



Minds

Beyond Measure

FUNDRAISING
CAMPAIGN HANDBOOK

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Get Started: Themes

Pick a Campaign Theme



Food and Drink

Wine tasting, dine for charity, cooking night, bake sale, etc.



Arts & Entertainment

Art class, paint night, art tour, concert, gala, karaoke, movie night, comedy night, auction, keynote speaker, book club, dance class etc.



Games and Competition

Trivia, game night, scavenger hunt, bingo night, talent show, photography contest, murder mystery, fancy dress, spell/dance-a-thon, raffle etc.



Special Occasions

Gifts for birthday, wedding, holiday season etc.



Fitness



5k/fun run, walk/bike a-thon, fitness challenges, etc.



School



Student club events, donation drives, etc.



More fundraising ideas



Get Inspired: Past Events

Throw a gala featuring your favourite local artists

Raised: \$7000



Art Music Education Fundraiser



Unwind with your friends while learning about Napa's finest at a wine tasting

**Raised \$1300
donated 20
bicycles**



Cheers 4 Charity Fundraiser



Find sponsors for donation drives

Donated 144 school kits



STAPLES School Kit Drive



Shop and Support seek out businesses that donate part of their purchases to your cause

Shop at smile.amazon.com and we'll donate 0.5% of eligible purchases to your favorite charitable organization—no fees, no extra cost.

**Support
Minds Beyond
Measure Inc.**

When you shop at smile.amazon.com, Amazon donates.

[Go to smile.amazon.com](https://smile.amazon.com)

amazonsmile

**Amazon Smile
Shop &
Support**



Get Social: Communication

Launch Campaign

MBM website



Eventbrite



Give Butter



Personal invitations



Social Media



Minds Beyond Measure is having its (1st) Fundraiser event in (place) city on (date). Each ticket will support MBM's mission to inspire and empower at-risk youth in (place) through our initiative. We will receive (amount) of ticket purchase from here: Website . Register here: Website
Please message for more details, or email info@mindsbeyondmeasure.org
Help us reach our goal, please share this post and spread the word.
Support Mind Beyond Measure's vision to Engage.Inspire.Empower the educational community.

Email



Come join us for our fundraiser event, or become a sponsor, to support our (name) Program that serves children and youth in underserved communities in (place)
Our Mission:
Minds Beyond Measure is a 501(c)(3) non-profit organization that serves children and youth in underserved communities.

You will be supporting our vision to engage, inspire and empower children & youth through our (name) program:

Write about the initiative the fundraiser is targeting
Include pictures/videos to highlight previous or future impact

What:

When: Time:

Location:

Ticket details:

Can't attend?

Include online donation options

Register for the Event:

Click [HERE](#).

Become a Sponsor:

Click [HERE](#).

Give a Donation:

Click [HERE](#).

For more information:

Please contact info@MindsBeyondMeasure.org

Looking forward to seeing you there!

Get Social: Communication

Promote Campaign

Social Media

Regular posts until event include: progress updates, thank donors, ask for involvement



Friends, family, community outreach



Track and stay on top of your communication by following the *social media calendar* timeline



We've reached (amount) of our goal, support access to education by donating to __ (insert registration link)

Post progress updates

Highlight donor contributions

Thank you to our sponsor for donating to support access to education. You can show your support too __ (insert registration link)

Ask for involvement

We are (event theme) to raise funds for our favourite cause. Help support access to education by donating today __ (insert registration link)

Email



Reminder email 1 week and 1 day before



Time to update

cultivate your donors by sending them regular updates

Donors list

Get Social: Communication

Supporting Resources

Pictures & Videos

follow the blue dots



Flyers



Logos



MBM Stats



Get Thankful: Follow Up

Hi X,

I personally wanted to thank-you for supporting our cause at Minds Beyond Measure. Your donation will indeed be part of creating social impact and help those in need, gain access to education.

Sincerely,
Jaime Perris
CEO & Education Director
Minds Beyond Measure
New York
917 365 6730 | jaime.perris@mindsbeyondmeasure.org
MindsBeyondMeasure.org

Educate. Inspire. Empower



I'd like to personally thank-you all of our supporters who attended and/or donated at our (name) fundraiser. I am proud to say that we were blessed to have raised more than our anticipated goal of \$ to over \$, and there's still more coming in.

My deepest gratitude to all of you, as we are now able to donate (item) and provide (no./item) to (no.) students!

Update
on
Impact



Include a photo collage of the event in your update

