

Formula for Hope 2019 Fundraising Page Resource Guide



Thanks for hosting a table at this year's Formula for Hope event! Personal fundraising pages allow you to easily invite more of your network to join you in supporting the Crisis Nursery – especially those who can't attend the event. Use this tool to make an even bigger impact for the families at the Crisis Nursery!

Once you have registered your table ([see details](#)), simply follow these steps to create your personal fundraising page and start raising money for the families at the Nursery!

Create your fundraising page

Create your personalized fundraising page at crisisnursery.org/events/ffh19fundraise/. 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 here to resend your custom link: crisisnursery.org/events/ffh19manage/.

ADD A PHOTO OR VIDEO

Download one of our sample photos at crisisnursery.org/events/ffh19fundraise/ 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 at the end of this packet.

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.

- **\$500:** Sponsors breakfast for the children for one week
- **\$750:** Covers the cost of lunch for your table at the event AND feeds the children at the Crisis Nursery for a day
- **\$1,000:** Purchases diapers for a month

DID YOU KNOW?

Matching gifts can increase donations on your page! A matching gift shows your network that you are personally invested and committed to the Nursery, inspiring them to give. Consider personally matching gifts made on your page up to a certain dollar amount, and let your network know by mentioning that in your story and social media posts.

Share your page with your network!

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

Your personal 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 3,600 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 almost 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 EMAIL TEXT

Dear <insert name>,

Last year, Greater Minneapolis Crisis Nursery answered over 3,600 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'm supporting the Crisis Nursery as a table host for this year's Formula for Hope luncheon on May 14th at the Minneapolis Hilton.

Funds raised through Formula for Hope support programs and services such as:

- 24-hour crisis line
- Face to face crisis counseling
- Community referrals
- Parenting education
- Clinical Home Visiting and Mental Health programs
- Overnight residential care for children, newborn – age 6

I'd love to have you as a guest at my table. The program runs from noon-1 p.m., with pre-event activities (including volunteer opportunities, interactive experiences, and a networking lounge) beginning at 10:30 a.m. Let me know if you can attend, and I will get you registered at my table.

Can't make it to the event? You can still join me in 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.

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!

FOLLOW UP!

Check back in with your network before the event to remind them about the difference they can make through a donation to the Crisis Nursery. The more reminders you give on social media and in person will increase your chances of raising donations.

THANK YOUR DONORS!

There are many ways to thank those who donate through your page: send a card, make a phone call, give a shout out on social media, or send an email, to name a few!

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.

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:

- Face to face crisis counseling
- Community referrals
- Parenting education
- Clinical Home Visiting and Mental Health programs
- Overnight residential care for children, newborn – age 6

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:

- 3,618 crisis calls managed
- 1,313 times families met with a Family Advocate to receive help
- 286 families and 523 children served through our residential program
- 372 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, and why I am asking you today to 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.

Questions? Contact:

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