

## Fundraising Tips and Tools

### SHIP's SleepOver for Homeless Youth

Raising money for Frederick County's homeless youth is easy, and makes a huge difference in their lives. Funds raised support SHIP of Frederick County's programs that serve hundreds of at-risk and homeless youth in our community. We've provided simple *Fundraising Tips and Tools* for you to use in your efforts. Plus, you can earn awesome incentives for reaching your fundraising goals as well. And the top individual and team fundraisers will earn top awards for their efforts.

#### Here's how to fundraise:

After you register, you will be able to create an individual online (and shareable) fundraising page of your own (and invite others to join), or join an existing team. Each registered camper is expected to fundraise a minimum of \$ 150 that is quite easy to do. By asking 15 friends or family members to contribute \$ 10 each, you've made your goal.

#### Recruit your team:

Teams can be formed for up to six members. If you have more than six friends who wish to register and camp, encourage them to create a second team. All teams must have a supervising adult (one adult age 25 or older for every 5 youth age 17 or younger) with them all night. That supervising adult must be a registered camper, and is expected to fundraise as well.

#### Fundraising Tips

- **Start talking** - use multiple ways (in person, email, social media) to share your message and how to donate. Tell people where the money raised with go (SHIP of Frederick County) and how it will help Frederick County's homeless youth (food, new clothing, funding for after-school activities, emergency housing, and counseling support).
- **Get creative** - think of fun ways to collect money! Start a competition with your team members, hold a bake sale, run a donation drive, offer to rake your neighbor's yard for a donation, or find a sponsor. The stars are the limit!
- **Make it personal!** Talk to your friends and family why **SHIP's SleepOut for Homeless Youth** is important to you.

## How To Ask

Asking people for money can be scary at times, but keep in mind the number one reason people don't give is because they weren't asked. Don't be afraid to just ask, share your fundraising goal, and tell them how the donation will help. Ask in person, send an email with an request and a link to your online fundraising page, make that phone call, or post the request and link in social media - and don't forget to follow-up.

### *Here's a sample 'request' -*

Hello! My name is \_\_\_\_\_, and I'm participating in SHIP's SleepOut for Homeless Youth this coming October 13th at Tuscarora High School Stadium. I have a goal of raising \$ \_\_\_\_\_ for SHIP of Frederick County to support the hundreds of Frederick County youth who experience homelessness each year. Last year, there were over 800 children who were homeless here in Frederick County. I care about this cause because \_\_\_\_\_.

Would you donate to help me reach my goal and help the homeless youth here in Frederick County? Your donation is tax-deductible.

### *If They Say Yes.....*

That's great! Be sure to thank your donor, and tell them how they can give, and how their donation will make a difference in these children's lives.

### *and, If They Say No.....*

**It's okay, don't take it personally.** There could be many reasons why someone says no, but it's not you! Instead, thank them for taking the time you hear your request, and encourage them to visit [www.ShipFrederick.com](http://www.ShipFrederick.com) to learn more about the issue and ways they can get involved.

## **15 for \$ 10 CHALLENGE**

This inaugural year, our goal is to raise \$ 50,000 through SHIP's SleepOver for Homeless Youth (that's a lot of money and impact!).

How we will reach that goal? We challenge all campers to raise at least \$ 150 each (or more). With the **15 for \$ 10 Challenge**, reaching your goal can be simple, and yet very powerful. Just ask 15 people you know (friends, family members, class mates, work associates, neighbors, etc.) to contribute \$ 10 each, and you've made your goal already. **By meeting this goal, you will earn a**

commemorative 2018 SHIP's SleepOver for Homeless Youth long-sleeve t-shirt.

Proceeds go directly to providing urgent services and support to the hundreds of Frederick County youth experiencing homelessness each year.

## FUNDRAISING TOOLS

We know fundraising isn't the most glamorous of tasks, so we've provided additional fundraising tools you can access to make it easier.

**Website** - the event website can be of use in helping potential donors to understand the event and its purpose. You can also share SHIP's website ([www.ShipFrederick.com](http://www.ShipFrederick.com)) to inform them of the charity's objectives and purpose, and how SHIP works to provide services and support to Frederick County's homeless youth.

**Social Media** - Find SHIP of Frederick County and information on SHIP's SleepOver for Homeless youth by searching for 'SHIP of Frederick County'.

**Donation Tracker** - at the end of this document, you'll find a Donation Tracker that you can print to help you keep track of any offline donations you receive (cash or checks). You can make multiple copies of the Donation Tracker if needed. Print the Tracker, attach it to an envelope or large ZipLoc bag, and throw a pen in there. Collect the information from donors as you receive money and checks - it's important to stay organized. Then bring all collections and the Donation Tracker sheet for when you check-in to the SleepOver on October 13th so that you receive credit for both online and offline donations.

## How To Submit Money

- Be sure to count your money ahead of time so that you know how much you are submitting.
- Bring your cash/checks to event check-in (keeping track of your donations using the Donation Tracker at the end of this document).
- Checks should be made out to "SHIP of Frederick County". In the memo line, the donor should write "SleepOver 2018".

