



Fundraising Toolkit

Table of Contents

Key Dates.....	2
Giving Tuesday Peer-to-Peer Fundraising.....	3
Signing up as a Peer-to-Peer Fundraiser	3
With an invite.....	3
Without an invite.....	4
Customizing your Fundraising Dashboard.....	5
Sharing your fundraiser.....	6
Promoting your fundraiser.....	8
General EOY Outreach.....	10

Key Dates

11/10 - EOY appeal mailer drop date

11/13 - Giving Tuesday site goes live

~11/15 - EOY appeal hits mailboxes

11/14 - Begin creating P2P profiles on Giving Tuesday site

11/27 - Deadline to finish P2P profiles

11/28 - Giving Tuesday

12/4 - EOY e-blasts begin

~12/15 - Calls to donors start (BOD support needed)

12/29 - EOY e-blasts end

Giving Tuesday Peer-to-Peer Fundraising

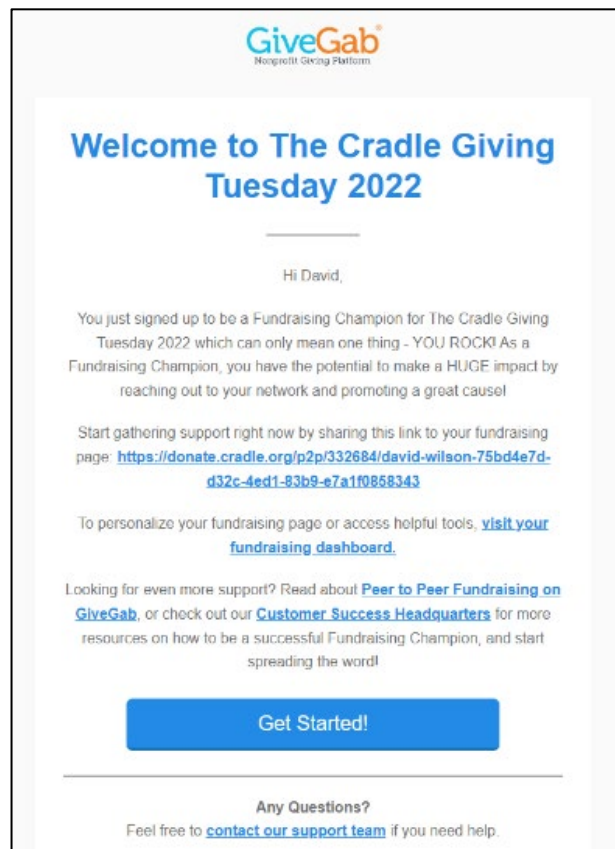
Signing up as a Peer-to-Peer Fundraiser

With an invite

A small group of people, mainly Board members, will receive direct email invitations from GiveGab to sign up as a peer-to-peer fundraiser. To do so, follow these steps:

1. Get Started

Look for an email from GiveGab. The body of the email will look similar to the image below. Press the blue "Get Started" button at the bottom.



2. Login/Sign up

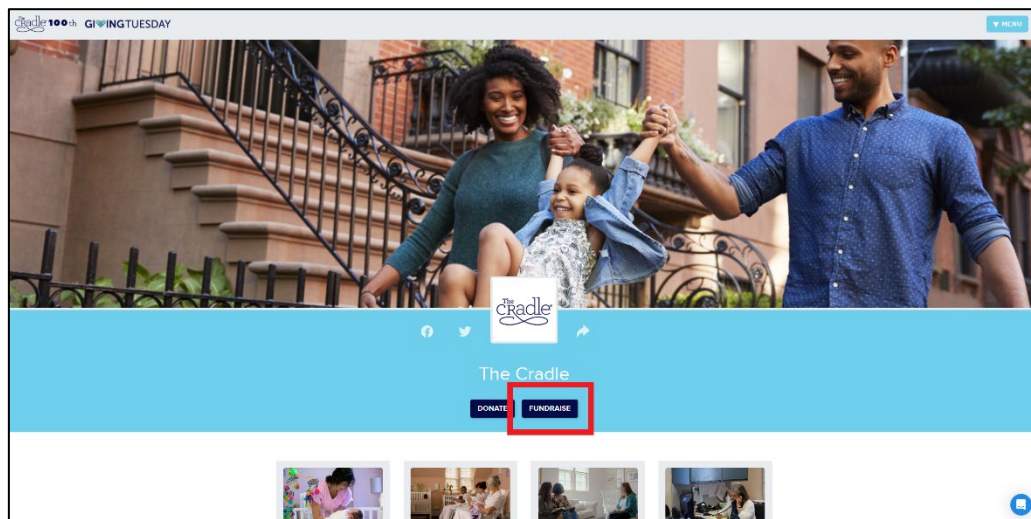
This will open a separate page on your web browser. If you have signed up to fundraise on GiveGab in the past, enter the login info you used to create your account. (If you can't remember your credentials, see instructions on next page.) If you have never used GiveGab, input your information and create a new account. Hit "Finish" when you are done. This will take you to your Fundraising Dashboard.

Without an invite

Alternatively, you can sign up manually on The Cradle's GiveGab home page, following these steps:

1. **Register**

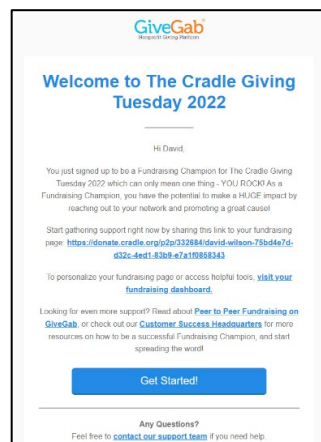
Visit The Cradle's [GiveGab home page](#) and click the "Fundraise" button. Fill out the required fields in the pop-up box that appears. *This information will be used to create your GiveGab account so be sure to use a valid email address and a memorable password.* If you have used GiveGab to fundraise before, you can log in using the email and password you used to create your account. Then click "Submit."



***If you can't remember your password, click the blue "Forgot your Password?" text at the bottom of the pop-up box. This will open a new page. In the box, enter the email address that you used to create your GiveGab account. An email will appear in your inbox with instructions on resetting your password. ***

2. **Get Started**

GiveGab will send an email to the address you provided, which will look similar to the image below. Click the blue "Get Started" button. This will open a new tab on your browser and take you to your Fundraising Dashboard.

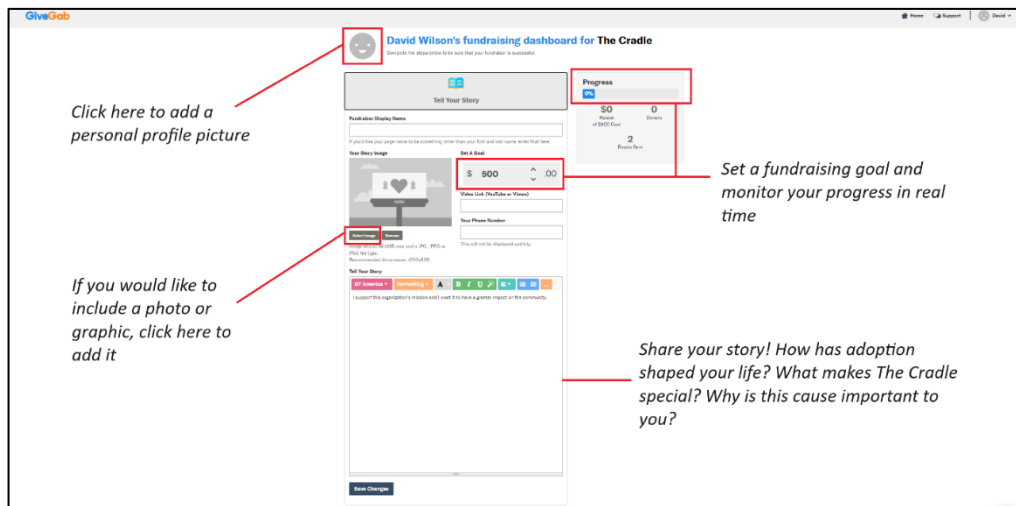


Customizing your Fundraising Dashboard

Your Fundraising Dashboard is where you can customize your public campaign page, share your fundraiser, reach out to your contacts, and thank people for donating.

1. Tell your story

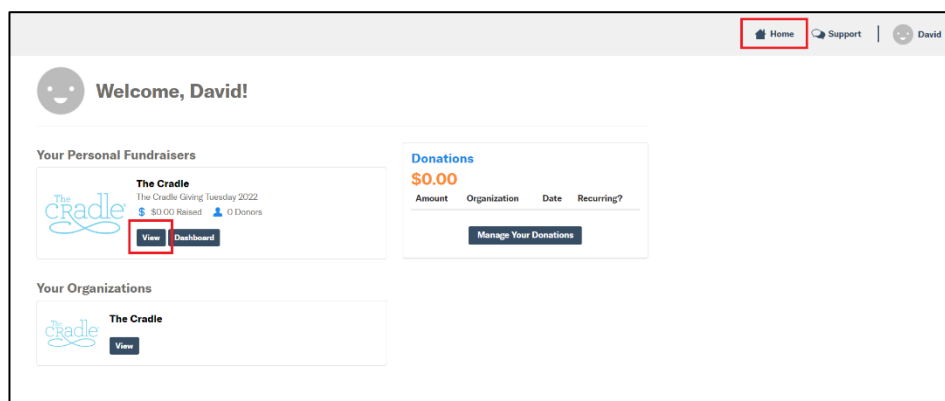
Click on the box titled “Tell Your Story” to open the menu and get started. Here you can name your fundraiser, set a fundraising goal, add a photo/graphic, and share your own story about The Cradle. Get creative — *the more you personalize the page, the more likely visitors are to donate.*



2. Make a seed donation

Making a seed donation to your campaign can help set the bar and inspire others to join you. To do so, go to your Fundraising Dashboard and click the box titled “Make a Donation.” This will navigate you to The Cradle’s electronic donation form, where you can follow the instructions and donate as usual. Once completed, this seed donation will be displayed publicly on your fundraising page.

Note: If you ever want to view your fundraising page from a visitor’s perspective, click “Home” in the top-right corner of the screen, then find the “Your Personal Fundraisers” section and click “View.”



Sharing your fundraiser

Include a link to your fundraising page in emails and social media posts to help people find your campaign. To copy the link to your fundraising page or share the page on social, follow these instructions:

1. Go to your Fundraising Dashboard.
2. Click the "Share Socially" box and copy the link that appears under the "Share Your The Cradle Page!" heading. You can paste or embed these links in emails and social posts.
 - a. You can also find the link on the right-hand side of the screen under the "Share your fundraiser" heading.

Jack Leist's fundraising dashboard for The Cradle
Complete the steps below to be sure that your fundraiser is successful.

Tell Your Story

Make a Donation

Reach Out

Share Socially

Share Your The Cradle Page!
https://giving-days.herokuapp.com/p2p/333258/jack-leist?dog_name=cradle2023

Give Thanks

Progress

0%
\$0 Raised of \$500 Goal
71 Days Left
0 Donors
1 Email Sent

Share your fundraiser!
<https://giving-days.herokuapp.com/p2p/3>

Note: Your donors do not need to create their own GiveGab account to donate.

Optional:

GiveGab also lets you send emails directly from your Fundraising Dashboard as another sharing option — *but feel free to share your fundraising link and get the word out any way you wish.* To use this feature:

1. **Use the interface**

Go to your Fundraising Dashboard. Click the box titled “Reach Out” then hit the blue “Send Email” button.

2. **Craft your messages**

The pop-up pictured below will appear. GiveGab provides a pre-written email template you can use as a starting point. We recommend and encourage you to personalize your emails as much as possible (*see next section*).

Name or Nickname Email

Subject

Here's a template to get you started, though the more you can personalize it, the better!

Hi,

I am thrilled to be supporting The Cradle by helping them fundraise for their campaign: [The Cradle Giving Tuesday 2022](#).

I hope you can consider supporting me in this endeavor by donating \$25, \$50 or even \$100. Every little bit counts.

Thank you

Cancel Send

****Note: Be sure to manually add the recipient's name in the salutation of each email you send****

3. **Send**

Once you have entered the recipient's address, hit “Send.” The email will appear in their inbox, coming from the sender:

[YOUR NAME] <notifications@givegab.com>

Promoting your fundraiser

Sharing your page is easy! To help you craft your outreach messages, feel free to use some of this templated language for social media posts and emails.

Facebook

- #GivingTuesday is coming up on Nov. 28! I'm hosting a personal fundraiser for @TheCradleAdoption and I hope you'll consider donating to help children thrive in safe and loving families. Every contribution makes a huge difference and means so much to me! Find my page here: [LINK]
- #GivingTuesday starts in 48 hours! My goal is to raise \$X for The Cradle and its adoption services, but I need YOUR help to get there. To learn more about The Cradle and what it means to me, please visit my page: [LINK]
- TODAY IS THE DAY! I need your help in supporting @TheCradleAdoption so they can continue building families through adoption and providing lifelong support. I'm fundraising for The Cradle because [IMPACT ON YOU]. Please make a life-changing gift here: [LINK]

X (formerly Twitter)

- I'm excited to be fundraising for @CradleAdoption for #GivingTuesday on Nov. 28. Every contribution means so much to me — please consider making a gift here to help a child thrive in a safe and loving home!
- @CradleAdoption needs YOU! Please join me in supporting their mission to build thriving families through adoption. Visit my page, read my story, and donate here: [LINK]
- Thank you to everyone who has donated to @CradleAdoption and helped me reach X% of my goal! You can help me get to 100% here: [LINK]

Instagram

One of the best ways to tell your adoption story is to use your own personal photos. We also provide [Giving Tuesday graphics](#) for you to post and share. Just be sure to tag @thecradleadoption and insert a link to your fundraising page in your bio.

If you have a public account and use the hashtag #CradleGivingTuesday, your Instagram post will show up at the bottom of our Giving Tuesday site!

Email

Subject: Join me in supporting The Cradle

Hi Name,

I have some exciting news to share with you: this year, I've been invited to host a personal fundraiser for The Cradle! My goal is to raise \$X to help The Cradle as they care for children in need and build loving families through adoption.

[Fundraiser story: Why are you supporting The Cradle? What impact has it had on you and your family?]

Giving Tuesday is Nov. 28 and I hope you'll consider making a gift to my fundraiser [HYPERLINK]. You can also show your support by sharing my fundraising page with your friends and family on social media to get the word out about The Cradle. Let's change lives together!

For the past X years, I've served on the Board of Directors of The Cradle, a nonprofit adoption agency that's placed **over 16,000** infants in adoptive homes since opening in 1923. This year is our Centennial! I'm so proud to serve such a historic organization that has been nurturing children in need and building thriving families for 100 years.

The Cradle has also touched my own life. [Personal connection to The Cradle?]

Giving Tuesday is on **Nov. 28**. I hope you'll join me by making a gift to The Cradle on my personal fundraising page [HYPERLINK]. Our contributions pave the way for lifelong happiness and success. Just think: how many thriving families will our investment help create over The Cradle's *next* 100 years?

TODAY IS THE DAY! Giving Tuesday is here and my goal is to raise \$X for The Cradle to support their adoption services — I'm X% of the way there! **Will you help me cross the finish line?**

To support The Cradle and give every child the warm, happy home they deserve, visit my fundraising page [HYPERLINK]. You can also show your support by sharing my fundraising page with your friends and family on social media to get the word out about The Cradle.

Together, we can transform countless lives and create brighter futures for our community!

Thank you so much for all of your support during Giving Tuesday. Because of you, I was able to raise \$X for The Cradle! Together, we made a difference in the lives of so many children and their families, and I can't thank you enough. Wishing you and yours a wonderful holiday season!

Warmest thanks,

General EOY Outreach

You don't have to create your own fundraising page to support The Cradle. Here are a few more sample emails and social media posts to spread the word about The Cradle and drive people to our standard donation page.

Facebook

- I wanted to take a moment to share something near and dear to my heart. I'm a proud supporter of @TheCradleAdoption, an incredible nonprofit adoption agency that has created loving and lasting families in IL for the past 100 years!

The Cradle believes that every child deserves a nurturing and stable home. I strongly support this mission, and I hope you'll join me in making a gift here [HYPERLINK - *to standard donate page*] Every contribution means SO MUCH to me. Let's change lives together!

X (formerly Twitter)

- Every child deserves a loving home. You can help make it happen: please join me in making a gift to @CradleAdoption to help children and families thrive this holiday season! [LINK]
- Hi everyone! I just wanted to share that I'm supporting @CradleAdoption this year-end. All donations help children find loving homes, and I'll hope you'll join me by making a gift here! [LINK]

Instagram

One of the best ways to tell your adoption story is to use your own personal photos. Just be sure to tag @thecradleadoption and link to our donate page in your bio. You can also repost the blogs, event invites, and announcements that we post regularly on our page.

If you have a public account and use the hashtag #CradleGivingTuesday, your post will show up at the bottom of our Giving Tuesday site!

Email

Subject: Join me in supporting The Cradle

Hi Name,

I just wanted to share an organization that I hold near and dear to my heart. The Cradle is a nonprofit adoption agency that helps children find loving homes. They've been building thriving families for 100 years and have facilitated over 16,000 adoptions!

I strongly believe in their mission to help every child thrive in the safe and supportive home they deserve. If this mission resonates with you too, you can make a gift here [HYPERLINK].

Together, we can change a child's life. By giving them the nurturing home they need, we set them up for lifelong success. Every gift, big or small, can create *massive* ripple effects.

My warmest thanks,

Hi Name,

This year, one of my goals is to actively support organizations whose missions I align with. That's why I'll be making a gift to The Cradle, a nonprofit based right here in IL that provides infant adoption services and lifelong support for children and families.

I'm reaching out to ask you to join me. Every gift is an investment in the lifelong success of children in need. The Cradle has facilitated more than 16,000 adoptions over their 100 years of service — just think of the impact we can have by investing now in the *next* 100 years!

To learn more about The Cradle and their programs, you can visit their website here [HYPERLINK]. If you decide to join me and make a gift, you can do so here [HYPERLINK].

Thank you so much and have a wonderful holiday season!