



Community Fundraising Guide
Greater Minneapolis Crisis Nursery



We are truly grateful for your support. Caring people like you have paved the way for great change in our community. We hold a special place in our heart for our loving supporters. Thank you for joining us in our mission to end child abuse and neglect and create strong, healthy families.

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Steps for a fun and successful event

1. Review this packet

Take a little time to read this packet and you'll have a great event! You'll find answers to frequently asked questions, tips, tricks, and best practices, as well as a flyer and social media templates.

2. Choose your event

Set up a donation drive, host a party, or create an online fundraiser. Be creative and have fun!

3. Recruit help

Grab a friend or two who will help you organize your fundraiser.

4. Identify goals

What do you want to see happen for your event? How many participants are you expecting? How much money do you want to raise? What information do you want others to walk away with? Identify your goals and keep them in mind while planning your event!

5. Design your budget

If you're hosting an in person event, think about what costs you'll need to cover. Designing a low-cost budget plan will create higher net proceeds to donate.

6. Fill out the online form

[Complete the form](#) on our website so we can help you along the way and celebrate your event. Once you fill out this form, your event is approved and you're ready to go!

7. Set up an online fundraising page

If you'd like to fundraise online, set up an online fundraising page for the Nursery at crisisnursery.org/donate/p2pfundraise/ and invite people you know to give ([see pages 6-8](#)).

8. Promote your event

Hang up flyers, tell your friends, family members, co-workers, neighbors, and other peers about the awesome event you'll be hosting, and promote it on social media ([see pages 9-11](#)).

9. Host your event

Have a blast hosting your event! Spread the word about Greater Minneapolis Crisis Nursery and see the result of the work you've put in. Be sure to have donation forms on hand at the event so your donors can receive an official tax receipt ([see pages 13-17](#)).

10. Thank donors and participants

Make sure to thank donors and participants for their time and donations. There are many ways to thank your donors: send a card, make a phone call, give a shout out on social media, or send an email, to name a few!

11. Send donations to the Nursery

You can mail any donations or bring them in to the Nursery ([see pages 13-17](#)). Donations made through online fundraising pages will be directly received by the Nursery.

12. Send us photos from your event

We want to hear all about the success of your event! Send photos to AGilleland@CrisisNursery.org.

Frequently asked questions

Why support Greater Minneapolis Crisis Nursery?

The Nursery aims to end child abuse and neglect and create strong, healthy families. We rely on donations from members of the community like you to serve hundreds of children and families each year.

Who can host a fundraising event?

Anyone! We're grateful for your support. Past events have been organized by book clubs, faith groups, youth organizations and school classrooms, individuals, families, neighborhoods, co-workers, and many others.

What type of event can I host?

The possibilities are endless! Examples include:

- Lemonade stand
- Silent auction
- Hosting a "baby shower" or other donation drive
- Asking for donations in lieu of receiving presents for a birthday, Bar Mitzvah, wedding registry, or a holiday
- In home dinner/party

What type of in-kind donations should I collect?

Please see our current wish list, guidelines and restrictions at CrisisNursery.org/wishlist. This list is updated frequently, so check back often for updates. If sharing this list with others, please direct them to CrisisNursery.org/wishlist instead of forwarding a PDF, to make sure they receive the most recent wish list.

How do I get approval to host a fundraiser?

By filling out our [online form](#), you are approved to host your fundraiser. If we have any questions or concerns, we will contact you in a timely manner.

What event support is the Nursery unable to provide?

The Nursery cannot provide:

- A representative
- Financial support
- Insurance or permits
- Physical aid or donations
- Giveaways
- Volunteers
- Client or donor information

Is there a minimum donation?

While there is no minimum donation to host an event, we recommend reviewing our best practices ([see page 12](#)). Online donations have a minimum of \$5 per transaction.

Will each donor receive a donation receipt?

With the exception of online donations, donors will not receive a receipt for their donation unless the appropriate forms have been completed ([see pages 13-17](#)).

How can I submit my donation?

You can mail or deliver donations to the Nursery along with the appropriate donation forms ([see pages 13-17](#)). Online donations are automatically received by the Nursery.

Additional questions?

Contact Ashley Gilleland, Development Coordinator at AGilleland@CrisisNursery.org or 612 767 8468.

Create your online fundraising page

Personal fundraising pages allow you to easily invite your network to join you in supporting the Crisis Nursery, without planning and hosting an in-person event.

Donations made through your fundraising page will go directly to the Greater Minneapolis Crisis Nursery and are fully tax deductible. Your donors will receive an official tax receipt from the Crisis Nursery after donating.

Create your page

Register for your personalized fundraising page at crisisnursery.org/donate/p2pfundraise/. No user name or passwords to remember – simply follow the link in your confirmation email to start customizing your page. You can go back to update your page at any time by following that same link.

Can't find your original confirmation email? Enter your email at crisisnursery.org/donate/p2pmanage/, and we will resend your custom link.

Add a photo or video

Download one of our sample photos at crisisnursery.org/donate/p2pfundraise/ or upload your own photo or video that represents your connection to the Crisis Nursery – like a photo of your Cook for Kids team or your own children/family.

Tell your story

Personalize your page with a story about your personal connection to the Crisis Nursery and why you choose to support our mission. Your network wants to know what makes the Crisis Nursery important to you! See examples on [pages 7-8](#).

Set a goal

Your fundraising page allows you to set your own goal. While this step is optional, we encourage you to use one of the goals below to motivate your network to join your campaign.

- **\$250:** Pays for 10 cans of infant formula
- **\$500:** Sponsors breakfast for the children for one week
- **\$1,000:** Purchases diapers for a month

Sample fundraising page stories

Example 1 – An overview of our services (Simply copy & paste, or add your own words!)

It's difficult to ask for help, but when a family reaches out to the Greater Minneapolis Crisis Nursery, they're here for them. Family Advocates answer crisis calls 24 hours a day, 365 days a year, to ensure families have concrete support in their time of need. **When families are brave enough to ask for help, a world of opportunities opens up.**

In addition to the 24-hour crisis line, the Crisis Nursery also offers:

- Community Referrals
- Overnight Residential Care (for children newborn-age 6)
- Clinical Home Visiting and Mental Health Services
- Parent Education Classes
- Parent Support Group

The Crisis Nursery staff are passionate about helping families thrive. They do this by building strong relationships through their two-generational approach, supporting both parent and child together. With the goal of strengthening the relationship between parents and children, parents set goals for themselves and their children. They learn stress reduction and coping skills, and gain knowledge about their child's development.

Your support strengthens families. Thank you for making this possible!

Example 2 – Just the facts (Simply copy & paste, or add your own words!)

Stronger families. Brighter Futures. That's the goal of the Greater Minneapolis Crisis Nursery, and your donation will ensure that our community's most vulnerable children and families continue to have access to resources in their time of crisis.

The Crisis Nursery's impact last year:

- 3,987 crisis calls managed
- 1,247 times families met with a Family Advocate to receive help
- 318 families and 552 children served through our residential program
- 552 home visits provided
- 99% of parents report the Crisis Nursery helped them alleviate their crisis

Join me in supporting the Crisis Nursery's mission to end child abuse and neglect and create strong, healthy families.

Your gift truly makes a difference. Thank you for your generosity!

Example 3 – Make it personal

(This example gives you an idea of how you can use the facts provided in this packet, mixed with your own personal story and connection, to illustrate what the Crisis Nursery means to you. As this is a real example from a real supporter of the Crisis Nursery, we ask that you not copy & paste this example, but let it inspire you to write your own personal message.)

Many of you know that I have long supported the work of the Greater Minneapolis Crisis Nursery, a residential shelter for kids up to age 6. The Nursery staff give all they can, every day, to make a difference in the lives of our community's children--providing a critical safety net and working hard to prevent child abuse and neglect.

Child abuse is 100% preventable. So is neglect. The Nursery respects and honors the challenges that parents face, especially single moms who are struggling with poverty, homelessness, domestic violence, and other everyday realities that end up isolating them from important support networks.

I support the Nursery because I believe that raising children to be safe and healthy is one of the highest, most difficult callings. I have absolutely everything I need to raise my kids, and I still find myself in tears some days, ready to just get in the car and drive far, far away. I have everything I need, and yet there are parents out there who are hungry, or worried about where they will stay the next night, or struggling through the fog of mental illness. Parents who want nothing more than the best for their kids, like I do. These parents put their kids' needs first; they bravely reach out a hand, and the Crisis Nursery is there to help.

I simply cannot think about these parents, and then look into the sweet faces of the kiddos of the Nursery, and decide to do nothing. This is why I volunteer and why I donate, why I keep hitting up my friends and family for their time or money to help. And this is why I am asking today, in honor of my 37th (!! birthday, that you think about giving a few dollars to the kiddos of the Nursery.

It feels good to do a little something, I can promise you that.

Social Media and Email Templates

Share your event information or fundraising page and with friends, family, and coworkers through email and social media.

Your personal fundraising page URL can be found under Tools at the bottom of the page when you are in manage/edit mode within the Commitment Center. Your supporters can also easily share your link through Facebook, Twitter, or email using the links below the donation form on your personal fundraising page.

Connect with us, tag us, and share our social media posts

- [Facebook](#)
- [Twitter](#)
- [LinkedIn](#)

Sample social media posts

- Child abuse is 100% preventable. As a resource for families in immediate need, the Crisis Nursery can help prevent child abuse before it happens. Join me in supporting the Crisis Nursery's important mission with a donation to my personal fundraising page. *<insert link>*
- The Crisis Nursery is a trusted resource for families in their time of crisis. Their mission is to end child abuse and neglect and create strong, healthy families. Join me in my goal to raise \$1,000 to support their programs and services. Please donate today! *<insert link>*
- Join me in supporting our community's most vulnerable children and families through a donation to Greater Minneapolis Crisis Nursery. Your gift will provide these families with resources to create long-term family stability. Thank you for your generosity! *<insert link>*
- Last year, the Crisis Nursery answered over 3,900 calls for help from parents who are experiencing crises such as homelessness, domestic violence, and mental health issues. Designed to prevent abuse and neglect, the Crisis Nursery provides respite for parents stretched to the breaking point. Your support helps give these parents strength and hope for a brighter future. Please give today! *<insert link>*
- 99% of parents shared that the support they received from the Greater Minneapolis Crisis Nursery helped alleviate their crisis. Your support will strengthen families; please make a difference today by donating to my personal fundraising page. *<insert link>*
- Over 500 children from more than 300 families were served through the Crisis Nursery's residential program last year. Join me in my goal to raise \$1,000 for the Crisis Nursery to ensure these families have access to resources in their time of crisis. *<insert link>*

SAMPLE SOCIAL MEDIA IMAGES

Click the photo to download the full image!



SAMPLE EMAIL TEXT

Dear <insert name>,

Last year, Greater Minneapolis Crisis Nursery answered over 3,900 calls for help from parents who are experiencing crises such as homelessness, domestic violence, and mental health issues. On average, 75 percent of the families they serve have annual incomes of under \$10,000; nearly 40 percent are homeless, and over half have experienced some form of domestic violence.

Designed to prevent abuse and neglect, the Crisis Nursery provides respite for parents stretched to the breaking point, offering them hope for a brighter future. That's why I support the Crisis Nursery, and why I'm asking you to join me!

Please consider supporting the Crisis Nursery's important mission with a donation to my personal fundraising page. My goal is to raise \$1,000, which would provide enough diapers for one month for the infants staying at the Crisis Nursery.

Funds raised will support programs and services such as:

- Crisis Counseling
- Community Referrals
- Overnight Residential Care (for children newborn-age 6)
- Clinical Home Visiting and Mental Health Services
- Parent Education Classes
- Parent Support Group

Make your donation today: <insert personal URL for your donation page>

Thank you for joining me in the mission to end child abuse and neglect and create strong, healthy families!



Stronger Families, Brighter Futures



Help end child abuse and neglect and create strong, healthy families

Benefiting Greater Minneapolis Crisis Nursery
www.CrisisNursery.org • 763-591-0400 • info@crisisnursery.org



Best practices & policies

We appreciate the time and effort you're putting in to host a fundraising event! To help make the planning easier, we've made a list of best practices and policies.

Remember:

- Under no circumstances should any third party fundraising event expenses flow through Greater Minneapolis Crisis Nursery books. Only final donations or proceeds from the fundraising event will be processed by Greater Minneapolis Crisis Nursery.
- The fundraising host is responsible for obtaining all necessary permits.
- If your event requires ticket sales to cover event expenses, we recommend that at least 30% of gross proceeds be donated to the Nursery.
- Official donation receipts cannot be printed or supplied by any person or entity except for Greater Minneapolis Crisis Nursery.
- Checks should be made payable to *Greater Minneapolis Crisis Nursery*.

Greater Minneapolis Crisis Nursery:

- Has no fiduciary responsibility for third party fundraising events
- Assumes no liability for any third party fundraising planning or execution, including but not limited to: staffing, money collections, or promotional items.
- Does not endorse products, firms, organizations, individuals, or services. No third party fundraising events or materials may indicate otherwise.
- Supports third party fundraising events in many ways; however, no materials may imply that the Nursery is hosting the fundraiser.
- Is unable to solicit any sponsors or auction items for your fundraising event.

Submitting donations

- Donations should be received no later than 30 days after the event.
- Event host should submit all monetary donations in one large envelope.
- A completed [Event Summary Form](#) should accompany all donations, whether monetary or in-kind items.
- If donors are requesting a receipt, the appropriate donation form should accompany the gift (see below).
- Donations may be mailed or brought to the Nursery, which is located at 4544 4th Avenue South, Minneapolis, MN 55419.
- Donations are accepted Monday-Friday 8 a.m. – 5 p.m. and Saturday-Sunday 9 a.m. – 4 p.m. Please call ahead if you have a large in-kind donation: 763-591-0400

Donation receipts

Donation receipts are only supplied if requested ahead of time, and the following information is submitted. See the next page for a visual of how donations should be submitted.

Monetary donations (cash or check)

- Each individual requesting a donation receipt must complete a [Monetary Donation Form](#).
- It is recommended that the event host prints copies and cuts this sheet into thirds prior to the event, and provides standard size envelopes.
- The donor can then easily make their donation (whether cash or check), fill out the donation form, and secure their donation inside an individual envelope separate from all other donations.
- Their envelope should then be placed into the larger envelope containing the event host's [Event Summary Form](#).
- Checks should be made payable to *Greater Minneapolis Crisis Nursery*.

In-kind donations (wish list items)

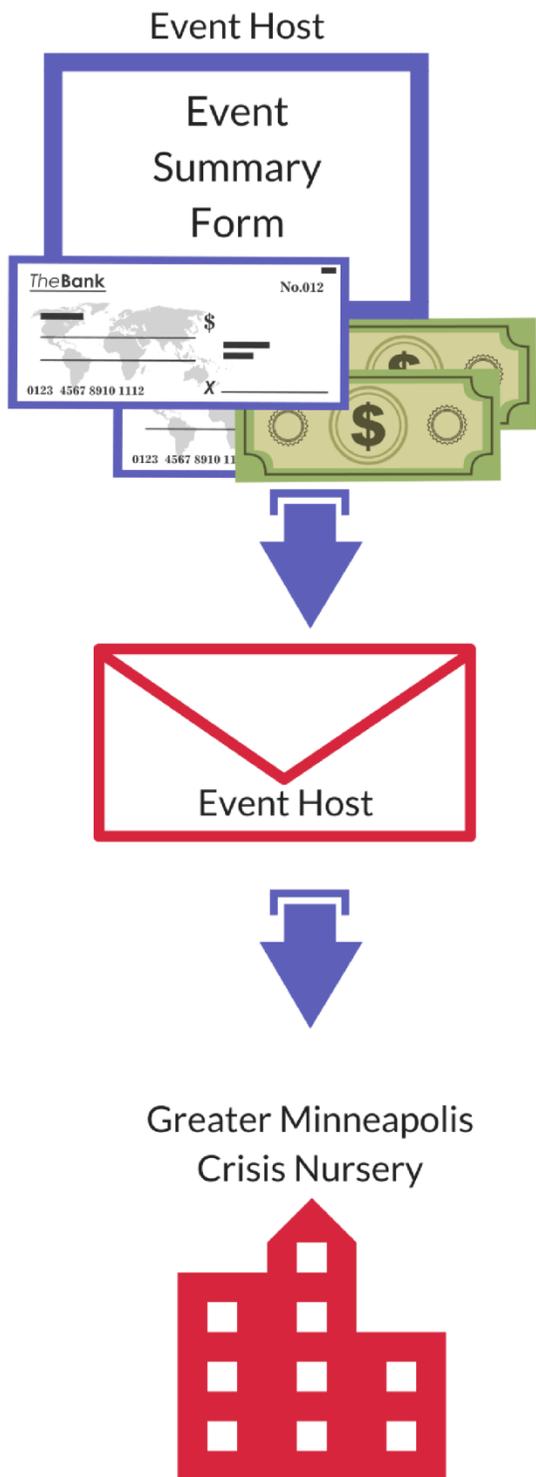
- Each individual requesting a donation receipt must complete an [In-Kind Donation Form](#).
- It is recommended that the event host prints copies prior to the event.
- The donor's form may then be placed into the larger envelope containing the event host's [Event Summary Form](#).

Online donations

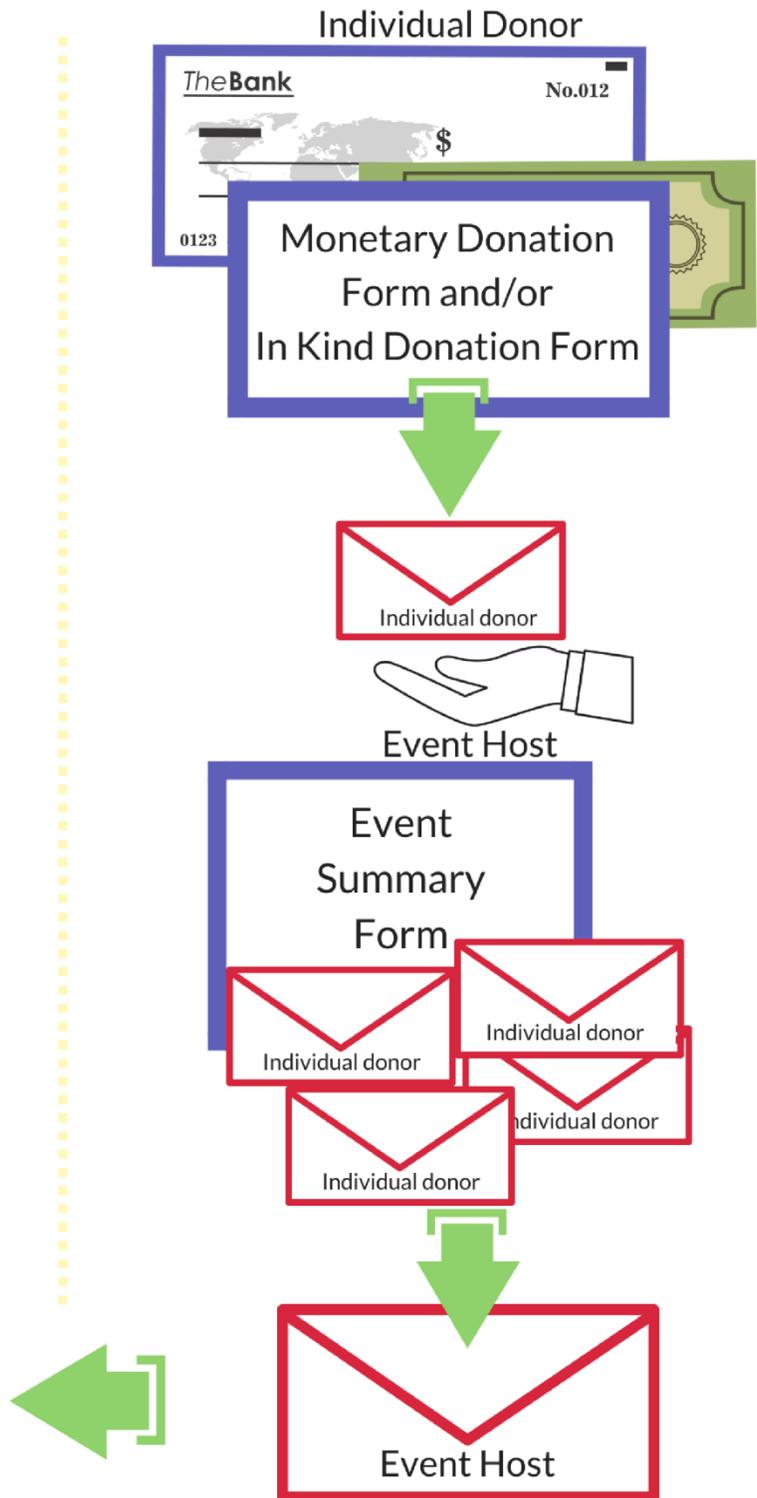
- Donations made through online fundraising pages are automatically received by the Nursery. Donors will receive an automatic confirmation email as well as an official tax receipt from the Nursery. Donations will be credited to your fundraiser – there are no additional steps you need to take!

Submitting donations

Option 1:
Individual donors are NOT
requesting donation receipts



Option 2:
Individual donors ARE
requesting donation receipts





Event Summary Form

Please include this completed form inside a large envelope along with all cash and check donations.

Name: _____ Date: _____

Group/Company Name: _____

Mailing Address: _____

City, State, Zip: _____

Email: _____ Phone: _____

Event Title: _____ Event Date: _____

Event Description: _____

Total Money Collected: \$ _____

Volunteer Hours (optional): Please record any volunteer hours, including time spent planning, shopping, putting kits together, or collecting items.

_____ # volunteers X _____ # hours each = _____ total volunteer hours

Submitting Donations:

- Donations may be mailed or brought to the Nursery, which is located at:
4544 4th Avenue South, Minneapolis, MN 55419.
- Donations are accepted Monday-Friday 8 a.m. – 5 p.m. and Saturday/Sunday 9 a.m. – 4 p.m.

We ask that you please:

- ✓ Submit all monetary donations in one large envelope, no later than 30 days after the event.
- ✓ Include [Monetary Donation Forms](#) for anyone requesting a receipt for cash or check.
- ✓ Include [In Kind Donation Forms](#) for anyone requesting a receipt for an item donation.

We'd love to hear about your event!

Send photos, stories, or feedback to AGilleland@CrisisNursery.org

My gift to help end child abuse and neglect and create strong, healthy families:

\$1,000 \$500 \$250 \$100 \$50 \$25 Other \$_____

Payment Type: Cash enclosed Check enclosed (Payable to *Greater Minneapolis Crisis Nursery*)

Name: _____

Address: _____

City/State/ZIP: _____

Email: _____

Phone: _____

Thank you for donating to the Crisis Nursery! Name and address are required to receive a tax receipt.
All contributions directly support the programs and services of the Crisis Nursery. Greater Minneapolis Crisis Nursery is a registered 501(c)3 charitable organization and all contributions are tax-deductible to the full extent of the law.

My gift to help end child abuse and neglect and create strong, healthy families:

\$1,000 \$500 \$250 \$100 \$50 \$25 Other \$_____

Payment Type: Cash enclosed Check enclosed (Payable to *Greater Minneapolis Crisis Nursery*)

Name: _____

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In-Kind Donation Form

All information is required for donor tax receipt and GMCN financials.
Please note we CANNOT accept used items, stuffed animals, items with latex,
items that promote violence (toy weapons or cartoon characters with weapons),
religious themed items, or pre-wrapped donations (presents/gift baskets).

Name:	Date:
Group/Company Name:	
Mailing Address:	
City, State, Zip:	
Email:	Phone:

Item(s) Donated

<input type="checkbox"/>	_____

Volunteer Hours (Optional)

Please record any volunteer hours, including time spent shopping, putting kits together, or collecting items.

_____ # volunteers X _____ # hours each = _____ total volunteer hours

How did you hear about us? (Circle one)

Friend Family Work Internet Event Media Other: _____

Office notes:

Received by _____ Department (CS, FS, other) _____ Inventoried by _____

The mission of the Greater Minneapolis Crisis Nursery is to end child abuse and neglect and create strong, healthy families.



4544 4th Avenue South, Minneapolis, MN 55419
763.591.0400 www.CrisisNursery.org
Follow us on [Facebook](#) and [Twitter @followGMCN](#)