



**TEAM FALLEN PATRIOTS**  
**FUNDRAISING TOOLKIT**



COLLEGE FOR THEIR CHILDREN

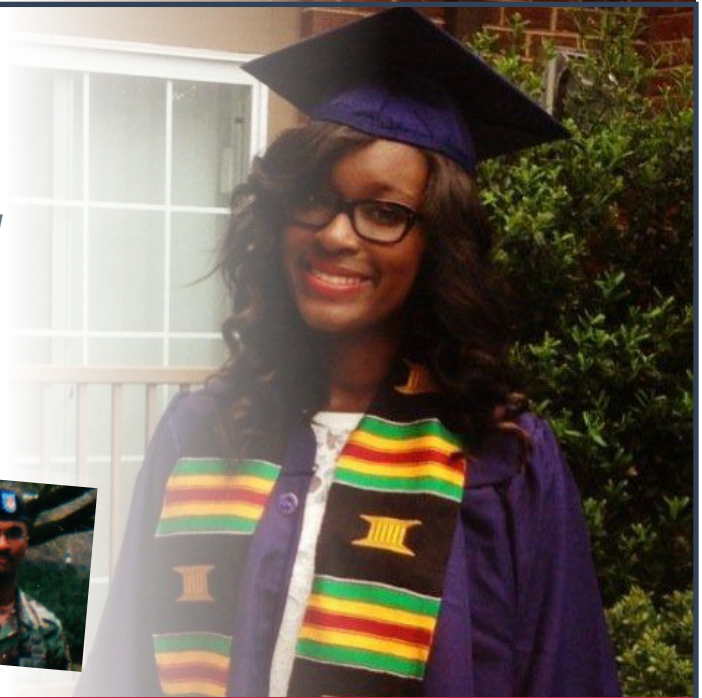
# WELCOME TO **TEAM FALLEN PATRIOTS**







Children of Fallen Patriots offers a wide range of opportunities to host a fundraiser or simply participate in one. From birthday celebrations to challenging marathons to corporate fundraisers, Team Fallen Patriots fundraisers provide critical funds to support the college education of our students who lost a parent in the line of duty.

**Thank you for fundraising with Children of Fallen Patriots Foundation!**

## OUR IMPACT

*Alanna Seabrook-Rush graduated debt-free from Howard University in 2013. Alanna is the daughter of Army Private Algernon Adams who passed away in 2003 while serving in Iraq.*



 <b>99%*</b> REVENUES TO PROGRAM SPEND	 <b>\$39.6M</b> TOTAL SUPPORT	 <b>1,847</b> STUDENTS PROVIDED FOR NATIONALLY
 <b>732</b> COLLEGE GRADUATES	 <b>752</b> SCHOOLS ATTENDED	 <b>CHARITY NAVIGATOR</b> ★★★★★ Four Star Charity



Children of Fallen Patriots Foundation | 44900 Prentice Drive, Dulles, VA 20166  
Office: (866)917-2373 | Fax: (703)935-4751 | [www.fallenpatriots.org](http://www.fallenpatriots.org)

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# 5 STEPS FOR SUCCESSFUL FUNDRAISING

## Start Off Strong

It is often hard to generate those first few dollars and a contribution from you will encourage others to get involved! And remember that fundraising, like most things in life, is better with a plan.

**\$50** Raised **\$500**



## Tell Your Story

Customize your fundraising page so people know why you are fundraising for Fallen Patriots and what this cause means to you, including photos, goals, and more.

*"I have chosen to raise money for one of my favorite charities Children of Fallen Patriots. CFP seeks to make college education and graduating debt-free a reality for every child who has lost a parent defending our country. Amazing! I would be honored if you would support my efforts in any way that is comfortable for you."*



## Spread the Word

Get out there and ask for support. Email, social media, water cooler chats—it doesn't matter how, it just matters that you do.

**Tip:** People are more likely to respond if you ask them one-on-one. And don't forget to broaden your reach to include extended family, co-workers, school friends, and anyone else in your life who might support your fundraising.

## Follow Up

People are busy, but don't let that hinder your success. Send reminders to potential donors and **don't be afraid to ask again**

## Thank Your Supporters!

- As soon as they've made a donation
- Whenever they refer a new donor to your campaign
- When you've reached important campaign milestones like 50%, 75%, and 100% of goal met

**A happy donor is a repeat donor.**  
**Take a minute to convey your appreciation for someone's support and you may find they support you again!**

# THANKS!



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# CUSTOMIZE YOUR PAGE

Start by giving your fundraiser a name.

**Upload a Photo**  
Fundraisers with photos raise more money.

**Set a Goal**  
People will be motivated to help you meet it.

The screenshot shows a Facebook fundraiser page for 'Jervon's 30th Birthday Celebration'. At the top, there is a profile picture of a woman and a header image with blue and yellow bokeh. The fundraiser title is 'Jervon's 30th Birthday Celebration' with a goal of '\$1,500' and '\$1,600 raised'. A red 'DONATE' button is visible. Below the title, the text reads: 'Join me in celebrating my 30th by giving back to Children of Fallen Patriots Foundation!'. There are tabs for 'STORY' and 'UPDATES'. The main content area has a heading 'Celebrate and Give!' followed by a paragraph: 'For my birthday this year, I am asking for donations to Children of Fallen Patriots Foundation. I've chosen this nonprofit because their mission means a lot to me, and I hope you'll consider contributing as a way to celebrate with me. Every little bit will help me reach my goal. I've included information about Children of Fallen Patriots Foundation below.' Below this is another paragraph: 'The mission of Children of Fallen Patriots Foundation is to provide college scholarships and educational counseling to military children who have lost a parent in the line of duty. Their vision is that every such child can have a college education. Instead of a traditional gift registry or wish list, I'm asking friends and family to give back. Support Children of Fallen Patriots today by making a donation or click the join button to become a fundraiser today!'. At the bottom, there is a 'DONORS' section with a list of donors: Jessica Trombetta (\$100.00), Allie, Skye & Baillie Campbell (\$5.26), Gandpa, Gandma Etsuko Campbell (\$33.66), Angelica Williams (\$26.30), and Jaclyn Weiss (\$50.00). A 'Show more' link is at the bottom of the list.

**Share your Story**  
It can inspire others to give even more.

**Say "Thanks"**  
Take as many opportunities as you can to thank your donors.



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# WAYS TO ASK

Asking someone for a donation can be intimidating but asking someone to support a noble cause can be inspiring. Sharing why you are fundraising for Fallen Patriots and your personal connection to the mission will go a long way in getting people on board to support your fundraiser. The sooner you start, the more money you will raise. Consider all the different methods at your fingertips and try to use at least three different ways.

## ASK DIRECTLY

If you can, approach a potential donor in person, over the phone, or through email. It's hard to say no to someone's face or voice, especially when the money goes directly to the students we support. One-on-one interaction is more likely to yield results because it removes the possibility for someone to anonymously shy away from a request.

## ASK SOCIALLY

Tap into your social networks to let people know about your fundraiser. On social media, you can use the tagging method and get all your followers involved. Even if they are unable to donate, urge them to share your fundraising page as they may have followers willing to contribute to your cause.

## ASK REPEATEDLY

Sometimes the first ask doesn't work. Don't be discouraged. People may forget, get distracted, or were busy. Ask again with a reminder about your progress toward your fundraising goal or other updates. For example, if you're running for a marathon, you can give an update on your training.



*The 2019 Everesting Challenge! October 18th-19th I, and 200 others, will be attempting to hike Stratton Mountain 17 times in 36 hours! If I can do this, the total vertical feet accumulated will be the equivalent of Mt. Everest - 29,029 feet!*

*As many of you know I have been training hard for this, it is way outside my comfort zone in that there are so many unknowns. This is going to be a major challenge for me! I have chosen to raise money for one of our favorite charities...Children of Fallen Patriots. You can read more about the organization by following the link below but briefly...CFP seeks to make college education and graduating debt free a reality for every child who has lost a parent defending our country. Amazing!!!*

*I would be honored if you would support my efforts in any way that is comfortable for you. Every dollar counts and will help push me to train even harder over the next month to achieve my goal of 17 summits!*

<https://donate.fallenpatriots.org/campaign/andrew-smith-climbing-for-patriots/c244675>

*Thank you very much!*



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# SAMPLE MESSAGES

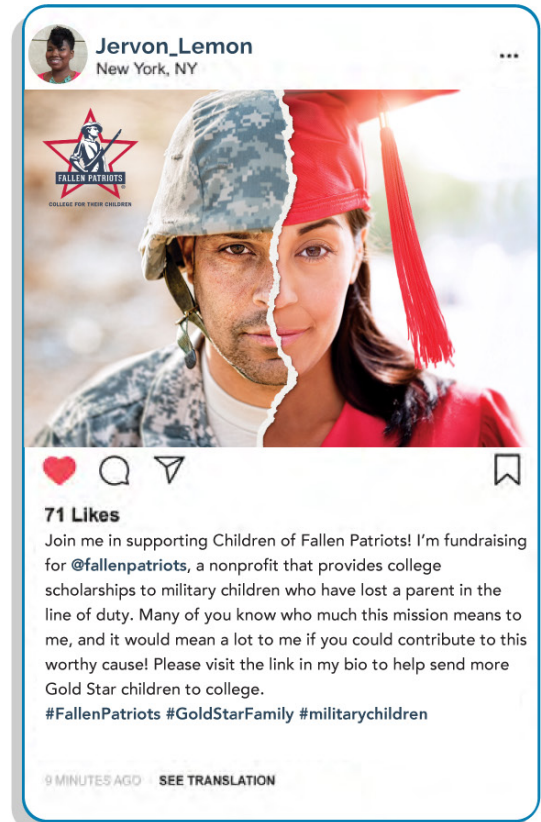
Finding the right words to make your ask can be hard. Take a look at some of our sample messages below for inspiration!



*Sample Facebook Post*



*Sample Twitter Post*



*Sample Instagram Post*



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# SAYING THANK YOU

You can never thank people enough for their generosity and support. It's better to thank people soon after they donate, so make sure you're set up to receive alerts when someone has donated to your fundraiser. The donor will receive an automated thank you with receipt, but it's always nicer to add that personal touch by reaching out to thank them directly. Personal phone calls and emails as well as social media posts show people both privately and publicly how much you appreciate their support and may serve to motivate others to support your fundraiser, too.



Sample Facebook Post

## Thank Your Donors

- As soon as they've made a donation
- Whenever they refer a new donor to your campaign
- When you've reached important campaign milestones like 50%, 75%, and 100% of goal met
- In an event update to let your donors know about event preparation or wrap-up
- On social media because shows them that you appreciate their support and encourages others to give (or give again)

## Don't Stop There

Don't just thank your donors. Show them the impact of their donations. Follow up with them in 3 or 6 months, sharing news from Children of Fallen Patriots and how their donations are making an impact.

Remind them of their support and you'll make it even more likely that they'll support you again for your next fundraiser.

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# FUNDRAISING RESOURCES

We want your fundraising journey to be smooth and stress-free, so we've compiled the following resources to help you meet and exceed your fundraising goals.

## How to Edit Your Personal Fundraising Page

Get more detailed instructions on managing your fundraiser by visiting:

- <https://support.classy.org/s/article/how-to-create-and-edit-a-personal-fundraising-page>

## How to Link Your Personal Fundraising Page to Your Facebook Page

Get more detailed instructions on how to sync your personal fundraising page to Facebook to post your reach by visiting:

- <https://support.classy.org/s/article/how-to-create-a-facebook-fundraising-page>

## Employer Matching Gifts

Double your impact when your company matches your gift. Contact your Human Resources Department to see if your company offers this program. Remind your supporters to do the same.

## CFP Resources

- Website <https://www.fallenpatriots.org/>
- Facebook @fallenpatriots
- Twitter @fallenpatriots
- Instagram @fallenpatriots
- LinkedIn <https://www.linkedin.com/company/children-of-fallen-patriots-foundation/>
- YouTube <https://www.youtube.com/user/FallenPatriotsFound>

## Learn about Children of Fallen Patriots

- <https://www.fallenpatriots.org/who-we-are>
- <https://www.fallenpatriots.org/blog>

## Contact Us

You can reach us at [TeamCFP@fallenpatriots.org](mailto:TeamCFP@fallenpatriots.org) with any questions or concerns.



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