



teachher

Fundraising Handbook





You Can Do This!

Welcome to the Teach Her Fundraising Handbook.

Whether you've raised money before or this is your first time, we'll walk you through the process.

Ready to get started?

Let's do this!

GET STARTED

1. Brainstorm A Little

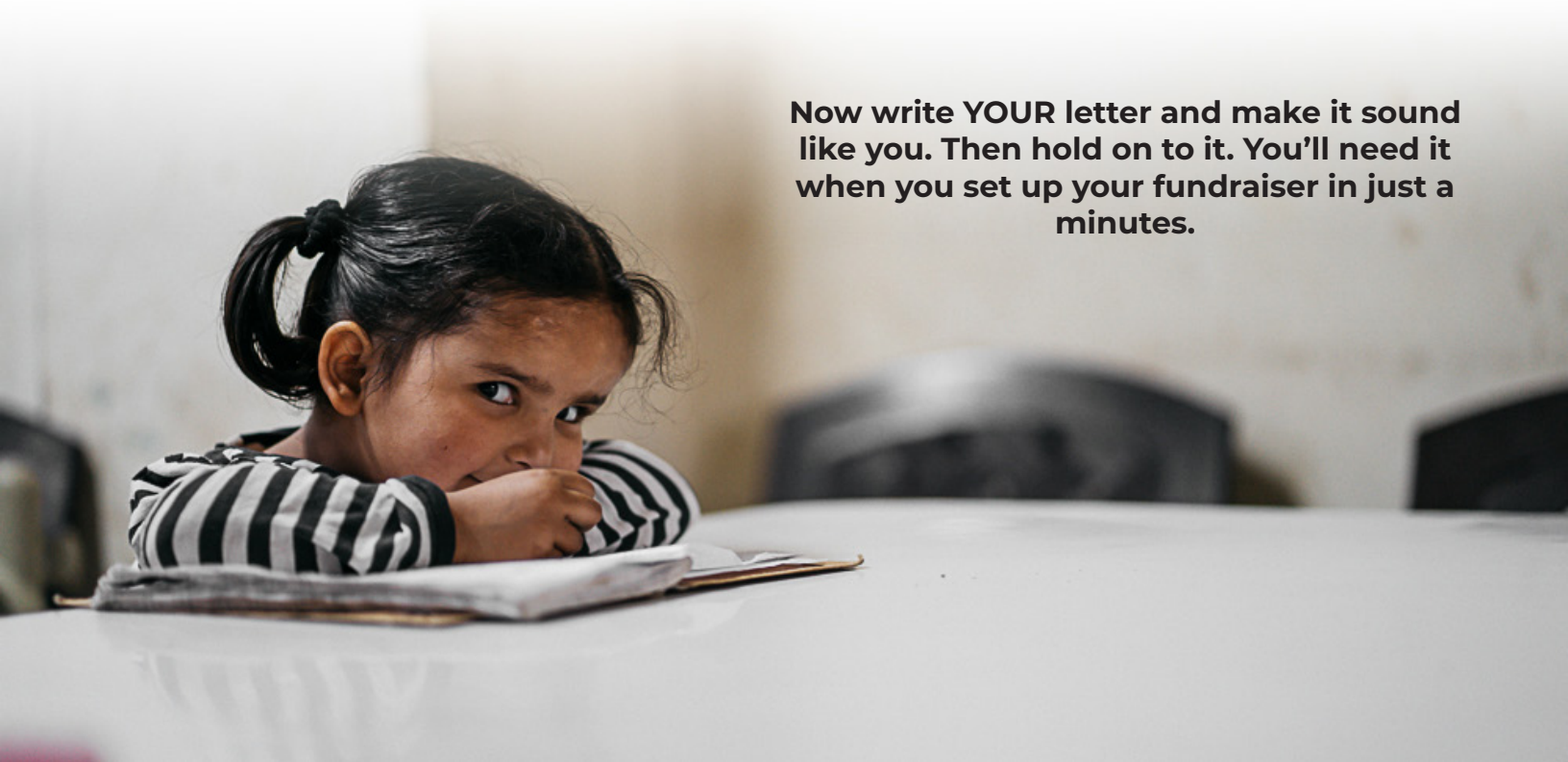
First thing you need is a plan, and to get a plan you have to answer 2 questions:

- 1) **WHY ARE YOU DOING THIS FUNDRAISER?**
- 2) **WHAT KIND OF FUNDRAISER ARE YOU GOING TO DO?**

To get your “Why?” write it as a letter to the people who may help you. Explain who you’re fundraising for and why you feel strongly about it. Here’s an example to help you get started.

“Hey, everyone. My name’s Cathy, I live in Hong Kong and I believe in the power of education. Teach Her is this awesome organization that helps girls living in orphanages go to college, and I’m going to help one of them. I would love it if you took a look at my campaign and considered getting involved. Maybe you could share it with your friends online. If you feel inspired to contribute, that would be even more amazing! But please take a look. Together we can make a big difference!

Now write YOUR letter and make it sound like you. Then hold on to it. You’ll need it when you set up your fundraiser in just a minutes.



Here's why I'm doing this...

[illegible]

Another Example

“ I just learned there are more than 4 million girls living in orphanages around the world, and most all of them face a vulnerable future without some kind of support. So I’m partnering with Teach Her to help make the dream of a college education a reality for one of these girls! \$3000 is the cost of a year’s college in India at a top private university, and that’s my goal. Please take a look at my campaign and see what you think. Any support you offer will make a big difference. Let’s change her future!

Something to Remember

Now that you know “Why” you are doing it, it’s time to decide what kind of a fundraiser you’re going to do. There are lots of creative ways to go about this, but there’s one important rule to remember:

You are not asking for money.

It’s true. Many people think of fundraising like begging. Like: “Please give me some money for this cause or that cause.” But that is not what we’re doing here.

At Teach Her, we are offering people the opportunity to get involved and make a real difference in the life of one of these amazing girls.

And everyone wants to make a difference. If people want to join you...Great! If not, that’s okay. Your job is to set a goal and share it with the world.



GET STARTED

2. Choose a Theme

There are MANY different ways to raise money. Here are just a few.



✓ **DONATE YOUR BIRTHDAY**

Instead of gifts, ask family and friends to donate to your campaign!

✓ **CHALLENGE YOURSELF**

Run, walk, read, swim. Ask supporters to sponsor you per mile or per page or per lap.

✓ **GET YOUR TEAM OR SCHOOL INVOLVED**

Any group can raise money as a team. And friendly competition is great!

✓ **BE CREATIVE**

Sell lemonade, have a party or an art show. Put the “fun” in fundraising.

✓ **CELEBRATE THE HOLIDAYS**

Give real meaning to the Season of Sharing with a timed campaign.

✓ **OR SIMPLY OFFER THE OPPORTUNITY**

It's also okay just to launch a simple campaign and ask people to join.



Ruby asked for \$10 on her 10th birthday.

\$4160



This 3rd grade class collected pennies.

\$300



Friends in Australia had a dance party.

\$1337

3. Creating your Campaign

OK. We are so close. All you need now is a picture of yourself. Pick one you like as it will be the profile picture of your campaign. Got it? Then we're ready to go.



Now choose the type of fundraiser you want

For General Teach Her Fundraiser

[CLICK HERE](#)

For the \$500 Teach Her Challenge

[CLICK HERE](#)

For the \$1000 Teach Her Challenge

[CLICK HERE](#)

For the \$2000 Teach Her Challenge

[CLICK HERE](#)





Create A Fundraising Page

FOR

Teach Her

We are proud to partner with Give Lively to power this fundraiser. Give Lively offers Peer-to-Peer Fundraising at zero-cost so that more of the funds you raise go to our cause.

Create a Give Lively Account to get your page up and running. Then, personalize it and share it on social media, over email, and via text! Ask your family, friends, and colleagues to donate to the cause and spread the word about your Fundraiser.

Whose name would you like to display on your Fundraising Page?

Email

Password

SUBMIT

This is the basic entry page. Enter your name, then enter an email address and choose a password you'll remember. (If you choose the \$500, \$1000 or \$2000 Challenge, you'll see it written under **"Create a Fundraising Page for.."** at the top.)

Personalize Your Page

Fundraising for Teach Her by Teach Her

Upload a photo of yourself for your page, add a note that tells people why you're passionate about this cause, and set a goal to track your progress!

SAVE

Name on Page

1

Add A Note: Why are you passionate about this campaign?

2

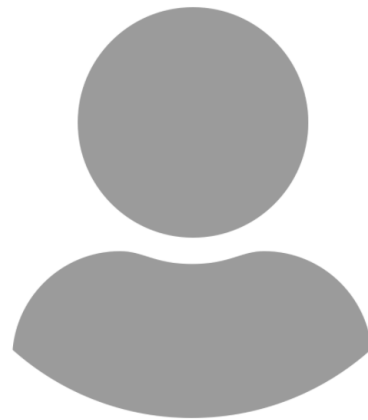
We'll display this publicly on your team page under a section called "A Note From John"


Your Fundraising Goal

Set a goal for this campaign in dollars (e.g., \$500). No commas nor decimals necessary.

Profile Image:

3



 Upload new image

Choose File

No file chosen

1

Your first name will be fine here. If you want your full name, that's okay too. You can change it later if you want to.

2

Type or copy what you wrote for "Why I'm doing this." This is where it goes.

3

Add the picture you've selected here.


That's it! Now click


SAVE



And you're live.

This is what people will see when they come to your page. As donations arrive, they will be added at the top, and your progress bar will show you reaching your goal.




EDIT PAGE  Hi, Cathy


\$0 of \$2,000

0 Donors

Donate To Cathy's Fundraiser

 Your donation benefits **Teach Her**


DONATE

 COPY LINK

SHARE THIS PAGE

A NOTE FROM CATHY

Hey, everyone. My name's Cathy, I live in Hong Kong, and I believe in the power of education. Teach Her is this awesome organization that helps girls living in orphanages go to college, and I'm going to help one of them. I would love it if you took a look at my campaign and considered getting involved. Maybe you could share it with your friends online. If you feel inspired to contribute, that would be amazing! But please take a look. Together we can make a big difference!



Now that your campaign is live, it's time to tell people about it. Remember: You're not begging. You're offering people a chance to get involved. But to get involved, they have to know about it, and this is where you need to ask.

As you do, just know that you are doing something amazing!

**You are making it possible for an orphaned girl to get an education.
You are changing the future for her.
You are a hero.
Let's do this!**

***PRO TIP:** If you can, **make the first donation!** It shows you are committed and it gets the progress bar moving in the right direction. It can be any amount, but it brings your goal that much closer. Plus when donors arrive, it feels like the campaign is already in motion.*

PROMOTION

1. Personal Notes

Start with your closet family and friends. Make a list of 10 - 15 people who love you and might support your goal. Then write them a personal note. Not a form letter. Here's an example of how to do this well:

The Introduction:

Make it personal and different for every person. Let them know you are thinking about only them.

“ Hi Uncle Bill,

How's life in Albany? And how's your new kitten? Everything's good up here in Maine, but it's starting to get cold. Hope you and Aunt Evelyn are staying warm.

The Pitch:

This is where you tell them what you're doing and why. Be sincere and say how you feel. The more inspired you are, the more inspired others will be.

I'm not sure if you heard, but I'm starting a campaign to help fund a college education for an orphaned girl. It's with an organization called TEACH HER, and I feel inspired to get involved.

I can't imagine how hard it would be not to have the love of family or the chance to study, but these girls have no one and very few opportunities in life.

Luckily, a college education can help change the future for them AND it's really affordable.

The Call To Action:

Now you need to ask them to do something. No begging. Just invite them to the opportunity and attach the link.

So I'm hoping you can visit my page and take a look. Here's the link.

[your link here]

If you could share with your friends on social media, that would be great. If you feel inspired to contribute, that would be even more amazing.

The Wrap Up:

Thank them and end with something personal. Then you're done.

Thanks for taking a look and give the kitten (and Aunt Evelyn) a hug from me. Hope to see you all soon.

Love, Cathy.



PRO TIP: These are not public messages. They're not to post on Facebook just yet. Send each one as an email or private message however you communicate. The key is: they are personal and meant only for one special person.

2. Social Media

It's time to publically announce your campaign. Once you've gotten your closest contacts involved, tell the whole world.



* And keep your friends updated. Don't overload them, but thank donors, give progress reports, and remind the world about your campaign.

These campaigns only work if you work them!



PROMOTION

3. Follow Up

Don't be afraid to reach out again. Sometimes people forget. Sometimes they are too busy. Sometimes you need to catch them at the right moment. Just don't hit them up with the same exact message.

“ Hi Uncle Bill,
Just following up about my Teach Her Campaign. It's been going great and I'm nearly half way to my goal. There's still time to take a look if you haven't already, so here's the link again.
[insert campaign link here]
No pressure--but to help an orphaned girl get a college education, I'm working hard to make it happen. Thanks for considering this!
Lots of love, Cathy



*PRO TIP: The most important factor in reaching any goal is you.
Your determination, your commitment, your willingness to work and reach out.
That goes for everything you will ever attempt.
Whether you're trying to raise money or get good grades or run a marathon.
Your success will be directly tied to the amount of effort you put in.
So don't just wait for money to fall from the sky.
Go find it, because it is out there. You can do it!*



4. Finish Strong

When your campaign is finishing up, share and post across all of your social media that your time is running out.

“ Hey everyone. My Teach Her fundraising campaign is just about over! Help me make one final push. We can educate an orphaned girl together! Let's do this! **{insert campaign link}**

5. Thank Everyone

And when it's all done, thank each and every donor who gave to your campaign. No matter what amount, large or small. Let everyone who helped you know that you appreciate their support and that you could not have reached your goal (because you WILL reach your goal) without them.

“ Dear **(donors name)**

Thank you so much for your generous donation to my Teach Her fundraising campaign. This has been an exciting and challenging time for me, and I could not have done it without you.

My goal was \$3000 to help an orphaned girl attend college, and I reached it with your help! Now the Teach Her staff will locate a motivated student, help her enroll and let us all know who we are helping. This is not money that will disappear. 100% of your donation will go to a specific girl's education. They'll introduce us all later.

If you want to know more about Teach Her, just visit www.teachher.org

Again thank you for supporting me in this campaign. Together we helped to change the future a little bit, and I'm so proud of that.

With love, Cathy

WRAP UP

A note from the founder

First off, I want to thank you for caring enough about these girls to take action. I can tell you from my heart: They are worth it. And you are a hero!

When I first started raising money for orphaned children back in 2014, I did something at the start of my first campaign that I still do every time I launch a new one.

I picture everyone in the world sitting on the edge of their bed, waiting for my campaign.

Because I believe everyone wants to make a difference but most people don't know how. They'd love to get involved, but they don't know where to start.

I pictured my campaign not as a request for money but as my gift to the world. A chance for everyone to be a part of something that will have real-world results that can be proven.

With **Teach Her**, I'm inviting many more people to get involved in the lives of these incredible young people. Once again, I'm picturing the whole world eager to help and happy to join the effort to change the future, one girl at a time.

And here you are!

I hope your fundraising is easy and inspiring, and thanks again for your hard work. We simply could not do the work that we do without you.



John Marshall

Founder, CEO & Chief Storyteller



Any Questions?

If, during the course of setting up, launching, promoting or wrapping up your campaign you have any questions please don't hesitate to call. We love talking about these girls and will do everything we can to help you succeed.



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[facebook/instagram/twitter](#)

