

HOW YOU CAN MAKE A GREATER IMPACT



MISSION IN MOTION FUNDRAISING TOOLKIT



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QUICK START – 5 STEPS TO FUNDRAISE

Let's get you started in 5 simple steps:

1. Register or Join a Team

- Go to our Zeffy page and sign up as a participant

2. Set Your Fundraising Goal

- Aim high! \$250, \$500, or even \$1,000 — every dollar changes lives.

3. Customize Your Page

- Share your “why” — your personal connection to the cause matters.

4. Ask Your Inner Circle First

- Reach out to your 5 closest family and friends. They'll likely be your first donors.

5. Share Your Page Online

- Post to social media, text it to friends, or send a quick email.

 **Tip: People give to people, not just causes. Be real, be YOU.**

Our Mission

Our mission: 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 person's 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

Customise Your Page!

1. Activate Your Campaign

- Click “activate your account” in the email sent to you through our external software, "Zeffy," sign in, and click “edit” next to your personal campaign.

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](#)

2. Customise Your Title

- 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.

3. Set Fundraising Goal

- [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.

4. Share Your Why

- Personalise the first paragraph of the description to include your personal challenge.
- **Example Script:** 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!
- Add photos of yourself, even outdoors or active, as pictures help engagement and create excitement!

Fundraise Time!

1. Lead the way by giving first

- Before inviting others to donate, consider making a contribution to your own campaign. It shows your commitment and sets the tone for others to follow. In fact, fundraisers who donate to their own page often raise up to 10 times more than those who don't!

2. Spread the Word with Confidence

- Share your story and campaign link with friends, family, and beyond — this is a cause worth talking about. Send personal messages and post across all your social platforms using a tone that's positive and heartfelt.
- 💡 Tip: Write longer posts on Facebook, keep it short on X (Twitter), and use visuals on Instagram (Canva is great for that!).
- Use the built-in social share buttons on your fundraising page to make it even easier.

See the Communication Templates below to get started.

3. Keep the momentum going!

- Don't stop at one post—sharing regularly helps keep your campaign top of mind. Send friendly reminders to anyone who's shown interest but hasn't donated yet, and keep your followers updated on your progress.
- Remember, you're not being pushy—you're giving people a chance to make a difference. Most people appreciate the reminder, and your consistency might even inspire them to give or start their own campaign!

4. Celebrate & Share Your Story

- As your campaign grows, celebrate your milestones and let your supporters know the impact they're making. Post updates when you hit halfway, reach your goal, or even make your first donation!

For example: "We've raised \$100 — that's 40 hot meals for youth in need. Thank you for being part of this!"

- Don't forget to **personally thank each donor** with a message, email, or call. Gratitude goes a long way—and builds lasting support for the future.
- At the same time, remember that **stories inspire action**. Whether it's your personal reason for fundraising or the story of a youth impacted by your cause, sharing from the heart creates emotional connection—and that's what moves people to give. In fact, **56% of social media users who donate say it was a compelling story that inspired them.**

So tell your story, invite your team to tell theirs, and keep showing how every dollar raised is making a difference.

Inspiring Quotes From Youth 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 centre's throughout the year, and have inspired us greatly through the years, so we know they will inspire you and your potential supporters!

"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"

"It's 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"

The Vault is a safe place and a Family. You helped me through tough times, I just want to say thank you.

"Drop-in gives me a place to go when my mom isn't home, as my house gets really lonely and there isn't much to eat there.

"The Cellar is a place where hopes and dreams come together in unison"

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

"Youth Unlimited is somewhere that I actually feel safe and wanted. Even when home is not always a safe place, I know I can come here."

This is why we do what we do!

COMMUNICATION TOOLKIT

Use these sample messages to launch your fundraising campaign and start spreading the word! Use as is or tailor it to sound like you!

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



Suggested Posting Timeline:

- Week 1: Launch your fundraiser
- Week 2: Update with progress + thank a donor
- Week 3: Final push before event day!

ANNOUNCEMENT #1: CAMPAIGN

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

Purpose To let your 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! The goal is to share, share, share!

EMAIL

Subject Line: I'm fundraising to support youth in Edmonton!

Body:

Hi [Name],

I'm fundraising for Mission in Motion — a community event supporting vulnerable youth in Edmonton.

On September 20th, I'll be [walking/biking], and I've set a goal to raise \$____ to help provide meals, mentorship, and safe places for youth to belong.

Would you consider donating? Here's my page: [Insert your Zeffy link]

Thanks so much for your support!

TWITTER:

Hey friends, I've signed on to help @yuedmonton raise funds to help them raise \$25,000 for their Mission in Motion by [method of motion] for [distance of motion] kms on Sept 20. Help make a lasting impact by donating today: [shortlink] #inserthashtaghere

FACEBOOK:

I'm participating in Mission in Motion to support vulnerable youth in Edmonton! I'll be [walking/cycling] on Sept 20th. Help me reach my fundraising goal and bring hope to kids who need it most 🧡

Donate here: [Insert your Zeffy link]

#MissionInMotion #MoveWithPurpose #YUEdmonton

TEXT:

Hey! I'm doing a fundraiser called Mission in Motion to support at-youth in Edmonton. I'm hoping to raise \$____ — would you consider donating to help? Here's my link: [Insert link]

ANNOUNCEMENT #2: MIDWAY GOAL

When to send: When you've hit 50% of your fundraising goal

Purpose: Celebrate progress, show impact, and encourage continued support

EMAIL:

Subject Line:

Ohhh, we're halfway there — just \$[XX] more to go!

Body:

Hi [Name],

Good news — I'm halfway to my fundraising goal of \$[Goal Amount] for Youth Unlimited's Mission in Motion!

Your support helps provide mentorship, meals, and safe spaces for youth in Edmonton.

Will you help me go the distance with a donation today?

👉 [Insert Fundraising Page Link]

If you believe in Youth Unlimited's mission like I do, consider starting your own fundraising page to make an even bigger impact — and don't worry, you can still post your cat memes too. 😊

Thank you so much!

TWITTER:

Ohhh, we're halfway there — just \$[XX] to go to meet my goal for @yuedmonton! Help me keep it moving: [Insert Link] #YUEdmonton #MissionInMotion

FACEBOOK:

Ohhh, we're halfway there — only \$[XX] more to go to reach my goal for @yuedmonton! Help me get across the finish line. Share or donate today: [Insert Link] #YUEdmonton #MissionInMotion

TEXT:

Hey [Name], I'm halfway to my fundraising goal for Youth Unlimited! Will you help me get there? Every bit counts: [Insert Link]

ANNOUNCEMENT #3: LAST PUSH!

When to send: One day before the campaign/event ends

Purpose: Create urgency and invite last-minute support or sharing

EMAIL:

Subject Line:

I'm so close — can you help me reach my goal?

Body:

Hi [Name],

I've raised \$[Amount Raised] for Youth Unlimited, and I'm just \$[XX] away from hitting my goal! Your support helps youth facing mental health and life challenges find mentorship and hope.

If you haven't donated yet — now's the time!

👉 [Insert Link]

Already donated? Amazing — thank you! One more big help: share this link with your network and help spread the impact even further.

Let's finish strong!

TWITTER:

Only 1 day left! I'm just \$[XX] away from reaching my goal to support youth through @yuedmonton. Help me finish strong: [Insert Link] #YUEdmonton

FACEBOOK:

Just one day left and I'm almost there! I've raised \$[XX] to support @yuedmonton, and need your help to hit my goal. Share or donate here: [Insert Link] #YUEdmonton #MissionInMotion

TEXT:

[Name], I've almost reached my goal to support youth through Youth Unlimited. There's one day left! Can you help? [Insert Link]

ANNOUNCEMENT #4: GOAL REACHED OR CAMPAIGN END

When to send: After your fundraiser ends or you've met your goal

Purpose: Celebrate, thank supporters, and show impact

EMAIL:

Subject Line:

We did it! Thank you!

Body:

Hi [Name],

With your help, I reached my goal of \$[XX] for vulnerable youth in Edmonton through Youth Unlimited! 🎉

Thanks to your support, more youth will find connection, care, and hope. I'm so grateful we could do this together. Let's keep making a difference—one step, one story, one person at a time.

With heartfelt thanks,

[Your Name]

TWITTER:

We did it! I reached my fundraising goal of \$[XX] for @yuedmonton! Thanks to all who donated and shared. Here's the impact we made: [Insert Link] #YUEdmonton

FACEBOOK:

We did it! With your support, I raised \$[XX] for @yuedmonton to support youth in crisis. Thank you for being part of something meaningful. Grateful for each of you. ❤️ [Insert Link] #MissionInMotion #YUEdmonton

TEXT:

[Name], thank you! I reached my fundraising goal of \$[XX] for Youth Unlimited. So grateful we could make a difference in young lives together ❤️ [Insert Link]

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 20, 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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