

FUNDRAISING TIPS & IDEAS



Start asking for pledges early! Set a goal and tell people what it is.

See if your company/employer offers a matching program. You could double your money!



Set up online fundraising - a strong page goes a long way! Sharing photos or videos related to your fundraising efforts can increase the amount of donations you receive.

Make the first donation to show others you care! Invite family, friends and colleagues to support your cause. If 20 people give you \$5, you've already reached \$100!



THANK
YOU!

Remember to thank everyone who helps you reach your goal and let them know they are making a difference.

Share the impact of a donation! The following page shows an example of a case for support letter, as well as some suggested posts you can use on your social media pages.



Every dollar raised through Play for Kids' Sake will stay right here in Oxford County, igniting the power & potential of young people in our community!



CASE FOR SUPPORT

We have put together a letter for you to send out to your supporters, explaining why this event is important to you, and the impact that these fundraising dollars have on the young people in our community. There are also some examples of social media posts to give you some ideas. Please feel free to make these your own!

Case For Support Letter:

Dear *[Insert Supporters Name]*,

I am a proud supporter of Big Brothers Big Sisters of Oxford County through my participation in their annual Play for Kids' Sake event. This is a cause I feel passionate about and an organization that believes all young people should be given the tools to reach their full potential.

I kindly ask for your support in my fundraising efforts. All funds raised through Play for Kids' Sake directly support mentoring programs and services that are offered at no cost to young people and their families in Oxford County. Your donation is an investment in the inclusion, learning, and mental health of vulnerable young people—an investment in the future of our community.

Please visit the following link to contribute to this important cause, and join me in helping ignite the **power** and **potential** of even more young people in 2024!

[Insert link to your personal fundraising page]

With Gratitude,
[Your Name]

CASE FOR SUPPORT

Social Media Posts:

I'm a proud supporter of #BBBSOC and their Play For Kids' Sake 2024! Our team, _____, will be bowling🎳/indoor golfing🏌️/curling🏈 to support the free mentoring programs offered by Big Brothers Big Sisters in #OxfordCounty! Your donation stays local, investing to create a brighter future for young people and our community! 🌟

Visit my personal fundraising page here to make your donation and help me reach my goal (*insert link*)! 🙌

#PFKS2024 #IgnitePotential🔥#MentorshipMatters #BiggerTogether

🌟 #IgnitePotential with me! 🌟

I am participating in Big Brothers Big Sisters of Oxford County's Play For Kids' Sake 2024 with my team, _____, in the bowling🎳/indoor golfing🏌️/curling🏈 event!

Help me reach my \$_____ goal by making a donation through my online fundraising page here 🙌 (*insert link*)!

- ✓ All funds raised stay in Oxford County
 - ✓ Funds directly support the mentoring programs offered by #BBBSOC
 - ✓ All programs are offered at no cost to young people & their families
- #PFKS2024 #MentorshipMatters #Donate #Fundraiser #BiggerTogether

I am participating in Big Brothers Big Sisters of Oxford County's Play For Kids' Sake 2024!

Help me reach my \$_____ goal by making a donation through my online fundraising page here 🙌 (*insert link*)!

All funds raised stay in Oxford County, directly support the mentoring programs at #BBBSOC, offered at no cost to young people & their families!

#PFKS2024 #MentorshipMatters #IgnitePotential🔥#Donate #Fundraiser #BiggerTogether