Fund a Life

*An **independent fundraiser** to ignite hope*

Independent **Fundraiser Toolkit**

Fund a Life is a registered and approved 501(c)(3) non-profit organization. All of your donations to Fund a Life are tax deductible.
PO Box 406, Brighton, MI 48116 | 844.386.3543| info@fundalife.org

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These are some of our favorite fundraisers!

The sky is the limit for the kind of fundraiser you can host for Fund a Life. These are just a few of our favorite fundraisers - perfect for businesses and organizations to host with little effort and a LOT of reward.

- **Jeans for a Cause -** Employees who donate to Fund a Life will be allowed to dress casual on a specified work day
- **Bake Sale –** Host a bake sale to collect donations at the office
- **Penny Wars -** Divide your office into teams. The team with the most pennies in their jar at the end of the week wins. All non-penny coins & bills count against the winning totals, so you can encourage teams to raise the stakes!

- **Change Jar -** Keep a change jar in high-traffic areas to solicit donations
- **Brown Bag Lunch Day –** Everyone brings in their own lunch and donates the money they would have spent eating out to Fund a Life
- **Hole-in-one –** Set up a portable putting green in your office. For a donation, let people try to put it in. Have prizes for anyone who gets a hole-in-one.

- **Ice Cream Social -** Host a lunchtime ice-cream event, offering refreshing summer treats for a donation to Fund a Life
- **Vacation Day –** Ask your boss if you can offer a bonus day off for the colleague who raises the most for Fund a Life. Keep track of your progress in the office to stoke the competition!
- **Can Drive -** Encourage employees to donate their cans & bottles to donate the returned money to Fund a Life

- **Wall of Hope –** Designate a wall for display at work or in your community. Each time you collect a donation, provide a card for the donor to write their name or the name of someone in whose honor they made their donation.

Don't see your favorite fundraiser on the list? After you host it, send us the details so that we can add it for future DYI fundraising inspiration!

These fundraisers are great options for **public-facing businesses** like restaurants, retail stores, and others!

Fundraiser Event Ideas

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Here are some of our fundraising best practices, to encourage participation and drum up support!

Tell A Story
We are so grateful that you picked Fund a Life as your nonprofit to support - now make sure you tell your friends, family, and colleagues WHY you chose Fund a Life!

Whether you're inspired by our mission, know someone who has received a grant, or just want to give your support to a local nonprofit, make sure you tell the story of why you've chosen Fund a Life.

Make Intentional and Specific Asks
Instead of making a general ask for support, consider including a specific dollar amount. The amount can correspond with a significant date, event, or activity.

(Think of campaigns like the Give Up Your Cup, where individuals are asked to donate the amount they would have spent on a cup of coffee for the day, or $5 for 5, where participants are asked to donate $5, and nominate 5 more people to each donate $5.)

Keep Your Supporters Engaged
Share updates with participants as you hit fundraiser goals, and as you get closer to the end of your event. Encourage them to help surpass goals, and push hard until the very end!

Offer Another Way to Participate
While we love a good office-wide activity, we know not everyone wants to actively participate! It can also be challenging to find a date and time for your fundraiser that works for the schedules of a large group of people.

Be sure to offer people an alternative way to donate, like using Fund a Life's donation platform directly. You can include this information in your initial email, and remind people of it's availability throughout your fundraiser.

Say Thank You
Don't forget to thank participants along the way, and let them know your final totals. No matter what the final dollar amount is, it's worth celebrating!

Fundraising Best Practices

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Use the email template below to share your fundraiser with your organization. Be sure to customize and personalize it as needed!

Dear [**Name**],

Our **[office/organization/business]** is always looking for ways to give back to our community and make a positive impact. With that in mind, we are excited to announce an upcoming office-wide fundraiser to benefit local nonprofit organization Fund a Life.

Fund a Life is a 501(c)(3) registered nonprofit organization whose mission is to ignite hope by funding lives. They provide financial grants to individuals and families facing overwhelming obstacles of all kinds. By supporting this organization, we can help make a difference in the lives of those in our community who need it most.

Our fundraiser will take place on **[date]** and we are encouraging everyone in the office to participate. **[Provide a description of your fundraiser]** If you're unable to participate during the scheduled events, you can still help this incredible organization by making a donation of any size online.

I know that we are all busy, but I truly believe that taking a little bit of time out of our day to support Fund a Life is worth it. **[Tell your readers why you've chosen Fund a Life - what does the mission mean to you?]** By coming together as a team, we can shine a light in the darkness for members of our community in need.

If you have any questions about the fundraiser or would like to know more about Fund a Life and the work they do, please don't hesitate to reach out to me or Fund a Life founder Mark Howell at mhowell@fundalife.org.

Thank you for your consideration, and I hope to see you at the fundraiser!

Best regards,
[Your Name]

Fundraiser Email Template

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Below are important links to our social media pages, suggested hashtags, and a customizable Canva flyer template.

Fund a Life Facebook Page
facebook.com/fundalife.org

Fund a Life Instagram Profile
instagram.com/fundalifeorg

Fund a Life LinkedIn Page
linkedin.com/company/fundalifeorg/

Fund a Life Twitter
twitter.com/fundalifeorg

Suggested Hashtags
#FundALife #ShineTheLight #IgniteHope #SupportFundALife

Social Post Inspiration

*I am helping to spread hope in lives darkest moment by fundraising on behalf of Fund a Life. Join me in igniting hope by [**insert event details here].***

*Fund a Life is important to me because **[insert story/motivation].** I'm hosting a fundraiser on **[details]** to support their mission! I would love for you to join me with a donation.*

Canva Flyer Template

Important Links

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Please feel free to use these brand guidelines when creating graphics for your Fund a Life fundraiser.

COLORS

Dusky Teal: #516e82
Teal: #34708e
Royal: #343e82
Magenta: #7d2e70
Golden: #d58e50
Purple: #633a75
Yellow: #eaa345
Burnt Orange: #c65e48

FONTS

MAIN HEADING - NOTO SANS BLACK

SUB HEADING FONT- MONTSERRAT CLASSIC

Body Text- Noto Sans

Brand Guide

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