

# Fundraising Tool Kit



# Positive change. Brighter futures.



**Welcome to CFK's family of fundraisers.**

You've just joined a community of supporters committed to changing lives and building a sustainable future for residents of Nairobi's informal settlements.

This may sound like a big task but don't sweat it, we are here to help you and will all be creating positive change leading to brighter futures.

# Tips for Getting Started!



1. **Get Personal** - Make sure your profile shows why you are committed to fundraising for CFK. For an extra touch, add photos of you and your team!

2. **Choose your Fundraiser** - You can pledge your birthday, plan a 5K, launch a holiday campaign, or plan a special event to support CFK!



3. **Set a Goal, Pick your Impact** - Fundraisers with a specific target are more likely to achieve their campaign goal and make a greater impact. To see what your dollars can do check out CFK's fundraising page!

4. **Donate First** - Being the first to donate to your campaign will show your network how dedicated you are to creating positive change and hitting your campaign goal!

Now that you've gotten your campaign all set up, learn how develop communications plan that sets you up for success!

# After Launching your Campaign

## Ask your network

Start with **10- 15** of your closest friends and family! Send them a personalized email and be sure to tell them why you want to make positive changes leading to brighter futures! If you need help getting started check out our example below:

*Dear friend,*

“

*Did you know that 350,000 people live in the informal settlement of Kibera? At only one square mile, it's smaller than Central Park! As you may imagine, sustaining healthy lifestyles is difficult in this crowded area without access to proper healthcare, nutrition and education.*

*CFK is an organization committed to increasing access to lifesaving healthcare services and educational opportunities that lead to better social and economic futures for the people of Kibera. For these reasons, and many others, I am trying to raise \$1000 to help CFK continue in creating positive change that leads to brighter futures.*

*A brighter future looks different for different people. For some it may be putting food on the table to feed your family, for others, like Lencer, a brighter future is taking computer classes to ensure that she can move to a college level education, allowing her to better provide for her parents and daughter...*

*Will you join me in my goal to reach \$1000 to donate to Carolina for Kibera? Just click on this link [insert] to go to my campaign. Together, we can make change happen.*

”

*Thank you,  
Your name*



*“Life was not as rosy as I imagined [between] the stress of the big city and the expectation of supporting a family back home. I had no job skills, therefore I had to settle for odd jobs. I learned of the CFK girls program which I felt identified with my challenges. In CFK's ICT center, I have been able to learn the basics in computer packages. Now, I look forward to advancing to a diploma level where I can specialize.” - Lencer*



# Go Social

Now that you've gotten your core network involved announce your campaign on social media!

“



*Did you know that 350,000 people live in Kibera and lack necessities like quality healthcare and education? I am teaming up with @CFK to change that! Together we can create positive change that leads to brighter futures! Check out my campaign page to learn more. [your link here] #positivechange#brighterfutures*

”

“

*Help celebrate my birthday by creating positive change that leads to brighter futures with me. Click the link to support my @CFK campaign!*


”



“

*I'm already halfway to my fundraising goal! Click the link for real time progress updates for my @CFK campaign*

”

Pro-Tip 

Send campaign updates to your network through social media once a week!

# Check In

## The power of following up ...

Sometimes it takes more than one email to engage your network and that's okay. By sending a follow-up email, you are reiterating your commitment to creating positive change for CFK. If you are emailing someone who already donated, make sure you thank them in the email as well... If you are having trouble getting started check out our example below!

“

*Dear friend,*

*Sasa? What's up?*

*Last time we spoke, I reached out to you about fundraising for CFK, an organization headquartered in Kenya. I am raising money to CFK help create positive change that leads to brighter futures!*

*Thank you so much to those who have donated to this campaign. Together, we pledged to raise \$xxx by [date] to support CFK in their organizational goals. We only have \$xxx to go! For real time progress updates, check out my campaign page here [your link here].*

*Remember, CFK is available to help. For any questions regarding this campaign, please don't hesitate to reach out to CFK at [admin@carolinaforkibera.org](mailto:admin@carolinaforkibera.org) or myself.*

*Tusonge Mbele | Forward Together,*

*Your name*

”



# Update, Thank, and Update Again!

While your campaign is still in progress it is important to make sure you keep your network in the loop and continue to thank your supporters who have already donated.

“

*I'm over 75% of the way to my fundraising goal for @CFK.  
Help me create #positivechange today! [link here]*

”



“

*Thank you to everyone who has already contributed to my  
#brighterfutures campaign with @CFK - together we are creating  
positive change for real people! Click to learn more [link here]*

”



“

*I believe every person regardless of background should have  
the opportunity to reach their #brighterfuture. My campaign  
with @CFK is helping teenage moms in Kibera finance a  
secondary education and pursue a college degree. Click to  
see my progress in real time [link here]*

”

# Pro-tip ▶ Share Your Why

Let your supporters know why you are so passionate about creating positive change leading to brighter futures..want some starters for social? Check out our examples below



“Imagine being expelled from school and kicked out of your home because of a positive pregnancy test...This is the reality for Juliebeth and hundreds of Kenyan girls like her who become pregnant in high school. CFK's programs allowed Juliebeth to find her brighter future and start taking classes while working to support her daughter. I'm raising \$1000 because I believe all young women like Juliebeth deserve to experience positive change that leads to brighter futures. Will you join me? Link in bio #positivechange#brighterfutures”



I believe every person, regardless of their background should have the chance to find their #brighterfuture. For some people a brighter future is putting food on the table for their family, for others it's being able to finish highschool and pursue a college degree. The possibilities are endless. I've teamed up with CFK to raise money to create positive change that gives everyone the chance to find their brighter future.





# The Final Push

You've made it to the last week of your campaign! You've been working so hard to create positive change for CFK and it's reasonable that you may be a little tired. We wanted to give you some #CFKProTips to help propel you toward the finish line.



**Pro-tip:** Send one last progress update to your supporters! They've helped you get this far and they want to know how close you are to meeting your campaign goal.



*Dear friend,*

*We're almost there!*

*Can you believe it? With your help, we raised \$xxx for Carolina for Kibera. With this donation, we will helping CFK create positive change, leading to brighter futures! If you ask me, I knew we could do it.*

*Thank you so much for being a part of an organization that emulates the values which many of us may take for granted like health and education. It means so much to me that you can see the value in their work and that you are willing to help sustain an organization that relies on people like us to persist.*

*We did it, together.*

*Your name*



**Pro-tip:** Thank your social network



*Thank you to everyone who donated to my @CFK campaign and helped me raise money to lead to #brighterfutures.*



Be sure to use the hashtag [#positivechange](#) [#brighterfutures](#) when talking about your campaign and be sure to tag [@CFK](#) on social media!

# After your campaign ends

Your campaign is done! You've worked hard, engaging your network and raising funds for CFK. So what now?

**Thank you network** - It's important to thank each of your donors individually so that they know you appreciate them. This is also a good time to ask your most passionate donors to stay engaged with CFK by giving monthly, following CFK on social media, or even fundraising themselves! If you need some ideas how to get started check out our example below



*Dear friend,*

*Our campaign is over, but your contribution lives on.*

*I am writing to thank you one last time for your support in Carolina for Kibera's cause. We raised [\$ amount] together. This donation will go beyond securing positive change and brighter futures, it will strengthen the community as a whole.*

*Your impact doesn't have to stop here*

- *Consider giving monthly and joining The Junction*
- *Start your own campaign for CFK among the people who make up your own community*
- *Get social! Follow CFK on Facebook, Instagram and Twitter to stay up to date and get the latest information about your impact.*

*Again, I thank you for joining me in creating positive change. Keep in mind the network necessary to build and support a strong community. Please know that you are now a vital part of CFK's.*

*Together, change happens.*

*Your name*



# Thank You!

Thank you for joining a community of supporters committed to creating positive change that leads to brighter futures for residents of Nairobi's informal settlements.



## Have questions? Contact us.

Our support doesn't stop with this toolkit. The CFK team is here to help and answer any questions you have.

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