



Step Up for The Up Center 2017 Toolkit

This year, **The Up Center** wants to raise more money for **Step Up** than ever before. Money raised goes to **The Family Promise Fund**, The Up Center's undesignated fund dedicated to families.

So, to make fundraising super easy, we created this **Charity Toolkit** for you to use. It's basically a reference guide full of tips, email drafts, sample calendars, etc. to make your campaign really successful and to help you raise more money than you ever thought possible for your cause.

Check it all out and please [Email Us](#) with any questions. We're here to help with everything.

And, [Click here](#) to visit the Step Up for The Up Center Event Page

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Step Up for The Up Center 2017 Event Details

Join The Up Center on **Saturday, April 29, 2017** for **Step Up for The Up Center 2017**. Climb the tallest building in Virginia and raise funds to provide vital services to children and families in Hampton Roads.

When is Step Up 2017?

Saturday, April 29, 2017

Kickoff is at 8:45 a.m.

First wave of climbers will begin at 9:00 a.m.

Where is Step Up being held?

Step Up for The Up Center 2017 will be at The Westin Virginia Beach Town Center located at 4535 Commerce Street, Virginia Beach, VA 23462.

Free Parking is available at Town Center.

Over the past two years, Step Up for The Up Center has drawn more than 1,000 climbers, spectators and volunteers. Most importantly, thanks to your support, we raised nearly \$200,000 to provide critical services to children, families and people with disabilities across Hampton Roads. You can help to make Step Up 2017 a greater success for our community!

About the Up Center's Family Promise Fund

Funds raised for **Step Up for The Up Center 2017** will go to The Up Center's **Family Promise Fund**. This fund is The Up Center's Annual Fund dedicated to families. Today, more than ever, we know life is increasingly complex for the families we serve. Through clinical excellence, innovative services and community collaboration, The Up Center focuses on the needs of children and parents simultaneously. When you invest in the **Family Promise Fund**, you are choosing families and ensuring The Up Center can continue to respond to their evolving needs.

Getting Started with Your Fundraiser on Crowdrise

Creating a Page

1. Go to <https://www.crowdrise.com/StepUpforTheUpCenter2017> and click “Register.”

crowdrise
If you don't give back no one will like you

Log In

ABOUT FIND A TEAM START A FUNDRAISER LEADERBOARD DONATE

Search for Campaigns & Participants

STEP UP FOR THE UP CENTER 2017

\$10
0% Raised of \$20,000 Goal

DONATE
TO A FUNDRAISER

SET UP
YOUR FUNDRAISER

THE STORY

EVENT DATE: APR 29, 2017
DEADLINE TO GIVE: APR 26, 2017

Join us on Saturday, April 29, 2017 to climb the tallest building in Virginia and raise funds to provide vital services to children and families in Hampton Roads.

Over the past two years, Step Up for The Up Center has drawn more than 1,000 climbers, spectators and volunteers. Most importantly, thanks to your support, we raised nearly \$200,000 to provide critical services to children, families and people with disabilities across Hampton Roads. You can help to make Step Up 2017 a greater success for our community!

2. Complete the registration process. Registration is free!

****Steps continue on next page****

Customizing Your Page

1. Login to your Crowdrise page and click “Edit Fundraiser.”

The screenshot shows the Crowdrise website interface for editing a fundraiser. At the top, the Crowdrise logo is on the left, and a small 'Up' logo is on the right. Below the logo, the text reads 'THE UP CENTER'S FUNDRAISER: HANNAH'S STEP UP TEAM'. A navigation bar contains five buttons: 'VIEW FUNDRAISER', 'EDIT FUNDRAISER' (which is highlighted), 'MANAGE CAMPAIGN', 'MANAGE TEAM', and 'REPORT CENTER'. The main content area is titled 'EDIT BASIC FUNDRAISER INFO'. It features several input fields: 'Fundraiser Title' with the text 'Hannah's Step Up Team', 'Event Date: (Optional)' with a calendar icon and a 'Clear Date' link, and 'Mini Summary' with a text area containing the placeholder text 'Pretend like you have to describe your fundraiser in 140 characters or less. And then really do it right here. You can write a full story as soon as your page is set up.' and a character count of '140'. Below this is a rich text editor for 'About My Fundraiser' with a toolbar containing icons for bold, italic, underline, size, list, link, unlink, and styles. On the right side, there is a progress indicator 'Your Fundraiser is 50% Setup' with a green bar. Below this are four menu items: 'BASIC INFO', 'CHOOSE CHARITY' (with a checkmark), 'SET GOAL' (with a checkmark), and 'PICS & VIDEOS'. At the bottom right, there is a prominent orange 'DONATE TO THIS FUNDRAISER' button and a 'MY FUNDRAISER WIDGET' button.

2. Tell your story! Add pictures or videos.

3. Once you're finished making your page your own, click Save. You can view your page by clicking “View Fundraiser.”

Charity Fundraising Tips

Spread the word!

- Email, share on social media, make fliers to pass out at work. There are many ways to spread the word about Step Up 2017.
 - Birthday around the corner? Ask for donations instead of gifts.
 - Use sporting events like March Madness or the Super Bowl to create fun ways to donate.
 - Ask your company about sponsorship and matching gift opportunities.
 - Keep a change jar at your desk and at home. Encourage others to contribute their loose change.
 - Jeans day at the office? Ask them about donating the money to your cause.
 - **ASK!** The #1 reason people don't donate is because they weren't asked.
-

Say Thank You

- Everyone who makes a donation to Step Up 2017 will receive a thank you letter and receipt from The Up Center. A letter from us is not enough. We encourage you to personally reach out to everyone who makes a donation to your fundraising page to let them know how grateful you are.

Sample Emails to Help You Maximize Your Campaign

EMAIL #1 – INITIAL

Hi (NAME)!

I am pleased to announce that this year I will be participating in Step Up for The Up Center 2017! I need your help to reach my fundraising goal of (INSERT GOAL). Step Up for The Up Center is a unique stairclimbing event that allows you to climb the tallest building in Virginia and raise funds to provide vital services for children and families in Hampton Roads.

Over the past two years, Step Up for The Up Center has drawn more than 1,000 climbers, spectators and volunteers. Most importantly, thanks to your support, we raised nearly \$200,000 to provide critical services to children, families and people with disabilities across Hampton Roads.

My fundraising goal is (INSERT GOAL). You can click here (INSERT LINK) to visit my page and donate quickly and securely. Your gift will help The Up Center continue to provide much needed services to individuals, children and families in our community. Here's how your gift can make a difference:

- \$25 can purchase a duffel bag of toiletries and supplies for a foster child.
- \$50 can support an outing for a Team Up mentor and youth mentee.
- \$100 can provide one hour of financial counseling for a family in need.
- \$250 can provide one month of home visits to an at-risk family.

Thank you in advance for your support!

For more information about The Up Center's Family Promise Fund, visit, Giving.TheUpCenter.org.

Sincerely,
Your Name

EMAIL #2 – FOLLOW UP

Dear Friends & Family,

It is now (x) months into my fundraising and it is going great! The countdown to Step Up 2017 is officially (INSERT amount of days).

(Insert a story about your fundraising experience or an experience with The Up Center.)

As of today, I am (x AMOUNT) away from my fundraising goal to support Step Up for The Up

Center 2017.

In 2016, The Up Center served nearly 10,000 individuals, children and families in Hampton Roads. Even better, of every dollar donated to The Up Center, \$0.90 goes directly to benefitting a family.

I can't wait to climb the tallest building in Virginia and know I'm supporting The Up Center's Family Promise Fund and their efforts to change the trajectories of children and families from crisis to wholeness.

I need your help to reach my fundraising goal. Please go to (INSERT YOUR FUNDRAISING PAGE LINK) to make a donation on my personal fundraising website. You can also read more about Step Up for The Up Center 2017.

Thank you for your support!

Sincerely,
Your Name

EMAIL #3 – THANK YOU

Hi (NAME)!

Thank you so much for your donation. I really appreciate your support of my fundraising efforts. With your help, I have raised (x AMOUNT) for The Up Center's Family Promise Fund! I am so excited to see the impact that your fundraising dollars bring.

As an example, here are just a few ways The Up Center helped individuals, children and families in Hampton Roads 2016:

- 164 at-risk parents with children ages 0-5 years received early childhood education and support.
- 139 at-risk youth were matched with a caring adult mentor through The Up Center's Team Up Mentoring Program.
- 16,000 hours of counseling were provided to 1,893 individuals, children and families.
- 1,186 people with disabilities avoided homelessness through The Up Center's Representative Payee Program.
- 3,500 families were able to purchase a month's worth more of food thanks to saving tax preparation fees.

Thank you again for your continued support!

Sincerely,
Your Name

Additional Resources

**Be sure to like our event page on Facebook to stay up to date on the event!
Also, please tag us in your posts to help spread the word! None of this would
be possible without YOU!**

Step Up for The Up Center Website: www.StepUpVA.org

The Up Center's Family Promise Fund Website: <http://giving.theupcenter.org/>

Step Up for The Up Center 2017 Facebook Event Link:
<https://www.facebook.com/events/1175606819218731/>

The Up Center's Facebook Page: <https://www.facebook.com/TheUpCenter/>

The Up Center's Twitter Page: <https://twitter.com/TheUpCenter>

The Up Center's Instagram Page: <https://www.instagram.com/theupcenterva/>

Contact Info:

**If you have questions about the event, please contact
Hannah Billings
Marketing Coordinator
(757) 769-8862**