



CHILDREN'S THERAPY CENTER

Fundraiser Toolkit: CTC's 2021 Move-a-Thon

Move for what matters!



Lead the Way for Your Cause!

You can raise awareness of Children's Therapy Center (CTC) by reaching out to your friends, family, and colleagues through a personal fundraising page for [CTC's 2021 Move-A-Thon](#).

1. **Create** your personal fundraising page
2. **Share** your fundraising page with your network

Every time you share your page by email or on social media, you expand the circle of people who get to know about and support the cause you love. **With your leadership, CTC will connect to new supporters who can become donors and champions for children and families in our communities!**

Frequently Asked Questions

Who should I ask to give?

Family, friends, colleagues, neighbors, friends of friends, people you buy services from, and more! Not everyone you ask will donate, but money isn't the only benefit. By connecting people and new audiences to CTC's work, you bring greater awareness to a cause you care about! There is no minimum or maximum number of people who can donate on your page – every person who signs up to give at any amount is meaningful!

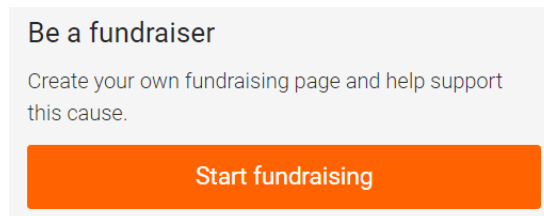
Who do I reach out to if I need help?

The [FAQ section](#) on the event homepage has answers to many questions. If your questions are not answered there, please reach out directly to Naomi O'Connor, Gift and Data Specialist at CTC. We want you to feel prepared and supported along the way.

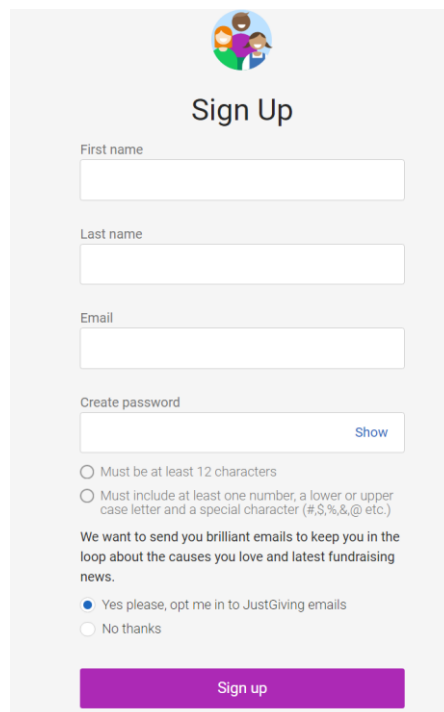
Create Your Fundraising Campaign Page

Personalize your page

1. Go to <https://www.justgiving.com/campaign/ctc2021moveathon>
2. Click the orange Start Fundraising button

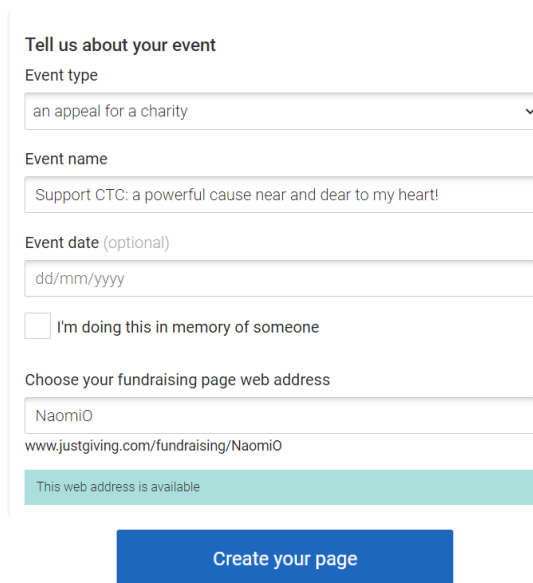


3. **Log in to your JustGiving account or click Sign Up to create a new account** if you do not already have one. If you've fundraised for us before, you may already have an account. If you've forgotten your password, click "Forgot your password?" and follow the instructions. If creating a new account, complete the simple Sign Up form. Then proceed to "Complete Your Profile".

A screenshot of a "Sign Up" form. At the top is a circular icon with three stylized figures. Below it is the title "Sign Up". The form contains several input fields: "First name", "Last name", "Email", and "Create password". The "Create password" field has a "Show" link to its right. Below the password field are two radio button options: "Must be at least 12 characters" and "Must include at least one number, a lower or upper case letter and a special character (#, \$, %, &, @ etc.)". Below these is a paragraph: "We want to send you brilliant emails to keep you in the loop about the causes you love and latest fundraising news." This is followed by two radio button options: "Yes please, opt me in to JustGiving emails" (which is selected) and "No thanks". At the bottom of the form is a purple button labeled "Sign up".

4. **Enter your page details.**
Title your fundraising page, e.g. [Your Name's] Fundraiser for Children's Therapy Center. Give your page a short and attention-grabbing title. Personalize it with your story or why you are fundraising.

Choose your fundraising page web address—the simpler and more personal, the better. When you have completed your details, click “Create your page”.



Tell us about your event

Event type
an appeal for a charity

Event name
Support CTC: a powerful cause near and dear to my heart!

Event date (optional)
dd/mm/yyyy

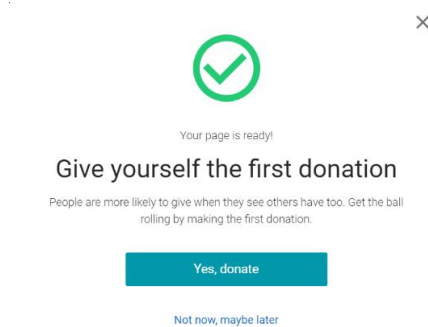
I'm doing this in memory of someone

Choose your fundraising page web address
NaomiO
www.justgiving.com/fundraising/NaomiO

This web address is available

Create your page

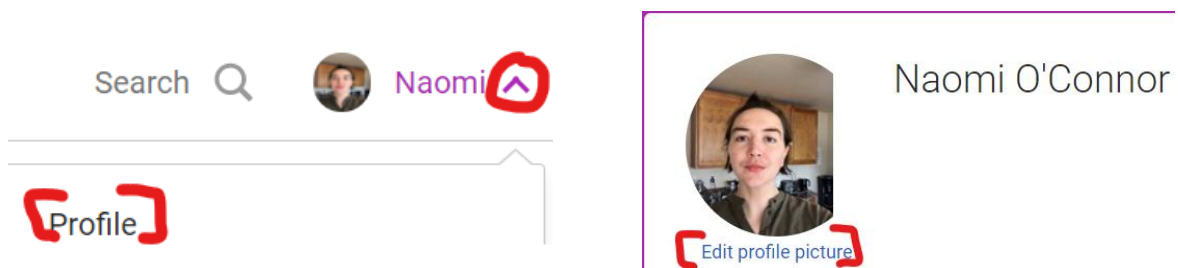
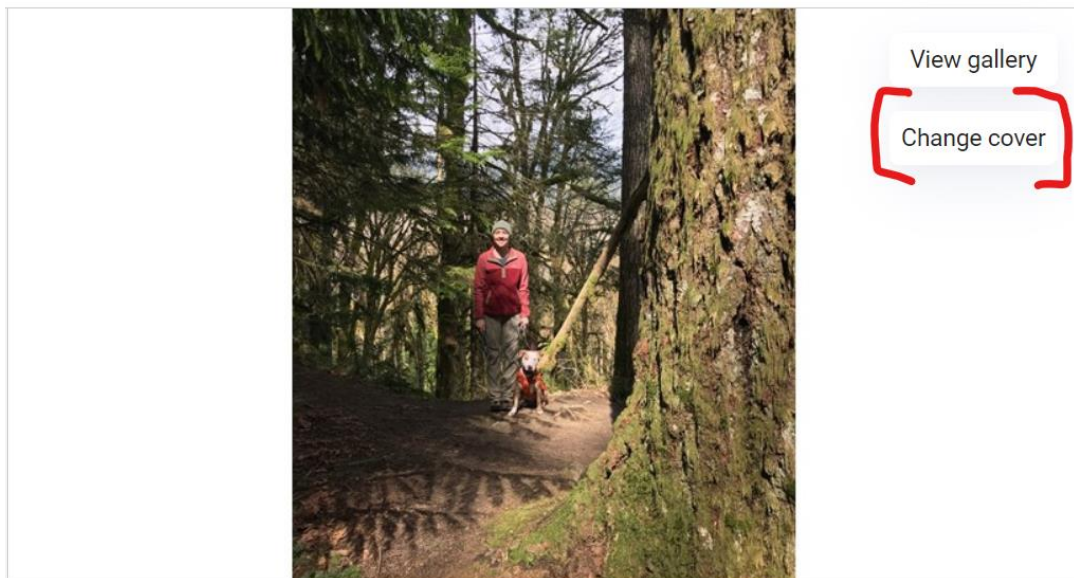
You will receive an email confirming your page has been created. You will also have the option to make the first donation to your own fundraiser—the suggested donation for entry in CTC’s Move-A-Thon is \$15 per participant. This amount is by no means mandatory, but can add initial momentum and show that you are also investing resources in CTC and doing what is being requested of them.



5. **Edit and Personalize your page before sharing it!**

Research shows that personalized fundraising pages raise more funds and engagement than generic fundraising pages! Please take the time to show others why CTC is meaningful to you.

Start by **Uploading a Cover Photo and a Profile Picture**. Add a compelling cover image of you moving and/or those CTC helps. The image should be good quality and clear! Fundraising pages with a personalized picture raised 15% more funds than those with no picture or a generic one. Be sure you have permission to share the photos you select.



Next, **Edit Your Page.**

Edit your page

Once you click “Edit your page,” the **Edit**, **Media**, and **Settings** tabs will help you customize your page.

Edit:

- **Edit your Page Title:**
If you change your mind on your page title, this is where you can edit it.
- **Enter Your Fundraising Target:**
This is the goal for your fundraising page and not the organization’s overall goal. Think about how many people you will ask and estimate how much they may be able to give. Ex. 100 people x \$10 = \$1,000! It should be ambitious and attainable. You can always adjust your goal later.
- **Add a Page Summary:**
This is a brief way to let your network know who you are fundraising for and why.
- **Add Other Participants:**

This is where you can let the world know that you will be participating in the Move-a-Thon with your partner, fur child, family, neighbor, or whoever else might be moving with you.

- **Customize Your Story:**

Your story should include your connection to CTC, our cause, and why you give. Your personal story is the most compelling reason for your friends and family to give! You should ask directly for a donation, thank your supporters, and ask them to consider sharing your page.

Media:

From the Media tab, you can:

- Change your cover photo
- Add additional photos to your gallery
- Integrate your fundraising page into your livestreaming across various platforms
- Download fundraising gifs to build excitement and announce your progress

Settings:

From the Settings tab, you can:

- Personalize your thank you message that will be sent to donors when they give to your page
- Find and share a QR code for your fundraising page
- Manage your fundraising team membership
- Cancel your JustGiving page

[CLICK HERE](#) to see the Top Ten Tips for Creating Best-Ever Personal Pages, by industry expert Stephanie Thomas.

6. Share your page!

Once your page has been customized, it's time to share it with your network. Be sure to include a personal message each time you share your page.

Campaign Strategies

- **Start a friendly competition:** Pair up with another person doing a fundraising campaign to see who can meet their fundraising goal first.
- **Connect your campaign with a personal event:** Encourage people to donate in honor of your birthday, in memory of someone, or to celebrate a milestone.
- **Make it newsworthy:** Connect your campaign with a topical news story, holiday, or an event connected to your cause.
- **Seed success:** Other people are more likely to donate to your campaign when they see that someone has already contributed, so encourage your most likely supporters to give early!

Sharing Your Fundraising Page

Where to share?

You know your network best. Use the social media platform where you spend the most time with the people you know! Personal emails and direct messages are the most effective.

Ways to share your page:

- Social Media (Facebook, Instagram, LinkedIn, etc.)
- Email
- Events/meetings
- Blogs
- Bulletin boards
- Social gatherings

What and when to share?

ASK: Create your page and start your campaign today!

- Keep it short, personal, and direct sharing your connection to CTC and why you give will encourage others to give.
- Create urgency by including the last day to give (10/24/2021). You don't want your supporters to forget to donate!
- Ask them to give *and* share your page. Asking for a specific amount is shown to drive giving.

REMIND: Before your campaign ends (10/24/2021)

- Thank those who have given and remind everyone to give and share.
- This message can include your story, facts about your cause, and how close you are to your goal.

THANK: When your campaign ends (10/24/2021 or within 24 hours)

- Thank donors with a general public message. This is one last chance to increase awareness!
- Thank donors directly with a personal email, call, or text.

Don't forget to:

- Use your custom JustGiving page URL link in all your messages.
- Use the hashtag #ctckidsmoveathon when posting on social media

Resources

- [Event Homepage](#)
- [Central Fundraising Page](#)
- [Children's Therapy Center website](#)
- [Download Fundraising GIFs for Sharing on Social Channels](#)
- [2019-2020 Impact Report](#)
- CTC Social Media Pages: [Facebook](#) | [Instagram](#) | [YouTube](#) | [LinkedIn](#) | [Twitter](#)
- JustGiving Platform – [How-To Questions on Raising Money for a Charity](#)

Additional FAQs

How do I create or join a Fundraising Team?

[Click here](#) for step-by-step instructions on creating a Fundraising Team. Creating a team makes you the Team Captain. Team pages are a great way to raise money separately whilst still contributing to a larger team goal. The page will list everyone's individual page, as well as the charity you're raising money for and the collective total you've raised together.

[Click here](#) for step-by-step instructions on joining a Fundraising Team that already exists or adding members to your Fundraising Team.

Will my contacts who donate get a receipt?

Yes! All donors will receive an automatic email receipt that can be used for tax purposes, followed later by a personal thank you from CTC staff.

Are donations tax deductible?

Children's Therapy Center is a registered 501(c)(3) organization, Tax ID #91-1078809. Donations are tax deductible to the extent allowable by law.

Still have unanswered questions?

Please email Naomi O'Connor at naomi@ctckids.org – we would love to hear from you!

We are so grateful for your support of Children's Therapy Center!