Now back to business!

On the next page, you’ll find the “My GO Dough Plan & Progress Checklist.” This single page will be your guide on this journey. We recommend printing it out and pinning it up somewhere you’ll see it every day.

We’ve broken the entire fundraising process down step-by-step. Each step on the checklist has a supporting section in this toolkit. As you work your way through the toolkit, you’ll fill in the checklist. Easy peasy!

If you’re already a fundraising pro and just want to use the GO Dough platform for convenient online donations and easy wellness spending, that’s fine too!

Here are some of the things you’ll find in this toolkit:

- Wellness budgeting guidance.
- Ready-made and customizable campaign templates.
- Emails, letters to parents, flyers, morning announcement scripts, and social media samples.
- Online fundraising best practices.

Let’s get started!
My GO Dough Plan & Progress Checklist

GET READY

Wellness Budget & Fundraising Goal

Multiply wellness budget by 1.35 to get Fundraising Goal.

Fundraising Goal

Set Campaign Start & End Dates

Start Date: \[\text{MM DD YY}\]
End Date: \[\text{MM DD YY}\]

Select a Fundraiser Activity Option

- Event-based Campaign
- Campaign w/out Event

Use ready-made campaign templates & resources at: catchinfo.org/godough

GET SET

Create your Online Fundraiser Page

- Find a state template or pick the at-large option at: catchinfo.org/godough
- Personalize your page with pictures/videos, your “story,” and custom URL.

Your online fundraiser link:

fundrazr.com/

Complete the Pre-Launch Checklist

- Download campaign templates and customize.
- Review and set a plan for cash/check donations.

Optional Steps

- Identify lead-off donors or business sponsors.
- Determine prizes or incentives for donors.

GO DOUGH!

Launch your Fundraiser!

- Announce campaign internally to teachers, staff, and students.
- Send fundraising flyers home with students.
- Send email blast to parents.
- Announce your fundraiser via social media.
- Host fundraising activities (if applicable).

Wrap-Up and Prepare for Next Time

- Collect and deposit any outstanding pledges or matching funds.
- Announce your results in school and publicly via social media.
- Thank all your donors! Compile donor contact list for next time.
- Enlist leaders and volunteers for next year’s fundraiser.
# GET READY

**Wellness Budget & Fundraising Goal**

<table>
<thead>
<tr>
<th>Wellness Need</th>
<th>Cost ($)</th>
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</tr>
</tbody>
</table>

*Multiply your budget by 1.35 to account for platform costs.

**What does your school need to promote and support a healthy environment?**

Get together with your wellness team to create a list of those needs, and a rough estimate of their costs, then plug them into the table on the left.

**Here are just a few ideas to get you started:**

- Health curriculum
- PE or recess equipment
- Family Fun Event supplies
- Professional development/training
- Fresh fruits/veggies for taste tests
- Membership to state APHERD/SHAPE
- Travel to professional conferences
- Wellness signage or posters

Once you have all of your wellness needs listed, tally everything up to get **This Year’s Wellness Budget**. Then multiply your budget by 1.35 to get your **Fundraising Goal**.

See sample budgets on the next page.
You can start with one of the budget templates below and customize it to fit your campus’s needs, or make your own from scratch!

### 1-STAR GOAL

<table>
<thead>
<tr>
<th>Wellness Need</th>
<th>Cost ($)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wellness curriculum (e.g. CATCH.org)</td>
<td>$100</td>
</tr>
<tr>
<td>Printing for handouts &amp; take-homes</td>
<td>$20</td>
</tr>
<tr>
<td>Produce for snacks &amp; tasting activities</td>
<td>$50</td>
</tr>
<tr>
<td>P.E. equipment</td>
<td>$100</td>
</tr>
<tr>
<td>Family Fun Event supplies</td>
<td>$100</td>
</tr>
</tbody>
</table>

*This Year’s Wellness Budget: $370<br>**Fundraising Goal:** $500

*Multiply your budget by 1.35 to account for platform costs.*

### 2-STAR GOAL

<table>
<thead>
<tr>
<th>Wellness Need</th>
<th>Cost ($)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wellness curriculum (e.g. CATCH.org)</td>
<td>$100</td>
</tr>
<tr>
<td>Printing for handouts &amp; take-homes</td>
<td>$20</td>
</tr>
<tr>
<td>Produce for snacks &amp; tasting activities</td>
<td>$50</td>
</tr>
<tr>
<td>P.E. equipment</td>
<td>$100</td>
</tr>
<tr>
<td>Family Fun Event supplies</td>
<td>$100</td>
</tr>
<tr>
<td>Champion booster training (1 person + travel)</td>
<td>$350</td>
</tr>
<tr>
<td>SWAG (e.g. banner, shirts, sunglasses)</td>
<td>$20</td>
</tr>
</tbody>
</table>

*This Year’s Wellness Budget: $740<br>**Fundraising Goal:** $1,000

*Multiply your budget by 1.35 to account for platform costs.*

### 3-STAR GOAL

<table>
<thead>
<tr>
<th>Wellness Need</th>
<th>Cost ($)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wellness curriculum (e.g. CATCH.org)</td>
<td>$100</td>
</tr>
<tr>
<td>Printing for handouts &amp; take-homes</td>
<td>$50</td>
</tr>
<tr>
<td>Produce for snacks &amp; tasting activities</td>
<td>$100</td>
</tr>
<tr>
<td>P.E. equipment</td>
<td>$300</td>
</tr>
<tr>
<td>Family Fun Event supplies</td>
<td>$150</td>
</tr>
<tr>
<td>Champion booster training (1 person + travel)</td>
<td>$350</td>
</tr>
<tr>
<td>SWAG (e.g. banner, shirts, sunglasses)</td>
<td>$150</td>
</tr>
<tr>
<td>Wellness Team booster</td>
<td>$500</td>
</tr>
<tr>
<td>Donation to local health charity</td>
<td>$500</td>
</tr>
</tbody>
</table>

*This Year’s Wellness Budget: $1,850<br>**Fundraising Goal:** $2,500

*Multiply your budget by 1.35 to account for platform costs.*

### ADDITIONAL RESOURCE

- CDC Healthy Schools - Characteristics of an Effective Health Education Curriculum: [https://catchinfo.org/cdc-healthy-schools](https://catchinfo.org/cdc-healthy-schools)
Let’s consider the timing of your fundraising campaign!

We suggest a 2-week to 1-month window for your fundraiser. That’s enough time to build some campaign momentum and achieve great results!

**Set Campaign Start & End Dates**

<table>
<thead>
<tr>
<th>Start Date</th>
<th>End Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>MM</td>
<td>DD</td>
</tr>
</tbody>
</table>

Here are a few things to consider when picking your start and end dates:

1. Are there any competing events to consider during our planned fundraiser campaign dates?

2. Should we have a theme based on the timing (e.g. Valentine’s Day, Home Coming, etc.)?

3. Could we launch the campaign as part of another school activity?

See our answers on the next page.
Let's think more about this timing thing...

1) Are there any competing events to consider during our planned fundraiser campaign dates?

Ask your administrator if you can have an exclusive window for your fundraising efforts. The earlier you can get your fundraiser on the school calendar, the better!

2) Should we have a theme based on the timing (e.g. Valentine’s Day, Home Coming, etc.)?

A theme could put the “fun” in your FUNdraiser! This could be timing based, or just something students and teachers might enjoy (superhero, sports team, etc.).

3) Could we launch the campaign as part of another school activity?

Having a campaign kickoff alongside an existing event can give you a boost of exposure out the gate! Consider events that are well attended by parents, like a CATCH Family Fun Night, parent-teacher night, or school sporting event or artistic performance.

ADDITIONAL RESOURCE

GET READY
Select a Fundraising Option

Pick one of our ready-made “GO Dough in a Box” options or create your own and “GO Dough It Yourself!”

The ready-made campaigns have everything you need to plan and execute your fundraiser, including:

- Customizable flyers and handouts
- Email & social media templates/prompts
- Planning guide and schedule
- Downloadable event materials

GO Dough in a Box options:

Event-based Campaign

- PE Trivia & Games Night
  This campaign will demonstrate the values of wellness education by engaging parents and kids in a PE Trivia & Games Night:
  - Raise money via ticket sales & donations
  - We’ll provide the trivia questions and activities in the campaign materials
  - Offer no-cost prizes (e.g. recognition, privileges, or dye the principal’s hair!)
  - Can be competitive between classes, grades, parents vs. teachers, etc.

Campaign w/out Event

- Kids deserve healthy schools!
  This campaign will rely primarily on direct appeals to parents and the surrounding community to drive donations through the online fundraiser page:
  - Emails to parents and take-home flyers
  - Social media posts
  - Direct outreach to local businesses
  - Students appeal to neighbors & family
  - Does not require an event

Download these campaign materials at https://catchinfo.org/eventcampaign

See the next page if you want to GO Dough It Yourself!

See next page if you want to GO Dough It Yourself!
So you want to **GO Dough It Yourself, huh?**
Great! Here are some pointers and ideas to consider:

### Three best practices to follow for all campaigns:

1. **Send multiple emails to parents throughout the campaign**
   - We suggest sending 2-3 emails during your campaign: At the launch, an update at the midway point and a final 24-48 before campaign ends.

2. **Social media blitz**
   - Link to your campaign page with social media posts throughout your fundraiser.
   - Pro Tip: Tag donors as a way of saying thank you and spreading the word about your campaign! You can even post pictures!

3. **Take-home flyer**
   - Send a flyer home with your students at the beginning of the campaign to get parents involved as donors and fundraisers themselves!

### Consider one of these GO Dough It Yourself ideas:

- **Light Bulb Sale:** Sell light bulbs to parents as a fundraiser. Selling items that everyone needs is a brilliant idea!

- **Flower/Plant Sale:** Sell plants that are in season for holidays, such as poinsettias for Christmas and other winter holidays or roses for Valentine’s Day.

- **Dress Down Day:** Encourage students and teachers to donate a small amount to wear jeans or to wear their favorite sports team’s jersey.

- **Staff vs. Students Sporting Events:** Host a friendly competition between students and staff and charge admission.

- **Community Flea Market:** Have parents and the community sell items from their homes they may no longer need and all proceeds can go back to the school.

- **Bracelet/Jewelry Sale:** Have students make jewelry and then sell it to raise funds for the school.

### ADDITIONAL RESOURCE

- **Fundraise Well; a healthy fundraising guide from Chicago Public Schools:**
  https://catchinfo.org/fundraise-well
Create Your Online Fundraiser Page

Create your Online Fundraiser Page

☐ Find a state template or pick the at-large option at catchinfo.org/fundraiser

☐ Personalize your page with pictures/videos, your “story,” and custom URL.

Your online fundraiser link:

fundrazr.com/

Start from one of the existing state templates or choose the at-large option as a starting point.

The fundraiser page makes it easy to share your campaign online and it will allow you to accept credit and debit card donations.

You can use the existing template as is or customize to your heart’s content – the more compelling and personal the story, the more successful you’ll be with your campaign!

When editing your campaign, you have the option to create a custom URL for your page!

Team Lead Signs Up at catchinfo.org/godough

The Team Lead will have administrator access to the fundraising page, allowing them to edit campaign details. Others can be invited to join the team and help manage the page.

go to catchinfo.org/godough

1) Select your state or click the at-large option.
2) Click “Register” and fill out the short form.

See next page to learn to customize your fundraiser page!

CATCH GO Dough
Record or write your “story” to personalize the site.

During initial set up you can record a video or write a personalized introduction as a first customization. Consider these suggestions:

1) Talk about why you’re raising money and for what.
2) Keep it brief (no more than 30 seconds).
3) Include the ask to give and share the campaign.

You can always add, edit, or remove the story, but you want to have it in place before you launch. If possible, include kids in your video story!

Customize your fundraiser page (suggested):

There are dozens of ways to further customize your page, but the most impactful is to add your own pictures and/or videos.

You can also create a custom link for your fundraiser page to make it easy to share by word of mouth!

ADDITIONAL RESOURCE

Crowdfunding Success Guide; best practices and tips for your online campaign:
https://catchinfo.org/crowdfunding-guide
GET SET
Complete the Pre-Launch Checklist

Complete the Pre-Launch Checklist

☐ Download your campaign templates and customize.

☐ Review and set a plan for cash/check donations.

Optional Steps

☐ Identify lead-off donors or business sponsors.

☐ Determine prizes or incentives for donors.

Time to get all of your ducks in a row! Let’s make sure you’re all set for a successful campaign.

☐ Download your campaign templates and customize.

Links to the GO Dough In A Box campaign materials from STEP 3 are included again below and include:

- Customizable flyers and handouts
- Email & social media templates
- Planning guide and schedule
- Downloadable event materials

Message Campaign

Download link: [https://catchinfo.org/messagecampaign](https://catchinfo.org/messagecampaign)

Even if you plan to GO Dough It Yourself, you may find the campaign template materials useful as starting points!

Optional Steps:

☐ Identify lead-off donors or business sponsors.

Line up some pledges or donations ahead of the launch to create buzz and “salt the jar” on your donation page. Pre-launch is also a great time to find businesses that will match donations up to some amount!

☐ Determine prizes or incentives for donors.

Prizes can come in many forms and don’t have to cost you a dime! Consider incentives that are “free” like recognition, special privileges, etc. Local businesses might donate prizes to be awarded as part of your campaign or event, too!

See next page for guidance on cash/check donations.
If you decide to take “offline” donations (cash or check):

- Identify a Team Lead who will manage all cash/check donations.
- Keep track of donations (see included Offline Donation Tracking Form)
- Publicly reflect your offline donations on your fundraising webpage. See how here: https://support.fundrazr.com/hc/en-us/articles/200054953
- Keep funds safe and secure at all times. Deposit cash at your local CHASE bank regularly — don’t wait until the end of your campaign!
- Lost cash is GONE. One more reason to encourage online donations!

___

Review and set a plan for cash/check donations.

We know that despite your best efforts, cash happens. That’s ok! You can deposit cash at any CHASE Bank with the GO Dough Deposit Slip (see next page).

*you will need a photo ID to deposit cash.*

At this time, we do not have any way to directly accept checks for deposit into your GO Dough account.

If checks are unavoidable, we recommend developing your own protocol for collecting/cashing and then depositing funds into your GO Dough account as cash.

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TAKE NOTE!!

Our #1 tip for handling offline donations is to limit the amount of cash & check donations you are receiving! One of the main benefits of GO Dough is the ability to receive and track donations online!

Here are some tips for how to keep most of your donations online:

1) Be clear on all campaign materials that supporters should donate ONLINE.
2) Have devices available on-site for donations (laptop, tablet, smart phone).
3) Utilize digital communications (email, social media, text messages) whenever possible so you can include easy-to-click hyperlinks.
4) Encourage virtual student fundraising activities, like writing an email to extended family members (this could be a fun class assignment!).
5) Encourage any would-be check writer to instead use their debit card online.

___
has raised these funds for deposit to CATCH Global Foundation.

CATCH Global Foundation is a 501(c)3 nonprofit located in Austin, TX (EIN 46-5369024). For questions about this deposit, please call (855) 500-0050.
# Offline Donation Tracking Form

Don’t forget to enter offline donations on your fundraiser webpage!

<table>
<thead>
<tr>
<th>Date</th>
<th>Donation Source or Activity</th>
<th>Cash Total</th>
<th>Check Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Date donation is received</td>
<td>(Ex: Donor name, Business name, Fundraising event, Person raising funds, etc.)</td>
<td>$$ Amount (if applicable)</td>
<td>$$ Amount (if applicable)</td>
</tr>
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</tbody>
</table>

**Add up all donations**

<table>
<thead>
<tr>
<th>Cash Total</th>
<th>Check Total</th>
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</thead>
<tbody>
<tr>
<td></td>
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</tr>
</tbody>
</table>
Launch your Fundraiser!

You’ve finished all of the prep and now it’s time to kick things off!

The steps in this section won’t necessarily happen in the sequence listed, but you should try to check them all off at some point during the campaign.

<table>
<thead>
<tr>
<th>Launch your Fundraiser!</th>
</tr>
</thead>
<tbody>
<tr>
<td>□ Announce campaign internally to teachers, staff, and students.</td>
</tr>
<tr>
<td>□ Send fundraising flyers home with students.</td>
</tr>
<tr>
<td>□ Send email blast to parents.</td>
</tr>
<tr>
<td>□ Announce your fundraiser via social media.</td>
</tr>
<tr>
<td>□ Host fundraising activities (if applicable).</td>
</tr>
</tbody>
</table>

If you chose one of the ready-made campaigns, look at the suggested timeline and activities in the campaign materials you downloaded.

If you’re GO Doughing It Yourself, you can choose to make your own timeline.

---

- **Announce your campaign internally to teachers, staff, and students.**
  
  Time to get the rest of the campus on board with your cause. Announcements should take various forms — the more the better! Among others, you might consider:
  - Morning announcements (great to do throughout the campaign).
  - Announcement at a student assembly or school-wide event.
  - Email to teachers and staff, including how they can get involved or help.
  - Think of ways to get students excited, so they bring that enthusiasm home to their parents!

- **Send fundraising flyers home with students.**
  
  Parents tend to read things sent home in their kids’ backpacks or take-home folder. Be sure your flyer includes a link to the online fundraiser page!

  You can download a flyer template here: https://catchinfo.org/godough-library

---

Keep rolling with more launch activities on the next page!
Send email blast to parents.

Email might be the most effective way to communicate directly with parents. Ask if your administrator is willing to send a school-wide email to all parents, or you might need to enlist teachers to email the parents in their classes. If your school has a PTA or PTO, that could be another avenue to reach parents via email.

Keep your email brief and make your ask for a donation early. Tell them to read more about all of the great things their donation will support on the donation page.

You can download an email template here: https://catchinfo.org/godough-library

Announce your fundraiser via social media.

Does your school have a Facebook page or Twitter account? Social media is a great way to reach parents while also enabling them to share the campaign among their own network of friends and family!

Here are a few tips for sharing on social:

- Always, always, always, include the link to your fundraiser page on every post.
- Use pictures and videos to put a human face on your campaign.
- Ask people to Like, Share, and Give. Get your supporters to be amplifiers!
- Tag people in your post — friends, colleagues, community influencers, and donors.
- Post regularly leading up to, during, and after your campaign (at least 3 posts/week).

Use social media samples in the ready-made kits, or download others here: https://catchinfo.org/godough-library

Host fundraising activities (if applicable).

If you’re doing the ready-made Event-based Campaign, follow the steps in the campaign materials you downloaded.
Wrap-Up and Prepare for Next Time

You did it! You’ve completed your GO Dough Fundraiser!

Here’s what you can do to quickly & easily wrap-up this year’s campaign – and prepare for your next campaign.

☐ Collect and deposit any outstanding pledges or matching funds.

If you sent anyone out to collect pledges – a gift that was promised at the completion of the campaign – make sure they follow up to collect the donations! Also reach out to any individuals or businesses that made “matching” pledges.

If you’ve collected cash donations, you can deposit them directly at your local CHASE Bank with the GO Dough Deposit Slip (see STEP 5 for further instructions).

☐ Announce your results in school and publicly via social media.

Celebrating your efforts will set you up for even greater success in the future! Consider announcing your results via the following avenues:

- Morning announcements
- School or district newsletter
- Email to teachers or staff meeting
- School social media accounts
- School website
- Community newspaper

Don’t forget to thank your donors! See how on the next page.
Thank all your donors! Compile donor contact list for next time.

Your donors got you here, so let’s make sure to give them due credit! Personalized Thank You notes are always appreciated but, with all of the success you’ve no doubt had, that might cause a bit of hand cramping!

Here are some meaningful and efficient ways to say thanks:

1) Write one thank you email and use it as a template for the rest.
2) Thank your online donors via the donation website.
3) Tag donors on social media posts and give them a shout out!
4) Thank your donors collectively in your next school or district newsletter.
5) Make a thank you announcement at the next school event.
6) Handwritten notes to your top donors will be very much appreciated.

Enlist leaders and volunteers for next year’s fundraiser.

Strike while the iron is hot! The best time to recruit volunteers for your next campaign is during your current campaign! Use the form template below, or make a spreadsheet of your own, to help you track your potential leads and top donors for your next campaign:

<table>
<thead>
<tr>
<th>Name</th>
<th>Email/Contact</th>
<th>Donor? (Amt)</th>
<th>Future Role?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jane Smith</td>
<td><a href="mailto:jsmith@geemail.com">jsmith@geemail.com</a></td>
<td>Y ($75)</td>
<td>Parent Lead</td>
</tr>
</tbody>
</table>