



FUNDRAISE

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



\$570 raised

57% of \$1k goal

19 contributors

18 hours running 📅

Contribute

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 100 new students - that’s about 50¢ per student. Use these figures as guide for an overall impact goal (e.g. \$500 goal to reach 1,000 new students, \$1,000 goal to reach 2,000 new 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



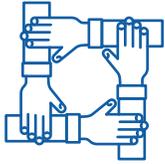
Don't just expect to post your campaign and watch the dollars roll in.

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!

REPORTING REQUIREMENTS

Complete the post-project online report at catchmybreath.org/SLPreport

You'll be asked about:

- ▶ Your project goals and results
- ▶ Your target audience and promotional efforts
- ▶ The link to your fundraiser page
- ▶ Your reflection on your project experience