



Fundraising
Guide



Letting Kids be.... Kids.

In conjunction with Dyslexia Awareness Month, Children's Dyslexia Centers is inviting people to celebrate the more than 7 million children with dyslexia in the United States in our latest online fundraising campaign – A Kid Like Me!

Help the nearly 1 in 5 children in our community with dyslexia receive and maintain access to state-of-the-art reading and writing tutorial services, which have helped thousands of children pursue the dreams they once thought unattainable. Join us on Facebook www.Facebook.com/FakeLink and our GoFundMe Charity Campaign Page www.GoFundMe.com/FakeLink in October, where we will be featuring the stories and triumphs of children your donations help support.



For those interested in joining us in this important work, we ask that you share our donation page with friends and family, or even consider hosting your own A Kid Like Me fundraiser. Whatever your connection to our mission, we need your help! COVID-19 has forced us to rethink how we raise money to support children in desperate need of these services, and recent changes to our Center's funding structure make this task even more critical. But fundraising doesn't have to be a scary word. It's something that you can do as an individual by sharing how our Center has touched you and your family.



a kid like me





The Team

DAVID SHARKIS
DIRECTOR OF OPERATIONS

CARIN ILLIG
CLINICAL DIRECTOR

WALTER WHEELER
DIRECTOR OF CHARITIES

JOCELYN WALLACE
GRANT COORDINATOR



Our Work

The Children's Dyslexia Center is dedicated to serving children and families affected by dyslexia, a common learning difficult affecting one's ability to read, write, and spell. An estimated one in five people have some form of dyslexia, putting them at greater risk for life-long academic, social, and self-esteem based challenges.

While dyslexia is a treatable condition, millions of suffers go without help due to the lack of affordable and accessible services. The Children's Dyslexia Center is working to remedy this by providing afterschool dyslexia remediation services to children in our community. We offer state-of-the-art, multisensory tutorial reading and written language instruction to children with dyslexia as well as train tutors in the art, science, and practice of tutoring children using certified multisensory methods to teaching literacy.





Fundraising Toolkit

Our dedicated educators make a difference in the lives of children with dyslexia every day through their work. By helping to raise funds for our Center, you too play a vital role in helping children overcome the daily struggles of dyslexia. Within this toolkit, you'll find all the resources and materials you'll need to plan, execute, and promote your own A Kid Like Me fundraiser.

Now let's get started!

GETTING STARTED: FUNDRAISING IDEAS

When it comes to fundraising, the sky is the limit. You can choose to raise money however you want, whenever you want. Whether your fundraiser is large or small, you're making a difference and helping to change lives. For a little extra inspiration, we've got more ideas for you below.

COMMUNITY EVENTS

Breakfast or Dinner: Invite your community over for a themed meal and ask for a donation in return. Partner with a church or community center and get the space donated. Go the extra mile and ask businesses in your neighborhood to donate food/beverages. You can also hold a fundraiser at a local restaurant and donate a percent of proceeds (if the restaurant permits).

Trivia/Bingo Tournament: Find a location to host a tournament. Ask local businesses to donate food/prizes and charge an entry fee to play.

Silent Auction: Reach out to local businesses for prize donations. Plan a fun evening where people bid for prizes and raise money.





FRIENDS, FAMILY & COLLEAGUES

Host a Happy Hour: Host a happy hour at a local bar and donate a percent of proceeds to the cause.

Product Party: Everyone has a friend who's involved in direct sales with a company like Mary Kay, Pampered Chef, Stella & Dot, etc. Host an event in your home and ask the sales rep to donate a percentage of sales to your fundraising campaign.

Special Occasion Fundraiser: Designate your next birthday or anniversary to the Children's Dyslexia Center. In lieu of gifts, ask your friends and family to make a donation in your honor to your fundraising page. *(Read on for details on setting up a fundraising page.)*

VIRTUAL EVENTS

Virtual A-Thon: Set a date and time and encourage participants to bike, walk, dance, or whatever activity you'd like for a certain number of hours or miles. Have them keep track of their miles and times via your fundraising page.

Online Auction: Set up a page where all of the items available can be reviewed, and ideally bid on. You may want to use an online auction platform for this.

Virtual Movie Night: Set up a virtual movie night with NetflixParty.com. Encourage people to grab their favorite snack and join you Netflix party using a link.



Setting up Your Personal Campaign Page

When fundraising for A Kid Like Me, you can either direct people to our GoFundMe Charity Page or create your own by joining our campaign at www.NewLinkHere.com.

- STEP 1** Create an account at www.Charity.GoFundMe.com
- STEP 2** Sign into your account and follow the link to your Center's Campaign Page. Select the Join button. Once you have joined, you can customize your personal page by navigating to the My Campaigns tab from within your account. You can find this by clicking your icon to open the Account Settings drop-down menu in the right hand corner.
- STEP 3** Customize your Campaign by clicking "Edit". You'll be able to add photos, video, a personal story, and set your own fundraising goal.

The screenshot shows the GoFundMe campaign editor interface. On the left is a sidebar with a 'Campaign' dropdown and a 'Content' section. Under 'Content', there are 'Photos' and 'Video' options. The 'Photos' section has a camera icon and a photo of a smiling child. The 'Video' section has a text input field containing a YouTube URL: <https://www.youtube.com/watch?v=8-0YNcUY3M>. At the bottom of the sidebar are icons for desktop, mobile, and tablet views, along with 'Reset' and 'Save' buttons. The main area shows the campaign page preview. At the top, there's an orange header with the 'Children's Dyslexia Centers' logo and social media share buttons (Share, Tweet, Donate) and a user icon 'JW'. Below the header is a video player showing a child reading, with a 'Copy link' button. To the right of the video is a fundraising goal section showing '\$0' and buttons for 'Register', 'Donate', 'Join', and 'Share'. Below the video are two smaller photo thumbnails and the campaign title 'A Kid Like Me Campaign' with 'Share' and 'Tweet' buttons. At the bottom, there are sections for 'Story' and 'The Team'. The 'Story' section contains text: 'Throughout the month of October, Children's Dyslexia Centers will be featuring the life-changing stories and experiences of those who learn to read and succeed.' The 'The Team' section is currently empty. On the right side of the main area, there's a 'Created July 19, 2020' date, a fundraiser profile for 'Jocelyn Wallace Fundraiser', and the charity name 'Children's Dyslexia Centers, Inc. Benefiting Charity'. At the bottom right, there's a 'Recent Donations' section with the text: 'No donations yet. Help launch this campaign and become the first donor.'



SETTING 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.

TELLING YOUR STORY

Your story is the first thing people will see when visiting your fundraising page, and maybe their first and only introduction to the Center's work, so don't be afraid to share some of the personal reasons you find the Center's work meaningful. Questions to consider when crafting your campaign story:

-  How has the Center's mission impacted my life?
-  What have I decided to fundraise for the Center?
-  What do I want my family and friends to know about the Center and my campaign?

STEP 4 Once you're ready, you'll be able to update supporters on your progress, add offline donations, and share your page via Facebook, Twitter, and Email



Making the Ask

The most important aspect of fundraising is to know who to ask. When requesting donations, remember to consider all the different groups of people you know. People want to support your efforts, especially when it's for a cause that's meaningful to you – you just need to ask. (And the worst that can happen is they say no!)

THINK ABOUT WHO YOU KNOW.

FAMILY

Consider more than just your immediate family and include people you might see over the holidays or relatives who live in a different state.

FRIENDS

These include your close friends as well as your acquaintances. Ask your neighbors. Consider your friends from different stages of your life: elementary school, college, and beyond! Also think about groups that you belong to: PTA, athletic clubs, book club, etc.

COMMUNITY GROUPS

Think about all the clubs in which you participate: religious, political, civic, volunteer activities, alumni – both in-person and virtual groups.

BUSINESSES YOU FREQUENT

Consider asking your doctor, your friends at the gym, your hair dresser, dry cleaner, local deli, even the person you buy coffee from every morning – anyone who may want to give if you just ask!



How to Ask

The most important aspect of fundraising is to know who to ask. When requesting donations, remember to consider all the different groups of people you know. People want to support your efforts, especially when it's for a cause that's meaningful to you – you just need to ask. (And the worst that can happen is they say no!)

IN PERSON OR BY PHONE

Asking for a larger gift should be done in person whenever safe and possible. You always have a better chance of getting a donation when you ask this way. This is a good opportunity to share your own story, not just statistics. Connect with potential donors through your personal relationships with them.

SNAIL MAIL APPEAL LETTER

Some of our most successful fundraisers do it the old-fashioned way – they write an appeal letter, print it, sign it, mail it to their friends and family, and include a self-addressed, stamped return envelope so people can easily respond. Checks and cash donations can be sent to your Children's Dyslexia Center.

SOCIAL MEDIA (FACEBOOK, INSTAGRAM, TWITTER, LINKEDIN)

With your Campaign Page setup, asking for donations through social media and email is easier than ever. Tell everyone why this cause matters to you.

EMPLOYER MATCHING GIFTS

Matching Gifts can double your funds raised! Many companies have programs that will match employee donations. Contact your Human Resource Department to find out if your company has a Matching Gift Program and how it works.



Fundraising Checklist

PLAN YOUR CAMPAIGN

- Decide whether you'll be hosting a specific event or simply raising money virtually.
- Check out www.ChildrensDyslexiaCenters.org/AKidLikeMe for other ideas.

CAMPAIGN PAGE

- Join or create your own GoFundMe Charity page at www.Charity.GoFundMe.com.
- Add photos and a personal message to your page.
- Invite others to join your campaign.

SPREAD THE WORD

- Make a list of everyone you know.
- Approach your local donors in person (COVID-19 Guidelines Permitting) and mention your campaign in the conversations you have throughout the day.

SOCIAL MEDIA

- Link to your campaign page on Facebook
- Regularly update your social media feeds, Facebook, Twitter, and Instagram, to announce and update your fundraising progress to your friends.

GET CREATIVE

- Schedule a fundraising event.
- Check out www.ChildrensDyslexiaCenters.org/events for other ideas.
- Read the Our Stories blog (LINK) for inspiring stories.

FOLLOW THROUGH

- Follow up with your potential donors
- Send one final email the night before the event to pick up any last minute donations.
- Send thank you notes immediately after the donation and then again after the event. Tag your donors in your social media posts.
- Ask all donors if their company offers matching gifts.





IF YOU NEED HELP OR HAVE ANY QUESTIONS

We are here to help! Email Jocelyn Wallace at JWallace@cdcinc.org if you have any questions or need help getting started. The most important thing to remember is that fundraising for the Center should be fun. You are making a difference in the lives of children, and there is no better way to spend your time!