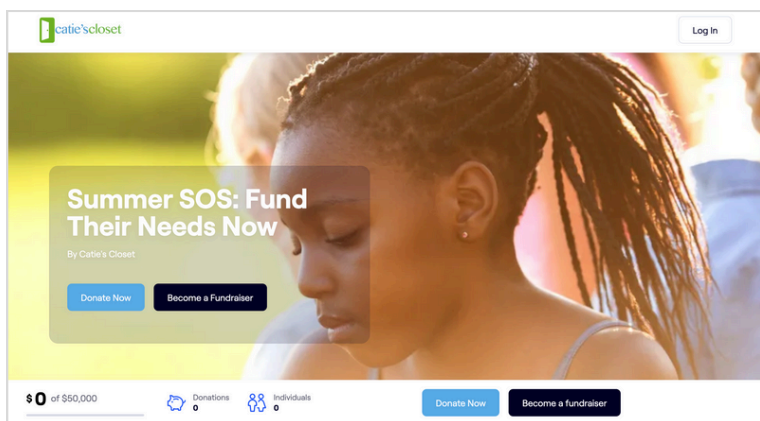


Thank you for hosting a fundraiser to support Catie's Closet! You will inspire your family, friends, and network to provide children in need with life-changing access to clothing and basic necessities.

This kit will help you create and promote a successful peer-to-peer fundraiser and make a big impact on children experiencing crises.

Create Your Fundraiser in 1-2-3!

- 1 Click BECOME A FUNDRAISER button on the page linked here.
- 2 Follow the prompt to participate as an individual.
- 3 Complete your fundraising account and your page will be generated.



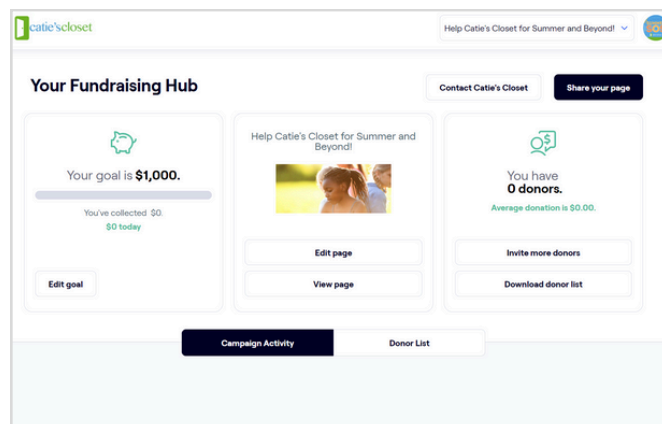
Add the Finishing Touches

Customize the details and description of your fundraiser: A catchy title will capture the attention of your audience. Tailor this to your audience and personalize further with details about why this fundraiser is important to you in the Description field. Feel free to utilize the fundraising goal and description provided.

Time to Fundraise!

Once you finalize the details of your fundraising page, you will be brought to your Fundraising Hub. Here you can see who has donated to your fundraiser, edit your information, and view your sharing options for social media and more.

Use our tips and resources below to make your fundraiser a HUGE success!





[Sample Sharing Posts and Emails](#)

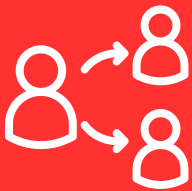


[Images and Videos to Share in Your Promotions](#)



Tips for Success

Personalize your campaign. Sharing why hosting a fundraiser for Catie's Closet is important to you goes a long way in appealing to your family, friends, and network. Just a sentence or two from your perspective in your social media posts can encourage someone to give. Go the extra mile with a video talking directly to your networks and let them feel inspired by your passion for our mission!



Share everywhere and frequently. Your unique fundraising link can be shared on social media, email, text, and anywhere else you can post a link! The more often you share, the more donations you can get. Encourage individuals who participate in your fundraiser to share on their platforms as well.



Help us say thank you. You will be able to see who donates to your fundraiser. While we will thank them for their generosity, a thanks from you personally may help them want to give again in the future.



Stay updated on your progress. You will receive milestone emails from our fundraising platform as you approach your goal. Use this as a reminder to reach out to your network again. Maybe try a different method of communication than you used before!



Be your first donor. Consider donating to your campaign so others will feel excited to join your efforts.



Promote corporate matching. Your donors can get their company to match their donations. They simply type their company name in the matching field during the donation process and they will receive information about next steps once they complete their donation.