

funraise



THE ALL-YOU-NEED-TO-KNOW-ABOUT

Nexus Recovery Center's Fundraising Toolkit



Welcome, Fundraising Friend!



We're thankful for your unwavering support of [Nexus Recovery Center](#) and are thrilled that you've decided to make an even bigger impact by becoming a fundraiser on our behalf.



Supporters like you make the nonprofit world go 'round.

Your partnership in helping to break the cycle of addiction means that by deciding to become a fundraiser, you're taking the partnership to the next level: introducing us to your friends and family. That's a big deal!



To ensure you're equipped with all the right tools, tips and tricks, we've created this Fundraising Toolkit.



INTRODUCTION

Whether you're new to nonprofit fundraising or are a social fundraising master, this Fundraising Toolkit will help you raise funds for a cause that is nearest and dearest to your heart. We want your fundraising journey to be easy and fun, so this guide is designed to walk you through creating a successful supporter-powered fundraising campaign.

Get ready to raise some funds to help break the cycle of addiction.

GETTING STARTED:



Setting up your fundraising page

Set your goal

Setting a goal for your fundraiser is your first step. Research suggests that an initial goal of \$200 is a good place to start. Once you've reached your goal, you can increase it and raise more funds.

PRO TIP:

To jumpstart your campaign, be the first one to donate! Showcasing that you're not only a supporter of Nexus but also a donor will encourage your network to give.

Tell your story

Your story is the first thing people will see when visiting your fundraising page, so your goal is to make it as impactful as possible.

It's important to communicate how our organization's mission has impacted your life in a meaningful way and why you've decided to fundraise on our behalf. And don't hesitate to pull at their heartstrings; people are more likely to give if there's an emotional connection.

Fundraising Best Practices



Fundraising leverages the power of your social network to meet fundraising goals and help Nexus continue offering substance abuse treatment services to women, girls and their accompanying children, regardless of their ability to pay.

The success of your fundraising campaign depends heavily on the amount and ways that you're sharing your campaign with friends, family, and colleagues. Social media, email, text messaging, and word of mouth are some of the best ways to get your request noticed.

What's the best way to share?

Sharing your fundraising campaign via your Facebook page, Twitter, Instagram, or LinkedIn, in addition to your own personal email list, is at the heart of every campaign. Leveraging these networks is how you'll meet—and hopefully exceed—your fundraising goals.

You won't have the phone number of all of your network contacts, but choose a few that you know will respond well to a more intimate request: text messaging. Don't inflict the poison that is group texting on these people; take the time to send individual (copied and pasted) texts to each one.

PRO TIP:

Get personal and select a handful of your closest family and friends to reach out to as you announce your campaign. Close friends and family are more likely to donate, so getting them on board will let the rest of your network see that people are already supporting the cause.

How often should I communicate with my network?



There are five absolute times you should communicate with your network during a fundraising campaign:

1. Campaign launch
2. Midway goal
3. Final push
4. Campaign end or goal reached
5. Thank you

We recommend maintaining momentum between each of these main milestone communications with one to two social posts per week and one weekly email to help keep your campaign top of mind. If you're texting, use those requests judiciously and make sure that you're not monopolizing the conversation with donation asks.

During the final push phase of your campaign, increasing your frequency to a few social posts a day has proven to be highly effective, so go for it!

We recommend creating a simple sharing schedule to plan out your communications ahead of time. This'll save you time and make your campaign more fun and less stress. You can use Google Calendar, Google Sheets, or even a notebook to plan out when you'll post to socials and email or text your network.



READY, SET, FUNDRAISE!

Now that you've learned all the fundraising tips, tricks, and best practices, it's time to jump into it with confidence!

We've included pre-written communications for you to use at every major campaign milestone to make fundraising as easy as pie.

Copy, paste, and start fundraising. :)

[CLICK HERE TO GET STARTED!](#)



Announcement #1: Campaign

Send: Right after you've completed setting up your fundraising page.

The purpose of this announcement is to let your online network (social media friends, family, peers, colleagues, neighbors) know that you've signed on to raise funds for a cause near and dear to your heart and that you need their help. Basically, you've got to get the word out to everyone you know to help you reach your fundraising goals.

The goal is to share, share, share!

E MAIL

SUBJECT LINE:

Let's raise some dough together for a good cause!

BODY:

Hey, [Name]! I hope this finds you well. I've got great news! I've signed on to become a supporter of Nexus Recovery Center and could really use your help. I'm committed to helping Nexus raise [\$Goal] which will provide substance abuse treatment services for women, girls and their accompanying children, regardless of their ability to pay, in order to break the cycle of addiction. Every donation, large or small, makes a difference and moves Nexus closer to their fundraising goal.

Are you down to make a lasting impact? Please visit my fundraising page at [URL] and make a donation today!

If you want to make an even larger impact, you can sign on as a supporter, too, and create a fundraising site of your own (<http://bit.ly/nexusrecovery>), set your personal fundraising goal, and start spreading the news!

Can't donate or become a supporter? No worries. Please consider forwarding this email to your friends and family to get the word out.

Thank you so much!

TWITTER

Hey friends, I've signed on to help @NexusRecovery raise funds to support women, girls and their accompanying children break the cycle of addiction. Help make a lasting impact by donating today: [campaign link] #changeherlife #addictionrecovery

FACEBOOK

Hey friends, I've signed on to help @Nexus Recovery Center raise funds to support women, girls and their accompanying children break the cycle of addiction. Are you down to help make a lasting impact? Please share with your friends and family and donate today: [campaign link] #changeherlife #addictionrecovery

TEXT

[Name], I've signed on to help Nexus Recovery Center raise \$XX to help women, girls and their children break the cycle of addiction. Please help by donating today: [campaign link]

Announcement #2: Midway Goal

Send: When you're halfway to meeting your fundraising goal.

The purpose of the midway announcement is to share that you're halfway to meeting your fundraising goals and still need help to get to the finish line. The tone should be excited in nature and get your network to feel motivated to help you reach your goals.

SUBJECT LINE:

Ohhh, we're halfway there—\$XX more to go!

BODY:

[Name], I've got great news—I'm halfway to reaching my personal fundraising goal of [Goal Amount] raised for Nexus Recovery Center! Pretty awesome, right? All the money raised will help women, girls and their accompanying children end the devastation caused by addiction. Will you help me move the needle forward with a donation? Visit [Campaign Site Link] today.

If Nexus Recover Center's mission is near and dear to your heart like it is mine, consider becoming a supporter and starting your own fundraising page to help them reach their goal more quickly! Plus, it's a great way to leverage your awesome social media networks for a good cause (but keep those cat memes coming, please!).

Thank you!

Ohhh, we're halfway there—only \$XX more to go to meet my fundraising goal to help @NexusRecovery break the cycle of addiction. Please help me move the needle forward by donating today: [campaign link] #changeherlife #addictionrecovery

FACEBOOK

Ohhh, we're halfway there—only \$XX more to go to meet my fundraising goal to help @Nexus Recovery Center break the cycle of addiction. Help me get all the way there and share/donate today: [campaign link] #changeherlife #addictionrecovery

TEXT

[Name], guess what? I'm halfway to meeting my fundraising goals for Nexus Recovery Center! Please help by donating today: [campaign link]

Announcement #3: Last Push

Send: One (1) day before the fundraiser ends.

The purpose is to inform your network that time is running out and they can help you reach your goals by donating and/or sharing your fundraiser with their network. These messages create a sense of urgency with a time-sensitive deadline so your network knows they only have a little time left to help you reach your goals.

E MAIL

SUBJECT LINE:

I'm close to my goal—will you help me reach it?

BODY:

Hi [Name]! Believe it or not, I've raised [Amount Raised] for Nexus Recovery Center to help women, girls and their accompanying children break the cycle of addiction, regardless of their ability to pay, and I'm only [\$XX] away from reaching my fundraising goal. If you haven't donated yet, please donate now!

If you've already donated, consider one more gift: share this link [Campaign Site Link] with your family, friends, and social networks.

Imagine how much more can be accomplished if everyone joins in. Together we are stronger than addiction!

Let's do it!

TWITTER

I've already raised \$XX to help @NexusRecovery reach its fundraising goals! There's only one day left and I need your help. Donate now! [campaign link] #changeherlife #addictionrecovery

FACEBOOK

I've already raised \$XX to help @Nexus Recovery Center reach its fundraising goals! There's only one day left and I need your help. Share/donate now! [campaign link] #changeherlife #addictionrecovery

TEXT

[Name], I've already raised \$XX to help Nexus Recovery Center and my goal is almost reached. There's one day left and I need your help. Donate now! [campaign link]

Announcement #4: Goal Reached or Campaign End

Send: When the campaign ends or you've hit your goal.

The purpose of this is to let your network know that the campaign has ended and/or you've reached your fundraising goals. The tone should be congratulatory and should thank your network for their contributions of donations/shares. This is also a great way to share the impact of their support.

E MAIL

SUBJECT LINE:

We did it!

BODY:

[Name], with your help and support, I raised [\$XX] for Nexus Recovery Center! I can't thank you enough. Nexus will be able to continue providing substance abuse treatment for women, girls and their accompanying children in order to break the cycle of addiction, regardless of their ability to pay—that's a huge deal. I hope you feel good about your contribution because I sure appreciate it.

I hope we can continue to help organizations like Nexus reach their fundraising goals. World change happens one person at a time, and I'm happy we were able to make a difference together.

Until next time!

TWITTER

We did it! Thank you all who helped me reach my fundraising goal of \$XX for @NexusRecovery. I'm thrilled we were able to make a difference together. Look what we did: [campaign link] #changeherlife #addictionrecovery

FACEBOOK

We did it! Thank you all who helped me reach my fundraising goal of \$XX for @Nexus Recovery Center. World change happens one person at a time, so I'm thrilled we were able to make a difference together. Look what we did: [campaign link] #changeherlife #addictionrecovery

TEXT

[Name], thank you! I've reached my fundraising goal of \$XX for Nexus Recovery Center I'm thrilled we could make a difference together. Look what we did: [campaign link]

Announcement #5: Thank You Letter

Send: One (1) week after the campaign has ended.

The purpose is to thank everyone who helped support you in reaching your fundraising goals with a personal message.

LETTER

Dear [Supporter Name],

We did it! Thanks to your support, I met my fundraising goal of \$XX for Nexus Recovery Center. They're now one step closer to helping women, girls and their accompanying children end the devastation caused by addiction. How rad is that?

It felt so good to have my friends and family join me in raising money for such a great cause. Reaching this goal is a testament to the power of social fundraising and what we can achieve if we all work together toward a common goal. I hope you feel great about your contribution because I couldn't have done it without you. Together we are stronger than addiction.



Hope we can make some more fundraising magic in the future.



THANKS FOR BEING A FUNDRAISING SUPERSTAR

Thank you so much for taking the time to spread the word about Nexus Recover Center's work and for fundraising on our behalf. Every dollar raised moves us closer to fulfilling our mission and helps us continue to make a lasting impact on women, girls and their families. We appreciate you and look forward to continuing this meaningful partnership for years to come!



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funraise