



FIRST BOOK FUNDRAISING TOOLKIT

2023

FIRST BOOK FUNDRAISING CAMPAIGNS

Thank you for fundraising with First Book! In this guide, you'll find all you need to make your campaign a success and make an incredible impact in the lives of kids in need.

We'll teach you how to set up your custom online fundraising page via the Classy platform-where you'll be able to add your own photos, set your own goals, and track your progress. It is easy to use and the funds you raise will go directly to support First Book!

WHY CAMPAIGNS WORK

Fundraising can seem daunting at first glance, but the good news is you don't need to be a fundraising expert to raise a lot of money. You have a chance to make change, even if you can't personally make a big donation. By mobilizing your colleagues, friends, and family, you can help First Book reach more children, raise more money, and make a bigger impact.

Campaigns rally people and communities to emotionally invest in helping kids in need to read, learn and succeed. First Book fundraising pages make it easy for people to give. They can see and hear the story of why you support First Book, and are a simple, safe way to collect donations.



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



The Power of Your Donations

Relish the fact that what you are doing is incredible, and no matter how much you raise, you are making a positive impact. Every \$5 provides a book or resource for a child in need. By fundraising for First Book, you're helping create educational equity for all.

STEP 1: Create your fundraising page

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

1. After clicking "Become a Fundraiser", you'll be asked to login or create an account using your email. →
2. Complete your profile by filling in the First and Last name sections. This information will show up on your fundraising page, but you can make edits to the page later.

STEP 3

Create your page

Set your fundraising goal *

USD \$ 500.00 ✓

Fundraising end date *



Your Page's Headline *

Help us raise money for kids who need books

43/255

Set your Fundraising Page's Short URL (optional)

<https://support.firstbook.org/ExampleShortUrl>

Start typing

☐ Please keep me informed about the use of my donation.

FINISH

STEP 1

Create an account

 Continue with Facebook

Or use your email

Email *

Enter your email address

Create password *

Create your password ☐ Show

● 8 characters ● 1 number
● 1 letter ● 1 special character

By clicking I agree to the [Terms](#) and [Privacy Policy](#)

NEXT

[Log into your account](#)

POWERED BY *Classy*

- ←
3. Set your fundraising goal, end date (we recommend keeping it open 4-12 weeks), page headline, and short URL.

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

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 compelling to your personal network because they see how much it matters to you.

1. Add your own imagery

Sharing your own photos goes a long way in making your fundraiser more personal. If you haven't yet added a photo, now is the time!

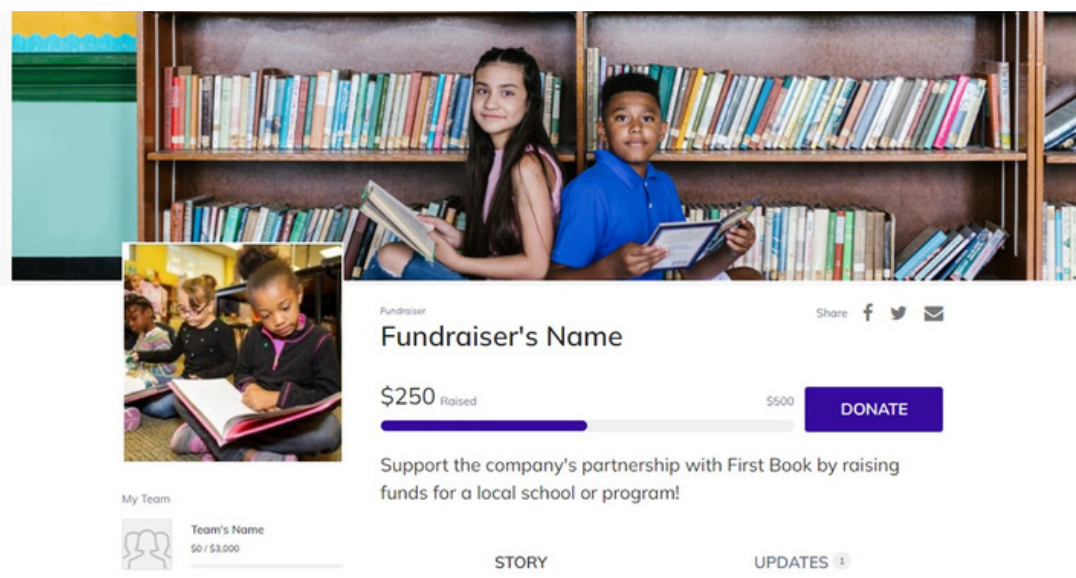


2. Write a personal story

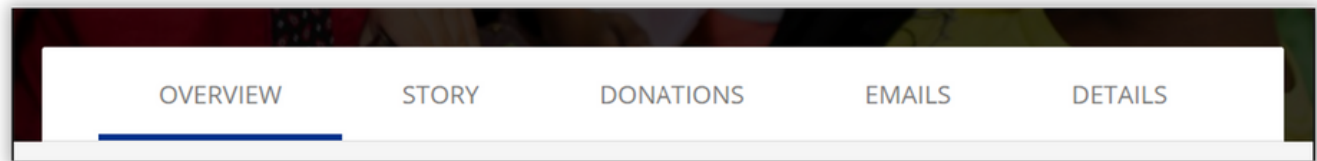
Highlight why you decided to fundraise for First Book! Why are you passionate about educational equity for all children?

3. Update your page regularly

Continue to post updates throughout your fundraising journey and share progress to keep your momentum going.



TIPS FOR MANAGING YOUR PAGE



OVERVIEW

The Overview tab contains a list of suggestions for customizing your fundraiser.

STORY

The Story tab allows you to make this fundraising page your own. Let your donors know why you're passionate about First Book's mission! We've included some pictures and statistics in this toolkit to help you get started.

DONATIONS

The Donations tab allows you to see who has donated to your page. You will see names and amounts unless someone has chosen to remain anonymous.



Quick Tip: Online Donations Are Better!

To optimize processing speeds, please encourage all donors to submit their campaign gifts **ONLINE**. Gifts received outside of the online campaign portal will be considered unrestricted donations to First Book to support our overall mission.

EMAILS

The Emails tab allows you to email friends and family to ask for donations, or personally thank your donors. (**Donors will automatically receive a standard email receipt with tax language at the time of donation.**)

DETAILS

The Details tab allows you to change your page's basic information, such as picture, page name, fundraising goal, and end date. You can also delete your fundraiser via this tab.

STEP 3: Develop your plan

Here are some simple ways to make the most of who and how you ask for donations, which can 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 go big. You never know who else may care about First Book's mission in your broader network.

2. Make a communications plan

Consider who you are asking and how you can best reach them throughout your campaign.

Write emails and social media posts that state your fundraising goal (and progress!) and showcase your personal story.

Be clear about your fundraising end date to make your ask more urgent, and be sure to 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 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.

People are often interested in donating, but do appreciate a reminder because they're busy. Don't give up after one email -- and keep the conversation going even after they donate!

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. See our First Book Social Media Toolkit for sample posts to share.

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

Remember to also ask for shares! Not everyone will be able to contribute, but sharing your fundraiser with their own networks can go a long way. For those who do donate, ask them to share their support to their network, too! Plus, it makes them look good!

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. Be sure to take advantage of the Social Media Toolkit we've provided for some beautiful images and infographics.

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 your donor, your personal thank you message means a lot to your supporters. It may also inspire others to join the cause!

1. 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.

2. 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.

3. 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 spread the news to their networks as well!

DONATION RECEIPTS

Anyone who donates to your on-going campaign or temporary fundraiser will receive an electronic receipt. This receipt will denote the office to which they donated, as well as contain official tax language. First Book is a 501(c)(3) nonprofit organization. All donations to First Book are tax-deductible.

ORGANIZATION CONTACT PHONE 202-393-1222	CAMPAIGN CONTACT EMAIL help@firstbook.org
RECEIPT NUMBER (OID) 111	
ORGANIZATION NAME First Book	
ORGANIZATION ADDRESS 1319 F St NW, Suite 1000 Washington, DC 20004	
FEDERAL TAX ID 52-1779606	
DATE DONATION RECEIVED 01/23/2023	
RECEIPT ISSUE DATE 01/23/2023	
BILLING NAME Walter Sobchak	
ADDRESS 6757 Santa Monica Boulevard Ste 9 Los Angeles, CA 920038	
AMOUNT \$110.00	
ISSUED 1319 F St NW, Suite 1000 Washington, DC 20004	
SIGNATURE Kyle Zimmer, Co-Founder and CEO	

Example 1

Example 2

Thank You for Your Donation!

You have helped us continue our mission in a meaningful way.

You have donated

\$110.00

to

First Book

Donation Date 01/23/2023

WHY BOOKS MATTER: STATISTICS TO USE

Having access to books is one of the biggest predictors of a child's academic success.

The beneficial effect is greatest for children from disadvantaged homes. (1)

A Record Number of Kids are Growing up in Need

- About 38 percent of children under the age of 18 - more than 27 million- are living in low-income families
- Public education and programs are deeply underfunded
- 24 states are spending less on education than before the 2008 recession
- 51% of students across the nation's public schools are low-income; coming to school without even their basic needs met and under extreme stress
- Without adequate resources, children cannot learn
- 78% of fourth-graders from low-income households do not read proficiently
- The impact of this cycle is staggering
- Poor educational outcomes are tied to future poverty, unemployment, illness, and crime (2)

Barriers to Books

- In some of the lowest-income neighborhoods, there is just one book available for every 295 children. In more affluent neighborhoods, there is one book available for every five kids. (3)
- Price is the #1 barrier to book ownership. Programs have limited funds and 94% of teachers use their own money to provide books & resources for their students.

SOURCE (1)

Susan B. Neuman & Naomi Moland. "Book Deserts." *Urban Education*, 2016.

DOI: 10.1177/0042085916654525

SOURCE (2)

National Center for Education Statistics, Center on Budget & Policy Priorities, Annie E. Casey Kids Count, World Literacy Foundation. Susan B. Neuman, Naomi Moland. "Book Deserts," *Urban Education*; 2016.

SOURCE (3)

Susan B. Neuman & Naomi Moland. "Book deserts: The consequences of income segregation on children's access to print." *Urban Education*, 54(1), 126-147; 2019.

ABOUT FIRST BOOK

Education transforms lives. First Book is building a world where every child has access to a quality education. We work to remove barriers to education and level the playing field for kids in need. At the heart of our work are the 575,000 members of the First Book Network, the largest online community of educators and professionals dedicated to children in need across North America. This Network is the key to creating systemic change. Through our research arm, First Book Research & Insights, we conduct studies that aggregate their voices to identify barriers to equitable education and inform strategic solutions. To address their needs, we provide free and low-cost books, resources and access to leading experts through the First Book Marketplace, which uses aggregated buying power to support this underserved community. Founded in Washington D.C. in 1992 as a nonprofit social enterprise, First Book is dedicated to eliminating barriers to learning and inspiring young minds. Learn more at firstbook.org and visit our award-winning eCommerce website at fbmarketplace.org.

THANK YOU FOR YOUR SUPPORT!

FIRST BOOK

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