

**HOPE
CARRIER**



Dispatch Hope



**Fundraising
Toolkit**

ABOUT US

Be a part of a movement delivering hope to children around the world.

Welcome! We are glad you are here and want to partner with us to dispatch hope — hope that comes with the promise of education and an introduction to a life in Jesus.

We manufacture and deliver backpacks filled with school supplies to children in need. Also included are a children's version of the book of John and a series of Mailbox Club lessons that guide children through the Bible in a fun, simple way that allows them to grow, build character and share their story with family and friends.

We are creating a movement built on strength in community, the power of an education and the hope of faith. Join us! The following is a step-by-step guide to help you build, run and share your own Hope Carrier fundraising campaign.

We have created a series of short videos, graphics, photos, email templates, hashtags and brand guidelines and more that you can use to reach your goal. We will be with you every step of the way and provide what you need to be successful. If you have any questions, reach out and contact us at info@hopecarrier.org.

Thank you for your partnership — we are grateful.





Steps for success

STEP 1

Now that you've decided to be an instrument of change, brainstorm how you want to fundraise and what your financial goal is.

***How:** Think of a creative way to fundraise that suits you/your group and your target audience. We have some ideas to help you.*

***How much:** Set a fundraising goal — this will help your contributors track your progress and stay excited. Each backpack filled with essential school supplies costs USD \$25.*

STEP 2

Set up your online campaign page at www.hopecarrier.org/fundraise.

Leveraging this online platform will allow you and your contributors to learn about the cause and track your progress.

You can customize your page and know that donations are secure for everybody.

STEP 3

Spread the word.

Whether by email, social media, text or calls, share the news about your campaign to your target audience. The more people you share it with, the faster you'll reach your goal — so cast a wide net!

We've assembled some tips and resources to make this easy for you. Continue to track your impact and keep your audience updated on your progress and motivated to give.

Once you've reached your goal, share your success with your contributors! Don't forget to thank them.

STEP 4

See your impact in action.

Track the bags purchased in your name as they're delivered to children in India, Thailand and South Africa.





Get Creative

Whether you're fundraising on your own, with a community, school or church group or alongside your colleagues — we've curated some creative ways to get people to contribute to your campaign. Remember though, the sky's the limit with what you can do, so get creative and do something that resonates with you.

Forgo gifts on your special day —

Ask friends and family to celebrate your special day (birthday, wedding, shower, anniversary, etc) by giving to your campaign instead of a gift.

Walk, swim or bike

Do a 5K or organize a bike-a-thon and get people to make a contribution for every mile.

Make and/or sell things

Bake culinary treats, make crafts, throw together bags of candy, put up the lemonade stand or host a garage sale.

Go without —

Ask your audience to give up a daily indulgence or habit (like coffee) for a certain amount of time and donate the amount they would have spent.

Host a ticketed event

Feature a local band willing to donate their time or have a movie night.

Maximize your impact

Your company may match the amount you raise! Be sure to ask and possibly double your contribution.

Gather loose change

This one is great for the kids. Ask friends and peers to donate their loose change.

Wash cars

Organize a car wash in your area and get some friends to help.

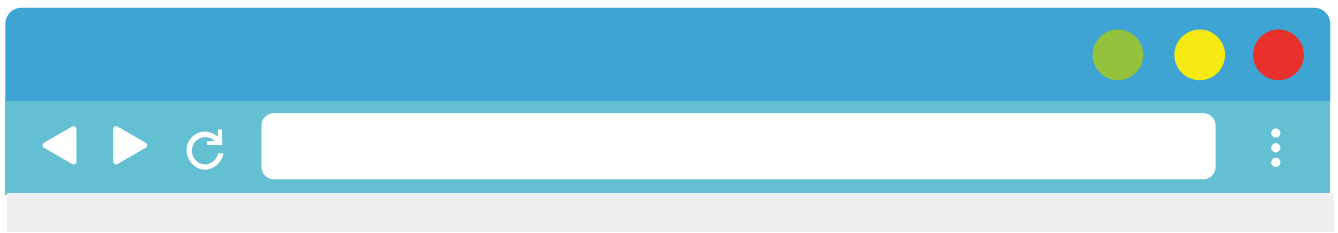


Communication Tips

To maximize your impact, leverage as many communications channels as you can — like email, social media, and even phone calls. Here are some tips in getting the word out to your community effectively.

EMAIL

- Start by sending a personalized email to your closest family and friends or key stakeholders. Getting this close group of people to partner with you early on will help spur momentum for others to partner with you later.
- Once this group has begun making contributions to your campaign, it's time to open up to a wider audience. Send a persuasive email to your wider community inviting them to partner with you. Be sure to explain why this cause is close to your heart and make a personal appeal.
- Don't be embarrassed to send follow up or reminder emails — people usually appreciate this as they can forget or miss an email. You can also keep your community updated on your campaign's progress and what you still need to reach your goal.
- Remember to thank your contributors as they make their donations and again when you've reached your goal.



To

Subject

Dear [Family and Friends],

I am pleased to share that I am helping raise funds and awareness for Hope Carrier, an organization that delivers free backpacks filled with essential school supplies to children around the world.

Hope Carrier believes that access to education is a right not a privilege, yet more than 264 million children around the world have no access to an education. This is a problem we must tackle together because education is a shared responsibility and progress only happens through common efforts. Together we can change this reality.

It costs approximately \$25 to provide a backpack filled with school supplies to 1 child in need. The backpack will last for many years to come. Together we are working to provide free backpacks and supplies to children in India, Thailand and South Africa – regions of the world where an education is not free and often not affordable for the average family.

Can you help us reach more children by donating today? [insert your fundraising page link]. Every donation will change the life of a child forever.

Thank you for your support,

[Your Name]

SEND



SOCIAL MEDIA

- Share the link to your fundraising page with a compelling caption and photo. We have some sample posts, photos and graphics below that you can use.
- Keep your community updated on your progress by posting updates and reminding people to partner with you.
- If you're organizing an event to help raise funds — like a movie night or car wash — create a Facebook event and invite people to attend.
- Tag us (@hopecarrier_) so we can follow along!

264 million children are out of school around the world. Hope Carrier is working to change that by removing obstacles and delivering backpacks filled with essential school supplies to children in India, Thailand and South Africa. Would you partner with me to support Hope Carrier's work and change the life of a child in need?

Sample Posts:

Help me introduce unreached kids to the good news of Jesus by supporting my campaign:

I'm halfway to my fundraising goal! Help me make it to the finish line and give kids in [insert India, Thailand or South Africa] a chance to go to school.



Resources

Pictures say a thousand words. Tell a powerful story by utilizing these photos, graphics, videos and brand assets.



PHOTOS



GRAPHICS



VIDEOS



LOGOS AND BRAND USAGE



Across the finish line

100% of the funds you raised will go to backpacks filled with school supplies and other essentials. You can choose the destination country — India, Thailand or South Africa — and we will report back to you with pictures on the ground and delivery confirmation. You'll get to see the smiles of the children whose lives you changed through your campaign!

Thank you for being a champion of a child's right to education! We're grateful for your support as we work to bring hope to children around the globe.





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www.hopecarrier.org

