How to Host a Fundraiser for Kids In Need Foundation

A Brief Guide for Planning, Launching, and Joining an Online Campaign

How do we plan a fundraiser?

Choose Your Timeline. Make sure to give yourself enough time to plan, prepare, and ask for donations. Then select a timeframe. We recommend 3-4 weeks.

Set a Fundraising Goal. $25 plus shipping provides a backpack full of essential school supplies to a student in an underserved school. How many backpacks does your organization or group want to provide for students?

Choose a Name. The name can incorporate the name of your group and something pertinent to school supplies or supporting students.

Request Your Kids In Need Foundation Online Page. Discuss your timeline, fundraising goal, and campaign name with your group. We can then design a customized fundraising portal (with your logo) and generate a link for it. People can begin fundraising as soon as they receive the link.

Create Incentives. Consider providing motivating materials like t-shirts or buttons. How about gift certificates to participants who raise the most funds?

We believe every child in America should have equal opportunity and access to a quality education. www.KINF.org
How do we launch our campaign?

Send a Launch Email.

The email should:
- Go to your entire group or organization
- Contain a link to the fundraising portal
- Explain the campaign (e.g., a “collaboration with Kids In Need Foundation to provide school supplies to students in under-resourced schools”)
- State the timeline (beginning and end dates)
- Explain the incentives (if applicable)

Send Supporting Emails. Throughout the campaign (we recommend at least once a week), send follow-up emails with the campaign link. Encourage people to participate, and encourage them to share the link with their friends through email and social media!

Tip. Consider appointing a “Campaign Captain”. This is someone who can send the supporting emails, add personality to the overall effort, and serve as a cheerleader.

Conclude the Campaign. We recommend distributing a final reminder or two before the campaign concludes and then sending a final communication when it concludes. Your supporters will be excited to hear the results!

Have Questions?
- Feel free to contact us: https://www.kinf.org/contact-us/ or Email: info@kinf.org