



# DO-IT-YOURSELF FUNDRAISING QUICK START GUIDE

## YOUR IDEAS. YOUR FUNDRAISER. YOUR IMPACT.

Like us, we hope you can be a champion for families. Together we can fight for the health of moms and babies. With do-it-yourself fundraising, you can create and organize your own event, activity or challenge to give every family the best possible start. It's fun, easy and can make a huge difference in communities everywhere!

This guide will help you create and manage your own fundraiser. You'll find tips to setup and organize your fundraiser, information on goal setting and social media tools and email templates.

## YOUR SUPPORT MATTERS

Join us to empower families by supporting them before, during and after pregnancy. Hosting your own fundraiser lets you tap into your talents and interests to inform others about our cause. Inspire your community of friends to get in on the action and raise funds. With the money you raise, we can advocate to change laws to prioritize the health of moms and babies, invest in cutting-edge research and provide local programs like Supportive Pregnancy Care and NICU Family Support®.

When you fundraise for moms and babies, you personally continue the March of Dimes tradition of helping families by:



**SUPPORTING RESEARCH** toward solutions that ensure every baby gets the best possible start



**ADVOCATING FOR POLICIES** that prioritize the health of moms and babies.



**PROVIDING RESOURCES AND PROGRAMS** to help moms before, during and after pregnancy



**EDUCATING** health professionals on known solutions to improve the care that moms and babies receive



**UNITING** local communities across the nation through events and collaboratives



**PARTNERING** with organizations and companies committed to helping moms and their families

## SHARE YOUR UNSPOKEN STORIES

Find inspiration for your fundraising in the faces and stories of real moms and families. March of Dimes' **#UnspokenStories** is a supportive community that gives voice to your experience, from the joys of parenting to the heartbreak of loss. The community is made up of people like you—parents, would-be parents, sisters, partners and friends—who want to connect and share with each other one story at a time.



Visit [UnspokenStories.org](https://www.marchofdimes.org/UnspokenStories) to learn more about our community and how to bring it to the real world by hosting your own Unspoken Conversation with your group of moms, parents and friends.

## LET'S GET GOING!

Getting your fundraiser off the ground is easier than you think. In just 5 simple steps you can:



**1—START** by creating a fundraiser at [marchofdimes.org/DIY](https://www.marchofdimes.org/DIY)



**2—DONATE** to your own fundraiser to kick it off



**3—SHARE** that you're raising money to help moms and babies with everyone you know



**4—ASK** for donations and support by email, text or on your social networks



**5—CELEBRATE** your success and thank your supporters

## STEP 1

Begin by creating your fundraiser at [marchofdimes.org/DIY](https://www.marchofdimes.org/DIY). You'll follow easy steps on how to set it up.

Next you'll need to decide on the type of fundraiser you want to host. If you can imagine it, you can do it. Choose the type of fundraiser that suits you best.

### FYI FOR YOUR DIY

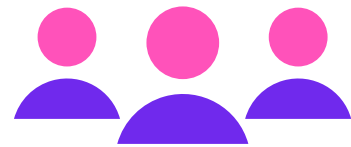
There are so many exciting ways to create and launch your fundraiser to make a difference for families. Below are more helpful things to think about. So be creative and, of course, have fun!

- Be sure to set a date, select a venue (if applicable), set up your fundraiser on Crowdrise and invite others to participate and donate.
- Develop a plan to promote your fundraiser—getting the word out is key. Consider the audience you want to target and the best ways to reach them.
- A quick way to engage others is through social media.

- Share your own story and include photos to personalize the request.
- Highlight why you're hosting the DIY fundraiser and tag others.
- A key area to focus on is establishing a plan, budget and timeline to execute.
- For ideas, think about the things you're already involved in such as current hobbies or your experience with previous fundraisers.
- Almost any activity can be turned into a fundraiser. You can plan informal events like yard sales, bake sales or bowl-a-thons, or host large-scale events such as a gala, concert or community walk.
- Consider getting additional support to manage specific tasks that involve planning and promotion of the event.
- After your event, be sure to thank all participants, donors and anyone else that assisted. Share your success with your supporters!

## HOW TO SET A GOAL

Setting a fundraising goal is crucial. Be ambitious, but make sure your goal is also reasonable and achievable.



When setting your goal:

- Determine the type of fundraiser you want to do so you can accurately develop a goal.
- Every dollar matters to help us fight for the health of all moms and babies. Keep that in mind when thinking about who you will contact to ask for donations.
  - Who are your likely supporters—what might their average donation be?
  - If you are hosting a lemonade stand, you may charge \$2 per cup and engage family and neighbors.
  - On the other hand, if you plan a gala event you could secure corporate donations and set a larger goal.
- Think about any expenses associated with your fundraiser and account for them when deciding on a goal. Your goal should be realistic and reachable.

## STEP 2

Make a donation to yourself to get your fundraiser started. When you donate to your campaign, you're showing supporters that you're serious about helping moms and babies and you'll inspire others to donate as well.

## STEP 3

You might wonder how to engage people to get them interested in your campaign and help you raise funds.

- Make it personal—tell your story. Everyone has a connection to March of Dimes. Maybe you or your baby received a polio vaccine, or you or someone whose baby was born prematurely and received advanced care that March of Dimes has researched, funded and supported. Tell others why you created a DIY fundraiser to connect them to the cause and inspire them to donate.
- Engage your community by creating a list of everyone you want to invite. Share your excitement with family, friends and co-workers to encourage them to participate and donate. Ask each of them to reach out to their own networks, too. Peer-to-peer fundraising has been found to be very successful! Our [Know Your Network worksheet](#) can help you organize the folks that make up your network.
- Reach out through social media, in-person asks, phone calls, texts and emails to invite others to participate. Share event information on all social channels, in local and online publications and through other avenues that can help with promotion such as in school and faith communities.
- Create a sense of urgency to encourage people to act. Share the impact they will help make by joining in the fight for moms and babies.



# SAMPLE EMAIL AND SOCIAL MEDIA TEMPLATES

See below for examples you can use. Feel free to personalize them to make them your own!

## EMAIL TEMPLATE #1

**Subject line:** Help me support moms and babies

Dear {Name},

I'm emailing to let you know that I'm raising money for March of Dimes and it would mean so much to me if you could support my campaign with a donation.

March of Dimes leads the fight for the health of all moms and babies and believes that every family deserves the best possible start. So do I and I'd love your support.

Please visit my campaign page [LINK TO YOUR CAMPAIGN PAGE]. It takes only seconds to make a donation and any amount, large or small, is appreciated. Donating just \$10 allows March of Dimes to advocate to change laws that prioritize the health of moms and babies, invest in cutting-edge research and provide local programs like Supportive Pregnancy Care and NICU Family Support®. Together we can build a brighter future for all.

Here are more reasons I'm passionate about helping March of Dimes.  
{INSERT A FEW REASONS TO PERSONALIZE YOUR MESSAGE}

Please support my campaign here {LINK TO YOUR CAMPAIGN PAGE} and select the Donate button to the right.

Thanks so much for your support!

[Name]

# SAMPLE EMAIL AND SOCIAL MEDIA TEMPLATES

(Continued)

## EMAIL TEMPLATE #2

**Subject line:** Spreading the word to help families

Dear {NAME},

I wanted to reach out and ask for your help. I'm joining March of Dimes to fight for the health of all moms and babies. Just like them, I believe that every family deserves the best possible start. And I need your support.

Spreading the word about health issues moms and babies face is a great way to raise awareness and much needed money for my favorite cause.

I'm emailing everyone I know to ask them to share my campaign page {INSERT LINK TO YOUR CAMPAIGN PAGE} with their friends and family. A social media share on Facebook or Twitter, or an email to your closest friends would be great and help me so much.

If you're willing to share, please tweet or post this link {LINK TO YOUR CAMPAIGN PAGE} and ask everyone to check it out. Together we can make a huge difference for families everywhere.

Thanks so much!

[Name]

# SAMPLE SOCIAL MEDIA POSTS

## TWITTER

Proud to join @MarchofDimes in the fight for the health of all moms and babies. Support me by donating to my #CrowdRise campaign today. [marchofdimes.org/DIY](https://marchofdimes.org/DIY)

Donate to @MarchofDimes to help advocate on behalf of all moms and babies.  
[marchofdimes.org/DIY](https://marchofdimes.org/DIY)

Help me to reach my goal for @MarchofDimes and give every mom and baby have the best possible start. [marchofdimes.org/DIY](https://marchofdimes.org/DIY)

Donating just \$10 allows @MarchofDimes to advocate to change laws that prioritize the health of moms and babies, invest in cutting-edge research and provide local programs like Supportive Pregnancy Care and NICU Family Support. Support my fundraiser at [marchofdimes.org/DIY](https://marchofdimes.org/DIY)

I'm joining @MarchofDimes to fight for the health of all moms and babies. Just like them, I believe that every family deserves the best possible start. And I need your support! Check out my fundraiser at [marchofdimes.org/DIY](https://marchofdimes.org/DIY)

## FACEBOOK AND INSTAGRAM

Today and every day @marchofdimes fights for the health of all moms and babies. Donate today to help moms, babies and families in communities like yours and across the country.  
[marchofdimes.org/DIY](https://marchofdimes.org/DIY)

Through @marchofdimes I'm spreading the word to fight for the health of all moms and babies. Join me today and support this important cause and my campaign.  
[marchofdimes.org/DIY](https://marchofdimes.org/DIY)

Join me in my fight for #HealthyMoms and #StrongBabies by donating to my @marchofdimes campaign. [marchofdimes.org/DIY](https://marchofdimes.org/DIY)

Help @marchofdimes advocate for policies that prioritize the health of moms and babies. Donate today to join the fight. [marchofdimes.org/DIY](https://marchofdimes.org/DIY)

I'm helping @marchofdimes fight for the health of all moms and babies. Donate to my campaign at [marchofdimes.org/DIY](https://marchofdimes.org/DIY) and help me spread the word about this important cause.

I'm joining @marchofdimes to fight for the health of all moms and babies. Just like them, I believe that every family deserves the best possible start. And I need your support! Check out my fundraiser at [marchofdimes.org/DIY](https://marchofdimes.org/DIY)

Donating just \$10 allows @marchofdimes to advocate to change laws that prioritize the health of moms and babies, invest in cutting-edge research and provide local programs like Supportive Pregnancy Care and NICU Family Support. Support my fundraiser at [marchofdimes.org/DIY](https://marchofdimes.org/DIY)

## STEP 4

**Now that your fundraiser is set up, ask friends and family** for donations and support through email, text or on your social networks.

- Be sure you've planned all the logistics and have the supplies you need to execute your campaign successfully.
- If you have a large event, recruit other volunteers and consider sponsorship opportunities, if applicable, to offset costs and bring in funds.
- Check your fundraising page often to monitor progress and set key milestones to help encourage additional donations. You can send handwritten notes, challenges and incentives.
- You'll get emails from us along the way to keep you motivated to reach your goals.

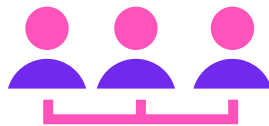
## STEP 5

**Once you've reached (or even exceeded) your fundraising goal, it's time to acknowledge your success.**



- Remember to thank all your donors and participants.
- Collect all funds and send to March of Dimes using Crowdrise.
- For larger events, gather your supporters to evaluate what worked well and what didn't to make your next fundraiser even better.
- Share updates, photos and successes on social media and celebrate. Let everyone know the amazing impact their contributions have on moms, babies and families.
- It's never too soon to start planning your next DIY fundraiser!

## WE'RE HERE TO HELP



Have a question? Reach out to Crowdrise at <https://support.crowdrise.com> for general and technical support or March of Dimes customer service at 1.888.663.4637.