on the right-hand side of your HQ
- › Enter the pledge
- › Print pledge form and mail in with your donation to:

Save the Children  
PO BOX 187  
Fairfield, CT 06824

## PLEASE NOTE:

Your fundraising amount will be updated as soon as we receive the check at headquarters.

Distinct donor information is necessary. Using your email address as a donor's will cause your records to get updated with the most recent data input under that email. For this reason, please make sure to enter your donor's information as accurately as possible and to try and provide as much detail as possible (Name, Address, Email, Check # and Amount).



# PROMOTION TIPS

## Some top tips:

- › Contact all your local press — including newspapers, radio, TV stations
- › The headline should attract attention
- › Include — who, what, where, when and why
- › Include an event description and why you want to raise money for Save the Children
- › Include a personal connection or story about the event
- › Keep it short and snappy
- › Include key contact details, in case they need to ask you any questions
- › Be clear if you want the general public to attend, and how they can get tickets etc
- › You have two opportunities to be featured in your local press — both before and after your event — so have someone at the event to take high-quality photos

## Press releases

Journalists are always on the lookout for local people doing something exciting, so don't be afraid to get in contact! Include all the important information you want others to know about your event. The more interesting and unique your story, the more chance you'll get covered.

## Getting the word out

- › Advertise your event at work, school or university, in a newsletter, bulletin, email or poster
- › Tell your friends and relatives about your event — through word of mouth, emails or social media. Ask them to pass it on to their friends and colleagues too
- › Mention your event in your email signature. Link this to an online fundraising page
- › Create a Facebook page for your event and invite your friends. Ask them to share this to invite others
- › Tweet about your event, with a link to information about your event, an event picture or your online fundraising page & include @savethechildren
- › Like and post about your event on our Facebook page

**Note:** Remember to thank everybody who donated, supported or featured your event after it's finished! It's always nice to include pictures and how much you've raised.



# CONNECT AND SHARE

**When fundraising**, your audience needs to understand what Save the Children stands for in order to feel safe and confident in what they are supporting. Now it's time to show them how amazing our work really is! The resources listed below host fantastic information and visuals for potential donors. Please feel free to share these resources with your network.



[SavetheChildren.org](http://SavetheChildren.org)



[Facebook.com/SavetheChildren](https://Facebook.com/SavetheChildren)



[Youtube.com/savethechildren](https://Youtube.com/savethechildren)



[Twitter.com/SavetheChildren](https://Twitter.com/SavetheChildren)



# YOUR FUNDRAISING DOLLARS AT WORK



**\$30 can purchase a soccer ball to delight any child.**

A real soccer ball brings joy and laughter and a sense of belonging to numerous children living in poverty.



**\$75 can educate a girl and brighten her future.**

For less than 20 cents per day, a girl can receive the books, learning materials and school access needed to learn and thrive. The results are life changing.



**\$100 can stock a library and leave a legacy to benefit U.S. children.**

Generations of children benefit from libraries full of high-quality publications selected for maximum learning potential.



**\$200 can purchase a cow to provide thirst-quenching, nutritious milk.**

Cows provide protein-rich milk that boosts nutrition, especially in children. Parents often sell surplus milk for profit.



**\$500 can purchase a share of a school.**

A new school helps children of all ages prosper. When children have the chance to learn, they can break the cycle of poverty for generations to follow.



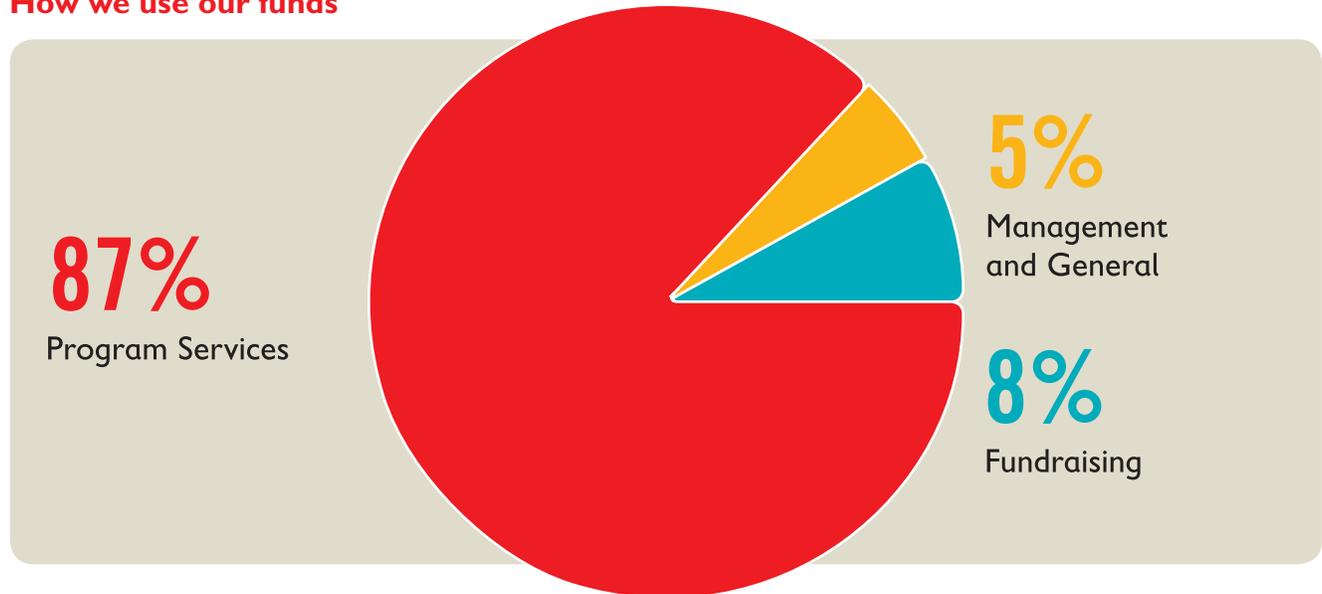
**\$1,000 can purchase a school water point.**

School water fountains improve health and hygiene practices. A school water point is the perfect way to help as many people as possible.

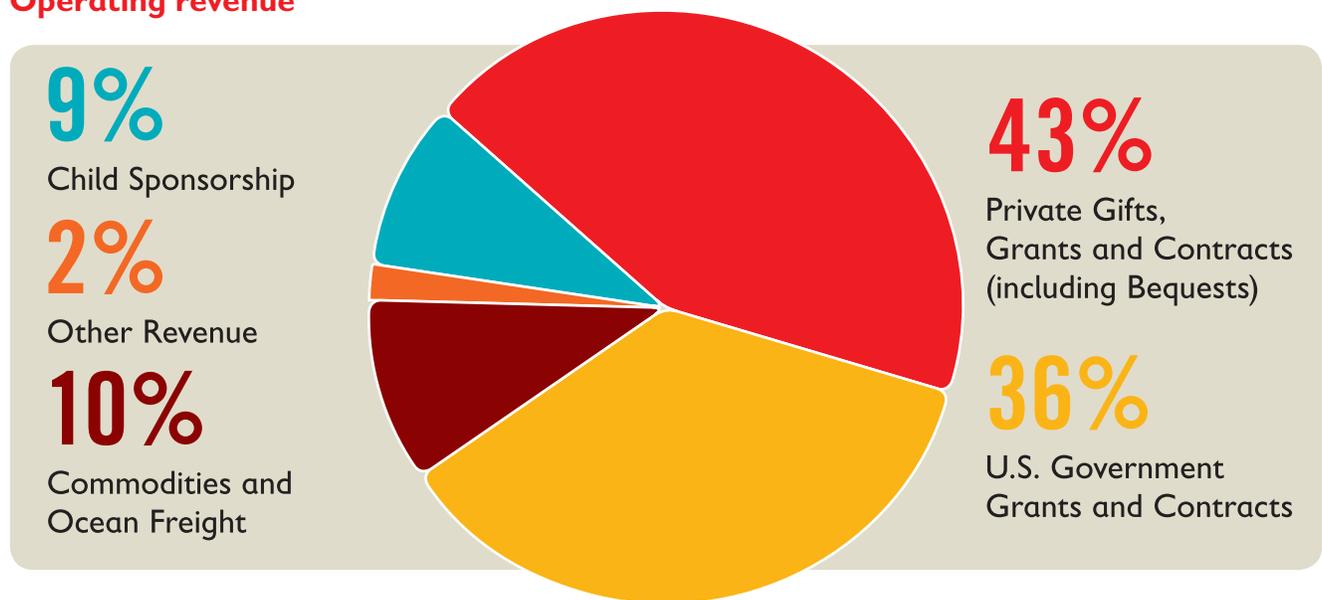
\*Each gift is representative of resources, services or support provided by Save the Children to a program area in which we work, and may change due to environmental, programmatic and economic considerations. Your donations will be used to provide assistance where it is needed most within that program area or to address similar need.

# YOUR MONEY IN ACTION

## How we use our funds



## Operating revenue



# A LIFE SAVED — THANKS TO SUPPORTERS LIKE YOU



## A Future Restored

When Rabiou's mother Fatima brought him to a Save the Children health center in rural Niger, he was weak from malnutrition, unable to swallow and suffered severe diarrhea.

He weighed as much as babies six months younger, and his survival was in serious jeopardy.

Fatima knew that without help, her son would die — she'd lost a daughter to malnutrition five years earlier. But as she carried little Rabiou toward the health center, she hoped desperately that this time someone, anyone, could help prevent another tragedy.

## Thankfully, Save the Children supporters responded.

Because of our dedicated partners, health workers were able to provide Rabiou with urgent care, including medicine, fortifying milk and high-protein food. Soon, his health stabilized, and his strength increased. Today, he plays and sings happily.

Before they returned home, Fatima and Rabiou benefited from Save the Children malnourishment and meal programs, along with education awareness and training on how to best maintain mother and child health. Fatima is determined not to lose another child. With our help, she won't.

Right now, the lives of millions of children like Rabiou hang in the balance.

## YOU CAN HELP REACH MORE WAITING CHILDREN TODAY.



Save the Children®

Fundraising Handbook — 11