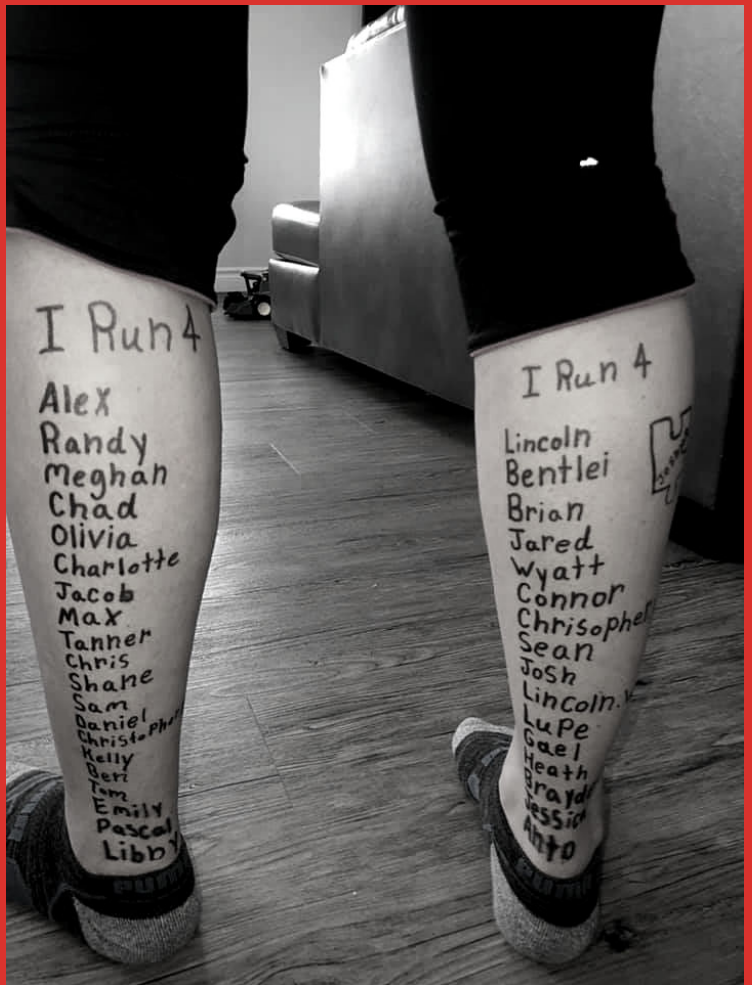


BOOST YOUR FUNDRAISING WITH

OUR
TIPS
AND
TRICKS!



CHILDREN'S
PROJECT

2020

Every year we are thankful for all our marathon runners, and this year we are especially grateful. It is a tough time for everyone, especially for people with A-T who are immunocompromised. Your support is always invaluable and means so much more to us during these uncertain times.

Fundraising is always a challenge - made all the more daunting this year due to the ongoing pandemic. We hope this guide helps you tackle your fundraising goal with confidence!

Please adhere to your local social distancing guidelines during your fundraising.

Thank you!

GETTING STARTED...

TAKE A LOOK AT YOUR TOOLBOX

What resources do you already have?

Please exercise proper social distancing at all times. Note that not all of these tools may be available during the pandemic.

- **Close Friends & Family**
 - Don't be afraid to ask those closest to you for their support. Reach out in person, text or e-mail and start by asking them for a donation. But don't stop there! Most friends and family would be happy to share your fundraising pages within their personal circles too!
- **Social Media**
 - Facebook, Instagram, Twitter and YouTube are incredible resources that offer tools to share your fundraising page, share donation buttons and use hashtags to link information to your page. Social media is a great tool to provide quick and easy resources for those donating.
- **School & Workplace**
 - Your school and/or workplace is a great place to start. Post a flyer on a bulletin board, make an announcement during a meeting, send an e-mail with your fundraising page, ask your professor to post your link on their webpage . . . The options are limitless!
- **Your Community**
 - What resources are available to you in your community? Can you hold a bake sale at your local grocery store? Can you attend any local club meetings? Are there community gatherings where you can solicit donations? Can you ask local coffee shops to post a flyer with a donation jar by their cash register? Your town may have more resources available than you may think. Try calling your town hall to see if they have any suggestions!

YOUR TOOLBOX IS AS BIG AS YOU MAKE IT!

FUNDRAISING FROM HOME



Trivia Night

Create trivia questions and invite your friends and family to take part on Zoom by donating to play.



Teach a Skill

What do you know best? Share a skill by offering a class open to anyone who donates. It could be bread-making, knitting, yoga, a new language. . .



Movie Night

Use Netflix's Party feature and host a movie night for you and your friends, with everyone logging on from their home and donating the cost of a movie ticket. You could even drop off popcorn for local donors!

Host a Virtual Social Event

"Donate to Participate"

Offer a Service

"Donate In Exchange"



Organize a Swap



Organize a swap! It could be books, wine, board games, recipes. . . To participate, have your friends and family donate to our cause. To social distance, organize via email and drop off items in mailboxes.



Guessing Game

Bake a cake and let anyone who donates guess how much it weighs. Whoever is closest wins the cake!



Chores

Offer to do errands or chores for your friends and family in exchange for a donation. Wash their car, mow their lawn . . . make sure to social distance when required!

When in doubt, UTILIZE SOCIAL MEDIA!

#SOCIALMEDIA

*Looking to reach a large audience quickly?
Here's how!*



@ATChildrensProject

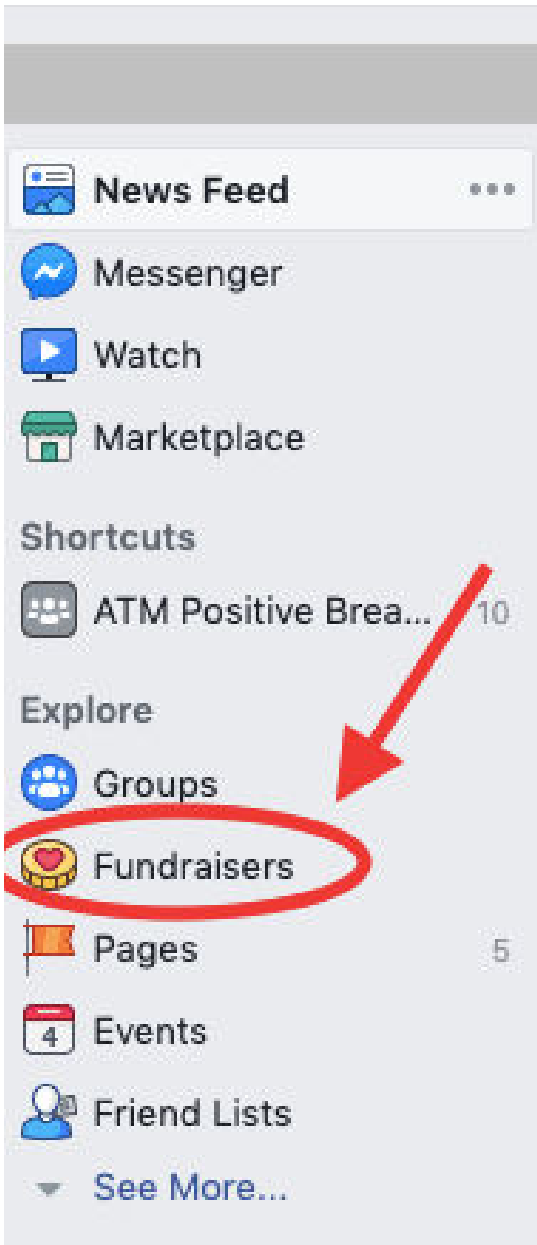


@ATCure



@atchildrensproject

FACEBOOK



We love Facebook fundraisers for a few reasons. . .

It is personal! People often feel more comfortable when an individual reaches out to them, rather than organization - even one as awesome as the A-TCP!

It has a ripple effect! Facebook fundraisers encourage donation via a little friendly peer pressure. Friends can see who donated and how close you are to your goal. (There is an option to donate privately.) You may even inspire others to start a Facebook fundraiser or share yours.

Starting your own Facebook fundraiser



Set Up a Facebook Fundraiser

Start on your Newsfeed. On the left, click Fundraisers.

Then, click "Raise Money." It is a green button.

Select Non-Profit and then "Ataxia-Telangiectasia A-T Children's Project."

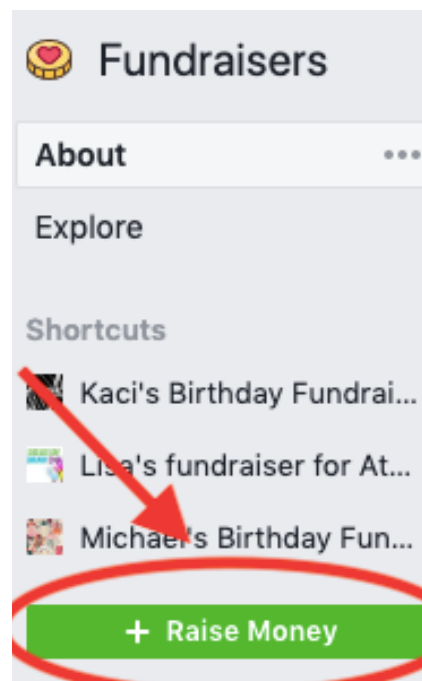
Fill in details about your goal. We see anywhere from \$100 to \$2,000 as goals. It's up to you!

Give your fundraiser a title - it can be as creative or as standard as you please.

Answer "Why are you raising money?" What personally connects you to A-T?

Pick a cover photo. It will need to be wide and long. (Feel free to copy our Facebook cover image.)

Click "Create"!!

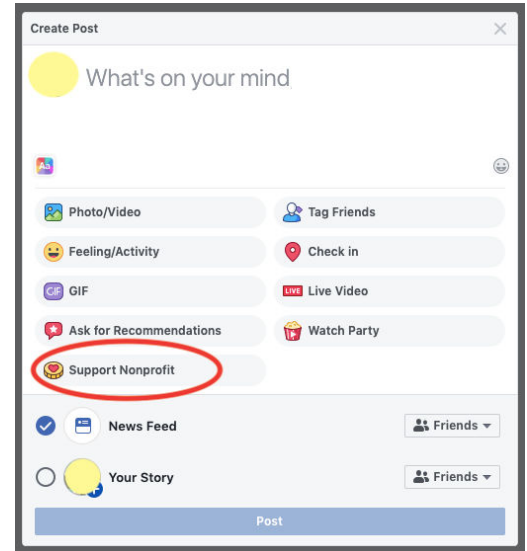
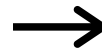
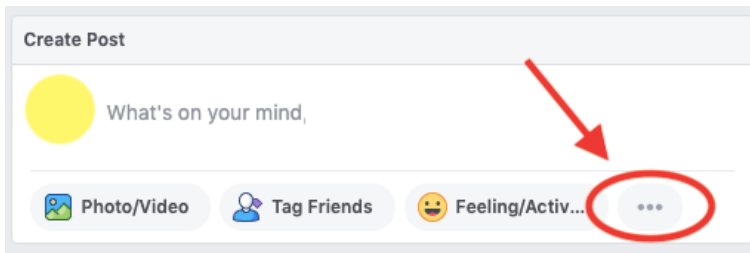


Fundraisers are great for birthdays, Rare Disease Day and Giving Tuesday but you don't need a reason for a fundraiser. Any day is a good day to ask for support! After all, A-T affects families each and every day, not just the special ones.

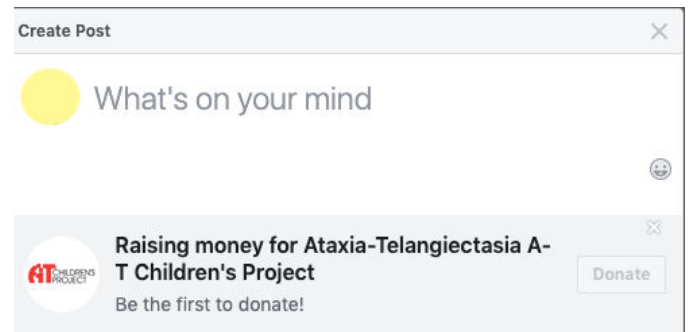
Adding a Donate Button



1 Start on your Newsfeed or Timeline as if you are going to make a post. Open more options and click "Support Nonprofit".



2 A search bar will appear, search and click Ataxia-Telangiectasia A-T Children's Project.



3 Type a heartfelt message and post!

That's it! Your post will now have a donate button, allowing your friends to donate directly to A-TCP.

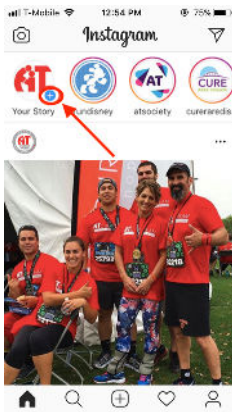


INSTAGRAM

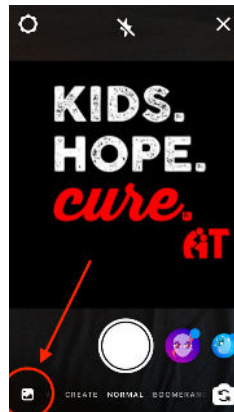


Let your Instagram followers support the A-T Children's Project with a single click by using Donate stickers on your story!

1



2



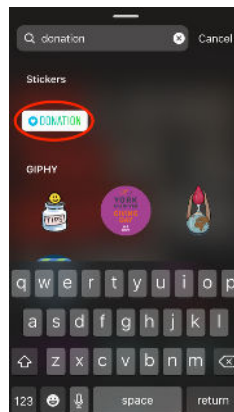
To add photos or videos from your gallery, tap the photo icon in the lower-left side of the screen. You can also just swipe up on the screen.

Select the image you want featured in your story.

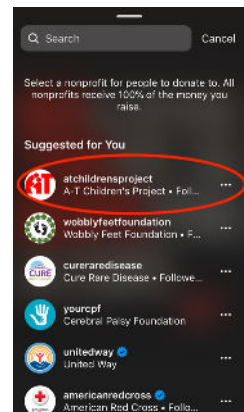
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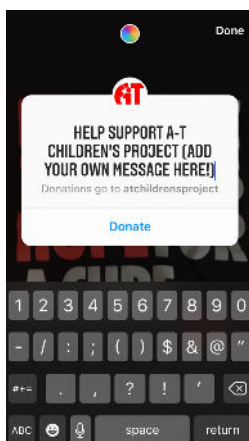
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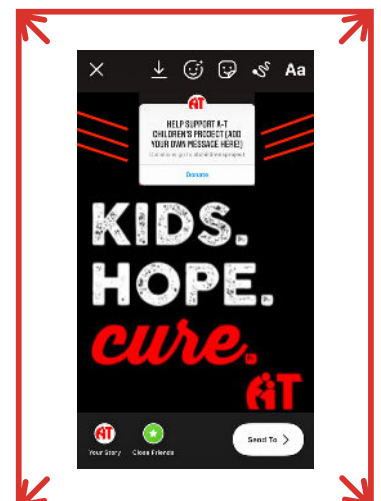
6



Customize your donation sticker by changing the color and adding your own message.

You can adjust its size, position and angle as well using your fingers.

Then publish to your story!



SNAPCHAT

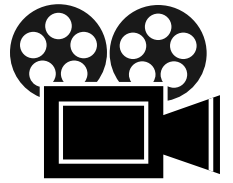


Post Snapchat stories of how you are training for the race to show your friends and family how hard you are working.

To encourage donations, post a photo to your story with the link to your fundraising page!

YOUTUBE

Videos are powerful. Consider making a video appeal and posting it on YouTube. Share the link to spread the word.



Consider a live stream! This could be done on Facebook as well. Do a live stream of a run as you ask for donations. Don't stop running until you reach your goal!

TIKTOK



Engage a younger audience! Have friends donate to vote on what (appropriate) song you will do a TikTok to. The aim is to have your friends saying "I'd pay to see that. . ."

TAG US!

Tag A-T Children's Project so we can help promote your fundraiser or post!



@ATChildrensProject



@atchildrensproject



@ATCure

Use hash-tags to increase your post's views. A few we like to use are below but feel free to add your own!

#Cure4AT

#TrainforacureAT

#ATwarrior

#HelpStopAT

#BeTheHope

#CureAT



Always thank your donors.

Hi Jane,

We recommend using the platform they donated on and sending them a heartfelt and personal direct message.

Thank you so much for donating to my recent fundraiser for the A-T Children's Project in honor of my niece Julia. Since A-T is such a rare disease, your contribution is truly impactful in helping support research bringing us closer to a cure. You bring hope to me and my family!

With gratitude,
John

QUESTIONS?

Will A-TCP reach out to the people who donate through my social media?

No. Facebook and Instagram do not collect data on donors so we cannot reach out to the individuals who donate to your fundraiser or through your donate button.

Am I notified when someone donates?

Instagram notifies you each time someone donates. You can also check total progress by swiping up on your story. On Facebook, you are not notified each time an individual donates but you can log-on and see who has donated.

What wording can I use to motivate people to donate?

We find personal appeals to be most effective, such as an update on how your child is doing. Check out our social media pages to find some fundraising lingo you can use.

Ex: "It has been one year since Jimmy was diagnosed with A-T. As the symptoms start to present, we are holding onto hope. Please give our family and all families with A-T hope for a cure by donating to the A-T Children's Project. Because A-T is such a rare disease, we rely on people like you to fund research."

How do donors receive receipts?

Donors will be emailed a receipt to the primary email address associated with their social media account.

How can I use social media to help A-TCP other than asking for financial donations?

Share content posted by us and other supporters to help spread awareness of A-T and our cause. Encourage people to learn more at our website and sign up for our newsletters with research updates.

Are there any restrictions?

Only two: 1) Donors must be 18 years or older to donate.

2) Donations must be \$5 minimum and \$2,500 maximum.

THANK YOU!

Thank you for fundraising on behalf of all A-T families!

People like you are the life-blood of the A-T Children's Project and our peer-to-peer fundraising model. If you want to learn about additional fundraising opportunities or would like to host an event, please reach out to our Fundraising Coordinator, Kimberly Beisner, at **fundraising@atcp.org**.

We have a number of promising research projects in the works that we are able to fund because of YOU! Be on the lookout for research updates.



We are working on how to best utilize these platforms for peer-to-peer fundraising - stay tuned!