Help keep high-quality vaping prevention programming free, up-to-date, and available to schools everywhere by creating and sharing a fundraising campaign.

Core Project Component: Personalize, share, and promote a fundraising website that supports the CATCH My Breath program.

**STEP-BY-STEP GUIDE**

1) Create your campaign page
- Go to catchinfo.org/studentfundraiser
- Click “Register” then fill out the short registration form and click “Continue”
- Sign in with one of the social media options or create an account with your email.

2) Craft your personal story
- The most effective way to get attention for your campaign is to choose the option to record or upload a video.
  
  You also have the option to write your personal story (1000 characters max).
- Introduce yourself and explain why this issue is important to you personally.
- Tell people how their money will make an impact (see more about that in Step 3).

3) Set a fundraising goal & deadline
- Your goal should be ambitious but achievable. Ask for too little and the problem seems insignificant; ask for too much and it seems insurmountable.
  
  Are you competitive? Check out how other fundraisers are doing on the leader-board at the bottom of the main campaign page!
- Every $50 you raise will allow us to reach an additional school; that’s about 15¢ per student. Use these figures as guide for an overall impact goal (e.g. $500 goal to reach 10 schools and 3,300+ students).
- We recommend a minimum fundraising goal of $200.
- Set a time-line for your campaign – we recommend 2 weeks.
  
  A deadline also creates a sense of urgency for your donors!

4) Recruit early donors
- Nothing looks worse than a big ZERO next to your donation total. Line up some early donors among family members or close friends to get the ball rolling out of the gate.
- Keep that momentum going by sharing your early success via social media – it makes your campaign look hot and will encourage others to jump on the bandwagon!
5) Promote your campaign

- Don’t just expect to post your campaign and watch the dollars roll in.
- Decide which social media platform(s) will be best for reaching your potential donors.
  
  *Which platforms do your friends use? What about your parents/family and their friends?*
- Use text messaging, phone calls, flyers, announcements at church, etc. to get the word out to your entire network.

6) Ask people to share

- Ask people to support your campaign by donating **AND** sharing your campaign on their social media accounts.
- The fundraising web page has lots of quick share buttons that make it easy for you and others to quickly get the word out.
- If you can get others to share your campaign with their network, you can reach exponentially more people!

7) Thank your donors

- Be sure to personally thank your donors as they give through social media shoutouts. **This interaction also helps add visibility to your campaign!**
- Once your campaign is over, send all of your donors a thank you note and tell them how the campaign did overall (total raised, how it will be spent, etc.) **The note to most donors can be the same, but send it to them personally.**
- Large donors deserve special attention, so if someone showed you some extra love be sure to show some back!

8) Take care of follow-up

- Close out your campaign page so people know your fundraising is complete.
- Consider a general campaign recap post on social media to tell everyone what you raised and the impact it’ll have – you might inspire someone else to follow in your footsteps!
- Complete the reporting requirements listed below.

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**REPORTING REQUIREMENTS**

Complete the post-project online report at catchmybreath.org/SLPreport
You’ll be asked about:

- Your fundraiser campaign final results
- Your marketing efforts and lessons learned
- The link to your fundraiser page
- Your comments and feedback

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CATCHMYBREATH.ORG  QUESTIONS: CATCHMYBREATH@CATCH.ORG