

WE CAN DO IT! ACHIEVING OUR FUNDRAISING GOAL

“ It starts with **FUN**, ends with **SING**, and has a “**raisin**” in the middle! ”

Fundraising is easier than you think...even...fun! We hope that you give it a chance and suspect that you will be singing about it once you do. Like our 12,000-mile movement goal, we all work together to meet the fundraising goal. When everyone pitches in, we all succeed! And we do it all for students. Give it a try – you might like it!

Here are 4 easy ways:

1

Direct asks using your personal fundraising page, emails, texts, conversations, and social media; don't forget to ask your supporters if their company will match their gift!

3

Ticket sales: purchase or sell tickets to our landscape canvas event and the full amount of each ticket you sell will be credited to your team

2

Silent auction: auction items are submitted by teams and CIS administers the auction; your team gets the fundraising credit for what is raised on items you submit

4

WMU concessions: get a team together to volunteer at a WMU game and \$60 will be donated to CIS for each person who volunteers; we will credit the total to your team

FUNDRAISING 101 KEYS TO SUCCESS



Make it **personal**; show supporters that you thought of them specifically by addressing them by name in your direct, personal request to them

Make it **easy** for your supporters; great aunt Thelma might need a call or letter; cousin Jane might only respond to texts; call your mom!

Reminders are key; people often intend to give but need multiple prompts to get it done; let people know in the first communication that you will be sending reminders, and then do it without hesitation; include updates on your progress in your reminders

Thank your supporters promptly

Bonus: make it **fun** for both you and your supporters

SAMPLE MESSAGING: ABOUT CIS

Communities In Schools of Kalamazoo ensures that every student, regardless of race, zip code, or socioeconomic background has what they need to realize their potential in school and beyond. Working directly inside 22 schools in Kalamazoo, we connect students to caring adults and community resources that help them see, confront, and overcome the barriers that stand between them and a brighter future. Together, we build a powerful change movement made up of peers, students, and alumni committed to shaping an equitable path to education for future generations.

- Student success lasts a lifetime
- Barriers are meant to be broken
- We are a movement of change
- This story doesn't end when the bell rings
- Equitable education for an equitable future

SAMPLE MESSAGING: WALKING WITH PURPOSE

- We walk now so that kids stay in school and on track to walk at graduation and into a brighter future of their own design
- Walking With Purpose lasts a month... student success lasts a lifetime
- Every steps counts – that is why CIS is there for students every step of the way – and why we need your help to make it possible
- My miles are fueled by the promise of our kids
- Walk with us, toward a brighter future
- Step up to the challenge
- Show students what's possible

SAMPLE FUNDRAISING EMAIL

Dear [name],

During the month of October, I'm helping kids in Kalamazoo stay in school by participating in Walking With Purpose. Walking With Purpose supports the mission of Communities In Schools of Kalamazoo (CIS): to surround students with a community of support. Together with hundreds of other community members, to 12,000 miles will be walked. The miles are symbolic of the 12,000 students that CIS (and I) supports!

In addition to helping generate awareness, I am fundraising for the miles that I have challenged myself to walk this month. My personal goal is to walk [xx] miles and raise \$[xxxx]. Will you help me get to my goal? Here is a link to my fundraising page: [insert link]

With all of us working together, I am certain that we can meet our goal and help empower students in Kalamazoo! Thank you for your consideration! I look forward to updating you on our progress throughout the month of October, and will send a friendly reminder to give as well.

P.S. A note regarding your gift: Communities In Schools appreciates that you are making a gift because of your connection to me, and will not add you to a mailing list without your permission. You will be provided an opportunity to opt in, and I encourage you to take it!

If you prefer to send a check, please include a note that you are sponsoring my miles and mail it to:

Communities In Schools of Kalamazoo
180 E. Water Street, Suite 2000, Kalamazoo, MI 49007

ABOUT THE SILENT AUCTION

A great tool for raising money, each team is welcome to secure and submit items for an online silent auction. Whatever is raised from items you submit will be credited to your team.



ABOUT CIDER AND SCENERY

Another tool to raise more funds, our cider and canvas painting event at the Kalamazoo Nature Center provides an opportunity for you to purchase or sell tickets, 100% of which will be credited to your team.

ABOUT WMU CONCESSIONS

Are you looking for a simple way to achieve your fundraising goals as a team? In partnership with the Kalamazoo Growlers and Western Michigan University, group volunteer opportunities to raise funds toward your Walking With Purpose goal are available.

How it works:

- Select a date from the list of WMU home games below
- Determine how many other team members will volunteer with you
- Contact Tom Olds to confirm the date and number of volunteers:
 - Phone: (269)742-7411 Email: tom@growlersbaseball.com
 - Please copy Kim Nemire at CIS (knemire@ciskalamazoo.org), and let Tom know that you are earning funds for CIS
- Volunteer together at a concession stand during the game
 - Volunteers will be asked to do basic concessions tasks like wrapping food, taking orders at each window, and serving attendees
- Within 72 hours of the game, we will be alerted how much was earned through your volunteer effort
 - For each volunteer you bring, \$80 will be donated to CIS; for example, 5 volunteers will result in a \$400 donation; 10 volunteers will result in an \$800 donation
- Once alerted to the amount, CIS will count this toward your fundraising total for Walking With Purpose and will add it to your fundraising page from the back end
 - The donation will be mailed directly to CIS
- Game dates (football):
- Thursday, August 31, 2023
- Saturday, September 30, 2023
- Saturday, October 14, 2023
- Tuesday, November 7, 2023
- Tuesday, November 21, 2023



IDEAS GALORE

There are as many creative ways to fundraise as there are miles to walk. We hope you get creative and have fun with it. Here are some ideas to get the creative juices flowing...

- Host a “walking taco” fundraiser for colleagues, friends, family, or neighbors
- Get each walk sponsored; on your walks, wear something that connects to the sponsors in some way and get a photo with a thank you sign to send to each sponsor after each walk
- Make it social – invite neighbors to donate and spend one of your walks dropping by with a special thank you or treat for your neighborhood supporters
- Organize a jeans day at the office
- Initiate a friendly competition with another team
- Utilize your special skills or hidden talents to teach a workshop or class; ask for donations rather than charging a ticket price
- Offer something fun to anyone who gives over a certain amount; for example, anyone who donates \$50 or more gets a singing telegram from you
- Rather than a cocktail party, host a “walk-tail” party and provide a special mixed beverage of choice
- Promise something to your supporters if they help you meet your goal



Team Strolling For Students promised supporters that they would stroll downtown in a turkey suit if they met their goal. Their donors loved it!



Team Walk With Heart had a blast and raised nearly \$500 by working WMU concessions for just a few hours.