



**Good+Foundation**

# Thank you for being a Good+ fundraiser!

Dedicated supporters like you fuel our organization's work and mission to support families working toward financial stability. Below is a step-by-step guide to help you create a successful Good+ fundraiser.

If you have any questions throughout your campaign, please contact Tiffany Langston at [tiffany@goodplusfoundation.org](mailto:tiffany@goodplusfoundation.org).



@GoodPlusFdn

## Good+Foundation



## Step 1: Choose a campaign theme

There are many ways to become a Good+ fundraiser:



### Donate your milestone

Create a campaign in honor of your (or your child's) birthday, baby shower or other milestone.



### Take on a challenge

Create a campaign in honor of your special challenge (completing a marathon, tournament and more).



### Create your own

Get creative and build a campaign in honor of an art show, yoga party or a lemonade stand.

## Step 2: Set your goal

At Good+Foundation, we value every single dollar that is raised by our fundraisers. Don't be afraid to be ambitious in your efforts; you can change your goal at any time.

Below is a snapshot of what a specific amount can provide:



**\$200**

can provide a month's supply of diapers to four families.



**\$500**

can provide a new infant car seat to three families.



**\$1,000**

can provide a new stroller to four families.



**\$2,000**

can provide a new crib to 20 families.

## Step 3: Launch your fundraiser

### Personalize

Include a photo and a short description of why you are supporting Good+Foundation. Your personal connection helps boost the success of your fundraising campaign.

### Contribute

By donating to your own campaign, it shows your family and friends that you're devoted to the cause and this fundraiser. Donors are also more likely to donate if they see previous donations to the page.



In honor of his first birthday, Dylan raised enough to give 57 babies in need a week's supply of diapers.



## Step 4: Tell your community

Send emails to 10-15 of your close family and friends with a link to your fundraising page. Since your close contacts are most likely to donate, it will help get you closer to your goal.

**You can use this sample email to help you get started:**

“Dear Friends and Family,

Did you know that 1 in 5 children under the age of 6 in the United States lives in poverty? That’s why I’ve committed to raise \$ [insert goal] from now until [insert end date of campaign] for Good+Foundation. Good+ parents receive goods, training and support while working to build a better future for their children and family. The organization partners with leading social service programs across the country to incentivize parents to reach their goals, like getting their High School Equivalency Diploma, enrolling in job and vocational training and finding stable housing. Your investment helps families to invest in themselves.

If each of you donates \$ [insert amount], I will reach my goal. You can donate and track my progress at this page [insert link to campaign]. Every little bit helps.

I appreciate your support!”

# Step 5: Share on social media

It's time to encourage your network to support your fundraising efforts via social media!

**Below are helpful tips to help you get started:**

1. Thank family/friends on social media when they make a donation to your campaign. This motivates and reminds others to make their pledge.
2. Educate your followers on the cause you are supporting.
3. Include a call-to-action with a link to your fundraising page.\*

\*You don't have to ask for donations with every post. Some posts can be to merely update your followers on your progress.

**You can use this sample copy to help you get started:**

“Instead of gifts this year, my child [insert name] is donating their birthday to help ensure that all children have the same opportunities that they do. Will you help us celebrate [insert name]’s birthday by making a donation before [insert end date of campaign]?”

“Thank you to \_\_, \_\_ and \_\_ for supporting my goal to raise \$\_\_ for @GoodPlusFdn. Your donation will help even more families in the U.S. find the support and tools they need to overcome poverty.”

“I’m halfway to my fundraising goal! Supporting my @GoodPlusFdn campaign will help families rise up.”

## Step 6: Send reminders

It's important to reach back out to your network with updates on your progress.  
**Use the sample email below to get started:**

“Dear Friend,

Families who live in poverty often have to make unthinkable decisions, like whether to buy diapers for their new baby or put food on the table. Parents in this position are constantly met by barriers that prevent them from rising out of poverty and providing brighter futures for their children. But Good+Foundation is looking to change all that.

I've committed to raise \$[insert goal] by [insert end date of campaign] to support Good+ in its work to provide families with the tools and dignity to succeed. I've already raised \$[insert amount raised], and I hope you will help me reach my goal.

Here is a link to my campaign: [insert link to campaign]

Thank you for supporting me and thousands of parents who work hard to give their children more, each and every day.”



# Step 7: Thank your supporters

It's important to take time to recognize your family and friends who helped make your fundraising campaign a success.

**Please use this sample email to get you started:**



“Dear Friend,

Thank you for contributing to my campaign to support Good+Foundation. Your donation helped me raise \$[ insert amount raised] to support Good+Foundation’s work to empower parents across the country to rise out of poverty. Your support means so much to me.

Many thanks for helping me get there!”

# Step 8: Pat yourself on the back

Hosting a fundraising campaign takes passion and hard work.

From all of us at Good+Foundation, **thank you!**

You help to drive our work each day and provide families with a path toward stability.



Want to send a check?

Good+Foundation  
c/o Tiffany Langston  
306 West 37th Street, 8th Floor  
New York, NY 10018

Questions?

Email: [tiffany@goodplusfoundation.org](mailto:tiffany@goodplusfoundation.org)