

HOW YOU CAN MAKE A GREATER IMPACT



MISSION IN MOTION FUNDRAISING TOOLKIT

Thank You for taking a big bold step in helping fundraise to support the mission of Youth Unlimited in supporting youth in Edmonton!

Our mission is simple: YUE invests in the lives of youth by providing holistic care, adult mentorship, safe spaces, and opportunities to give back. These 4 pillars of support provide the framework needed for doing something we are really great at. Building Relationships.

Recent findings from StatsCan's report, "You Are Not Alone," released on January 26, 2022, shed light on the alarming issue of youth loneliness in Canada, particularly among individuals aged 15 to 24 years, **"nearly one in four young people in this age group (23%) consistently experience feelings of loneliness, reporting that they always or often feel isolated."**

Youth loneliness significantly affects a young persons' mental health and overall life satisfaction. The report underlines that frequent feelings of loneliness are closely associated with poorer mental health outcomes and lower levels of life satisfaction among these young Canadians. Conversely, a strong sense of belonging and support from social connections can greatly enhance their overall happiness and well-being.

Developmental **relationships are the roots of thriving and resilience** for young people, regardless of their background or circumstances. According to the Search Institute's Developmental Relationships Framework in 2020, through these relationships, young people discover who they are, cultivate abilities to shape their own lives and learn how to engage with and contribute to the world around them. Ensuring every young person experiences the developmental relationships they need is a vital challenge for the 21st century.

With your participation in Mission in Motion, we can continue to reach more youth, build stronger relationships, and create more resilient communities. By doing so, we aim to reduce the prevalence of youth loneliness and its associated negative consequences on mental health and life satisfaction.

Why you? The challenges our youth face today are growing and the only way to help them overcome their struggles is through a community of people who care. Richard Weissbourd, a Harvard psychologist and co-author of the 2021 study "Loneliness in America" put it this way. "We need to return to an idea that was central to our founding and is at the heart of many great religious traditions: **We have commitments to ourselves, but we also have vital commitments to each other, including to those who are vulnerable.**"

Thank you in advance for joining our community - a community that is driven to provide youth with the relational foundation they need to provide support, encouragement and hope to overcome the devastating effects of the mental health challenges they currently face.

Sincerely and with much gratitude,

Gary and the Youth Unlimited Team

Step 1: Activate Your Campaign

Activate your campaign by clicking on the hyperlink in the email sent to you after you created a team or individual campaign through our external software, "Zeffy." This is where you can edit your form's description, set your target, and customize your thank you email.

You can edit the description of your form, the target, and the thank you email by activating an account with the following link:

[Activate your account](#)

Step 2: Customize the Title of Your Form

Make sure to personalize the title of your fundraising form to reflect your unique mission and goals for the event. Don't be shy! Use some creativity.

Step 3: Edit Your Fundraising Goal Under Campaign Target & In The "Description"

[Insert Your Fundraising Goal] to help provide meals, programs, mentorship, and safe spaces for vulnerable youth who need your help now to thrive in the future.

Don't forget to include your goal in the field below the title of your campaign target.

Step 4: Edit the First Paragraph of Your Fundraising Page Under General Information

Here's the script we use:

On September 21, 2024, I will be **[insert your means of motion]** to support vulnerable youth in Edmonton. I'm taking on a challenge to cover **[insert distance]** kms as part of this exciting charity event, to support vulnerable youth in our community. I'd be thrilled to have you join me on this incredible adventure!

Step 5: Add Photos to Your Fundraising Page

Add photos to your fundraising page either between paragraphs or at the bottom. Consider using pictures of yourself outdoors, as photos say a lot and can attract more engagement for your fundraising efforts.



Step 6: Donate To Your Own Campaign

Before asking others to donate, make sure you contribute yourself. As a leader, you can lead by example! The positive effects of this step are clear: those who donate to their own campaign raise about **ten times more** than fundraisers who don't.

Step 7: Share Your Fundraising Campaign

It's time to spread the word to everyone you know! Send personalized messages to friends and loved ones, sharing your story and the importance of their support. Don't hesitate to reach out beyond your inner circle—this is for a great cause. Share your campaign link and use a positive, confident tone. Post on all your social media platforms, tailoring each post to the platform's style. For example, use longer posts on Facebook and concise messages on Twitter. Enhance Instagram posts with text using free tools like Canva. Utilize social media widgets on your campaign form to share quickly and effectively!

- see *Communication Templates* below

Step 8: Share Again!

Keep the momentum going by regularly sharing your campaign on your platforms and sending it to friends individually. Send friendly reminders to those who promised to donate but haven't yet.

Don't worry about posting too much reminders are helpful. Your friends will appreciate the updates and may even get inspired to support or start their own campaigns!

Step 9: Celebrate Your Campaign's Progress

Celebrate milestones along the way and thank your supporters! Post updates when you reach halfway or finish, and share the impact of their support. For example, "We raised \$100, which will provide 40 hot meals to youth in need. Thank you for making this possible!"

Also, personally thank each donor with a message, email, or call. It's a great way to build goodwill for future campaigns.

Step 10: Share Stories to Get Your Message Out

Nonprofit storytelling is key to successful fundraising. It inspires action, helps donors see why your cause matters, and creates emotional connections.

When promoting your peer-to-peer campaign, a strong marketing and fundraising strategy is essential. In fact, 56% of social media users who donate say a compelling story is what motivated them to give.

As you develop your campaign content, focus on two things: tell your own story, and encourage your peer-to-peer fundraisers to share theirs.

Some Inspiration or something like a story to share

If you don't have a personal story to share about your struggle as a youth, you can also use impact quotes that we collect from our youth to share the story of transformation. The quotes are collected at our youth centres throughout the year, and have inspired us greatly through the years, so we know they will inspire you and your potential supporters

"The way the Commons youth centre has impacted me is that I should take accountability, mainly from helping with cleaning up, and that I made many friends at the Commons."

"I really like this place because I feel like I can really just be myself here and feel comfortable in who I am"

"This place feels like home, It's safe, fun and I feel heard"

"if you got something on your mind you can talk to the people at the Core; they really care about how you are doing"

"The Cellar is a place where you can be yourself and not be judged"

"You are the first adult I've told this to"

"I don't think I have felt this loved in a long time, I love you guys"

"Its given me a safe haven from my crippling mental issues"

"It's a home away from home. I feel welcomed. Accepted"

"Well I really just want to help out the people that go to the Core. One day I want to work there. I'd just like to grow as a volunteer and as a person"

Communication Templates

These are sample scripts that you can simply copy and paste, or tweak to make it sound more personal - like you talk. Feel free to use whatever means of communication you feel comfortable with.

We want to make the task of fundraising as simple as possible for you. If you are feeling stuck at any stage, please call Pamela at 780-437-3000. She would love to help you.

ANNOUNCEMENT #1: CAMPAIGN

Send: Right after you've completed setting up your fundraising page.

The purpose of this announcement is to let your online network (social media friends, family, peers, colleagues, neighbors) know that you've signed on to raise funds for a cause near and dear to your heart, supporting vulnerable youth, and that you need their help. Basically, you've got to get the word out to everyone you know to help you reach your fundraising goals. The goal is to share, share, share!

EMAIL

Subject Line:

Let's raise some resources together for a good cause

Body:

Hey, [Name]!

I hope this finds you well. I've got great news! I've signed on to become a participant of Mission in Motion and could really use your help. I'm committed to [method of motion] for [distance of motion] kms to help Youth Unlimited raise \$35,000 which will support programming for vulnerable youth in Edmonton. Every donation, large or small, makes a difference and moves Youth Unlimited closer to their fundraising goal.

Are you down to make a lasting impact? Please visit my fundraising page at [Your Fundraising Page Link] and make a donation today!

If you want to make an even larger impact, you can sign on as a supporter, too, and create a fundraising site of your own, set your personal fundraising goal, and start spreading the news! Here's the link to register: <https://www.zeffy.com/peer-to-peer/07bcf9ee-8fd4-404f-8287-11df7f410f89>

Can't donate or become a supporter? No worries. Please consider forwarding this email to your friends and family to get the word out.

Thanks so much for your support!

TWITTER:

Hey friends, I've signed on to help @yuedmonton raise funds to help them raise \$35,000 for their Mission in Motion by [method of motion] for [distance of motion] kms on Sept 21. Help make a lasting impact by donating today: [shortlink] #inserthashtaghere

FACEBOOK:

Hey friends, I've signed on to help @orgname raise funds to help them raise \$35,000 for their Mission in Motion by [method of motion] for [distance of motion] kms on Sept 21. Are you down to help make a lasting impact? Please share with your friends and family and donate today: [shortlink] #inserthashtaghere

TEXT:

[Name], I've signed on to help Youth Unlimited Edmonton raise \$35,000 for their Mission in Motion. I will be [method of motion] for [distance of motion] kms on Sept 21. Please help by supporting me today: [your fundraising page link at Zeffy]

ANNOUNCEMENT #2: MIDWAY GOAL

Send: When you're halfway to meeting your fundraising goal.

The purpose of the midway announcement is to share that you're halfway to meeting your fundraising goals and still need help to get to the finish line. The tone should be excited in nature and get your network to feel motivated to help you reach your goals.

EMAIL:

Subject Line:

Ohhh, we're halfway there—\${XX} more to go!

Body:

[Name],

I've got great news—I'm halfway to reaching my personal fundraising goal of [Goal Amount] raised for Youth Unlimited! Pretty awesome, right? All the money raised will help support vulnerable youth in Edmonton. Will you help me move the needle forward with a donation? Visit [Your Fundraising Page Link] today.

If Youth Unlimited's mission to support youth who are facing significant challenges today is near and dear to your heart like it is mine, consider becoming a supporter and starting your own fundraising page to help them reach their goal more quickly! Plus, it's a great way to leverage your awesome social media networks for a good cause (but keep those cat memes coming, please!).

Thank you!

TWITTER:

Ohhh, we're halfway there—only \$XX more to go to meet my fundraising goal to help @yuedmonton [Project/Goal]. Please help me move the needle forward by donating today: [Your Fundraising Page Link] #YUEdmonton

FACEBOOK:

Ohhh, we're halfway there—only \${XX} more to go to meet my fundraising goal to help @orgname [Project/Goal]. Help me get all the way there and share/donate today: [Your Fundraising Page Link] #YUEdmonton

TEXT:

[Name], guess what? I'm halfway to meeting my fundraising goals for Youth Unlimited's Mission in Motion! Please help by donating today: [Your Fundraising Page Link]

ANNOUNCEMENT #3: LAST PUSH

Send: One (1) day before the fundraiser ends.

The purpose is to inform your network that time is running out and they can help you reach your goals by donating and/or sharing your fundraiser with their network. These messages create a sense of urgency with a time-sensitive deadline so your network knows they only have a little time left to help you reach your goals.

EMAIL:

Subject Line:

I'm close to my goal—will you help me reach it?

Body:

Hi [Name]! Believe it or not, I've raised [Amount Raised] for Youth Unlimited to help provide vital support to youth struggling with mental health and social challenges and I'm only [\$\$\$] away from reaching my fundraising goal. If you haven't donated yet, please donate now!

continued on next page

Email Body (Continued):

If you've already donated, consider one more gift: share this link [Your Fundraising Page Link] with your family, friends, and social networks. Imagine how much more can be accomplished if everyone joins in.

Let's do it!

TWITTER:

I've already raised \$[XX] to help @yuedmonton reach its fundraising goals! There's only one day left and I need your help. Donate now! [Your Fundraising Page Link] #YUEdmonton

FACEBOOK:

I've already raised \$XX to help @orgname reach its fundraising goals! There's only one day left and I need your help. Share/donate now! [Your Fundraising Page Link] #YUEdmonton

TEXT:

[Name], I've already raised \$XX to help vulnerable youth at Youth Unlimited and my goal is almost reached. There's one day left and I need your help. Donate now! [Your Fundraising Page Link]

ANNOUNCEMENT #4: GOAL REACHED OR CAMPAIGN END

Send: When the campaign ends or you've hit your goal.

The purpose of this is to let your network know that the campaign has ended and/or you've reached your fundraising goals. The tone should be congratulatory and should thank your network for their contributions of donations/shares. This is also a great way to share the impact of their support.

EMAIL:

Subject Line:
We did it!

Body:
[Name], with your help and support, I raised [\$XX] for vulnerable youth! I can't thank you enough. Youth Unlimited will now be able to reach more youth with a message of hope—that's a huge deal. I hope you feel good about your contribution because I sure appreciate it.

I hope we can continue to help organizations like Youth Unlimited reach their fundraising goals. World change happens one person at a time, and I'm happy we were able to make a difference together.

Until next time!

TWITTER:

We did it! Thank you all who helped me reach my fundraising goal of \$XX for @yuedmonton. I'm thrilled we were able to make a difference together. Look what we did: [Your Fundraising Page Link] #YUEdmonton

FACEBOOK:

We did it! Thank you all who helped me reach my fundraising goal of \$XX for @yuedmonton. World change happens one person at a time, so I'm thrilled we were able to make a difference together. Look what we did: [Your Fundraising Page Link] #YUEdmonton

TEXT:

[Name], thank you! I've reached my fundraising goal of \$XX for Youth Unlimited. I'm thrilled we could make a difference in young lives together. Look what we did: [shortlink]

Step 11: Don't forget to say thanks

Send: One (1) week after the campaign has ended.

The purpose is to thank everyone who helped support you in reaching your fundraising goals with a personal message that focuses on the impact they will be making in young lives as a result of their generosity. A personal hand written note is the preferred method, but email or phone call can be used if needed.

LETTER or Email (if needed)

Dear [Supporter Name],

We did it! Thanks to your support, I met my fundraising goal of \$XX for Youth Unlimited. They're now one step closer to achieving their mission of providing holistic care, adult mentorship, safe spaces, and opportunities to give back to through the 4 Youth Centres they operate.

How amazing is that?

It felt so good to have my friends and family join me in raising money for such a great cause. Reaching this goal is a testament to the power of social fundraising and what we can achieve if we all work together toward a common goal. I hope you feel great about your contribution because I couldn't have done it without you.

Hope we can make some more fundraising magic in the future.

Until then, cheers!

TIPS FOR TEAM CAPTAINS

If you are interested in leading a team of movers to increase your impact with vulnerable youth, please make sure you read our Team Captain Toolkit to build a wildly successful team. Your experience will be so much better with others joining you!

How to ask for a donation

- **Be genuine and authentic.** Your donors want to give to an organization they can believe in. Communicate your sincerity during the donation appeal.
- **Be clear and concise.** When making the ask, be clear and concise in your communication. Clearly articulate why their support is vital, how their donation will be used, and the impact it will make. Avoid overwhelming potential donors with unnecessary details. (ie - provides youth a sense of belonging, safety)
- **Be prepared for something other than a "Yes!"** Not everyone is immediately going to want to donate to your cause. Be prepared for "No," "Maybe," and everything in between. But be persistent. People are busy so don't be afraid to re-approach someone if you haven't heard a NO.
- **Explain what the funds will go toward.** People don't just throw money at nothing. Tell them why their donations are needed and what they'll help accomplish.
 - helping vulnerable youth find hope through supportive adult relationships
 - OR
 - Helping youth to overcome the mental health effects of loneliness
- **Create a sense of urgency.** People often give more if they feel the need is more urgent. Establish an end date for your campaign to increase the sense of urgency for donations - Sept 21, the day of Mission in Motion

🌟 Happy Fundraising, Team! 🌟

We're so grateful for your passion and support! Let's keep the excitement going and work together to reach our fundraising goals. Your contributions are changing young lives, and we couldn't do it without you! 🙌

If you have any questions or concerns, please feel free to reach out to me!

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