

FIRST BOOK DIY CAMPAIGN

YOUR FUNDRAISER TOOLKIT



Thank you for fundraising with First Book! Here you'll find all you need to make your campaign a success and make an incredible impact on kids' lives.

Your packet contains tips on how to:

- ☐ Set up and personalize your page
- ☐ Make a plan to ask potential supporters
- ☐ Spread the word!

[FIRSTBOOK.ORG/TAKE-ACTION](https://firstbook.org/take-action)



GETTING STARTED

STEP 1

Create your fundraising page

STEP 2

Personalize your page

STEP 3

Develop your plan to ask

STEP 4

Spread the word

STEP 5

Say thank you

TOGETHER WE CAN

First Book transforms the lives of children in need. Through a sustainable, market-driven model, First Book is creating equal access to quality education for all.

By raising money for First Book, no matter how much, you're making an amazing impact for the educators and kids we serve!

POWER TIP

Tailor your donation asks to what you're aiming to raise! Every \$3 provides a book or resource for a child in need, so consider how many books and resources you can help provide for a class or program in your community.

STEP 1: Create your fundraising page

Setting up your page is simple. Remember you can always go back and edit after initial set-up, so you can keep adjusting to appear how you like!

1. Use the link you received to click on “Become a Fundraiser”

2. Set a fundraising goal

Don't feel limited by the default amount! Remember, you can also change this later.

3. Edit your page's headline

This is the text that appears at the top of the page. Leave as default or make it personal for greater impact!

4. Optional: set a short URL to customize the link you share

5. Choose your photo

STEP 2: Personalize your page

Before you start fundraising, make sure your page is personal to you.

People give to people. Sharing your story and why you're passionate about raising money for First Book will be more compelling to your personal network to donate because they see how much it matters to you.

1. Add your own imagery

If you haven't yet added a photo, now is the time! Recognition helps.

2. Write a personal story

Highlight why you decided to fundraise for First Book!

3. Update your page

Continue to post updates throughout your fundraising journey, and share progress!

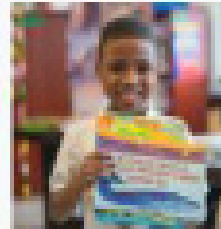


MAKE IT PERSONAL

Your friends and family will be more compelled to give when they see the personal connection you have with the cause!

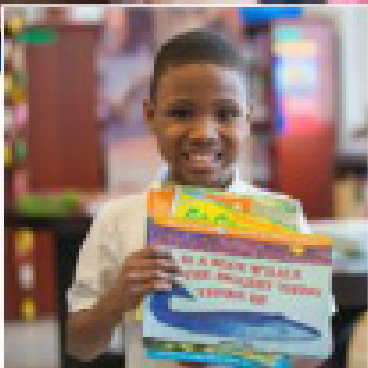
Sharing your own photos and story goes a long way in showing your network how much you care and why they should support you and First Book.

Set Default Individual Photo



JPG, GIF, or PNG.
320px by 320px

CHOOSE FILE



FUNDRAISER

Share   

Fundraiser's Name

\$300 raised

\$200

DONATE

Help provide kids in need with books and resources

STORY

UPDATES 

My Team



Team's Name
\$400 / \$2,000

I'm raising money for kids in need.

STEP 3: Develop your plan to ask

Simple ways to make the most of who you can ask and how make a huge difference to your campaign's success. Plan ahead to think about the ways that you can bring people into your campaign and make them feel like they're a part of the journey!

1. Build your list

Start with the low-hanging fruit. Getting some quick wins helps build momentum for your campaign, so start with making personalized asks (if possible even in person), to those closest to you.

Then you can cast a wide net. Don't limit yourself to your inner circle! The people you least expect to donate often do, so don't be afraid to expand your list. You never know who else may care about First Book's mission in your broader network.

2. Reach out to family and friends

Let people know through emails and social media posts why you're fundraising and share your goal and progress!) with them.

Be sure to highlight your fundraising end date to make your ask more urgent, and always link to your fundraising page for easy access!

3. Don't be afraid to ask and follow up

Remember how much your campaign matters! If you can express how much you believe in First Book and why you're fundraising to others, they'll be excited and proud to show their support.

Often people are interested in donating but appreciate a reminder in their busy lives. Don't give up after one email, and keep the conversation going even after they donate!

INSPIRE ACTION

Share moments in your fundraising journey that inspired you, or what inspired you to start in the first place! Your enthusiasm is contagious and will make potential donors want to join and become a part of something special.

Try sharing impact statements related to your campaign goal for another great way to inspire your audience!

“88% of the First Book network report that resources from First Book help close the achievement gap for the kids they serve. Let’s make that possible for our community!”

Find more impact statements:
<https://firstbook.org/the-need/>

STEP 4: Spread the word

People won’t give if they aren’t asked, so make sure to get some buzz around your campaign! Sharing updates and progress throughout will help continue momentum.

1. Email

Email is one of the easiest and most effective ways to fundraise, so make sure you’re considering how you can make personal asks to your close contacts.

2. Social media

Sharing your campaign on social media is a great awareness builder! Think of your posts as a complement to your emails to let your wider network know about your campaign.

There are tools built into your Classy campaign for social and email sharing, so utilize them to customize your message and share to your pages.

Remember to also ask for shares! Not everyone will be able to financially contribute, but sharing with their own networks can go a long way. For those who do donate, asking them to share their support can encourage their network even more!

3. Use Visuals

No matter the platform, visuals are a huge help to get attention for your message and draw people into your campaign. Show off the images you’ve used in your campaign and add more for progress updates if you can.

SHARE UPDATES!

For those who have already donated, they'll appreciate knowing your progress since they are invested! And for those who haven't yet given, seeing how close you are to your goal is a great way to encourage others to join in support.

BREAK IT DOWN

"I'm only \$100 away -- if 10 people donate \$10, I'll achieve my goal!"

MAKE IT URGENT

"The end of my campaign is only 4 days away -- help me finish my goal of \$1,000!"

SHOW THE IMPACT

"If just 5 more people donate \$3, we'll be able to give the remaining 15 students in the class brand-new books. Let's finish filling this class library!"

STORY

UPDATES



Create a new update

Update family and friends with your progress

CREATE NEW

 Search your updates

Most recent ▾

STEP 5: Say thank you

Be sure to thank each and every one of your donors. Even though every time someone donates to your page, a donation receipt is automatically emailed to the donor, your personal thank you message means a lot to your supporters. It may also inspire others to join the cause!

■ Email or send a handwritten note

Don't underestimate the value of an old-fashioned thank you card or personalized note! A sincere thank you will be remembered for your next fundraiser.

■ Comment on your page

Thanking donors publicly is a great way to encourage others to give. You can acknowledge your supporters on your fundraising page by posting a comment on your activity wall.

■ Post on social media

Another great way to publicly thank donors is via social media. Tag your supporters in a thank you post to help the news spread to their networks as well!

REACH OUT FOR SUPPORT!

If you ever have any questions about your campaign, don't hesitate to reach out to First Book.

We're excited to help you make your fundraiser a success and appreciate all you're doing as a First Book champion!

