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Introduction

Thank you for finding a creative way to partner with A Child's Place and help support students who are experiencing homelessness this school year. Many people, organizations and groups have engaged in a fundraiser that has financially supported for our program over the years.

This toolkit includes event ideas, language and highlights about A Child's Place, instruction on event promotion options and details on collecting funds. So get your team together, brainstorm an event, submit the Third Party Event form and Host A Fundraiser for A Child's Place.

Thank you for your efforts, feedback and partnership. Please do not hesitate to contact the philanthropy team with any questions, comments or concerns.

Sincerely,

Philanthropy Team

A Child's Place of Charlotte

Fundraising Ideas

Social Outing

Bar, Pub or Appetizers Crawl

- Pick a neighborhood, arrange for free cover at a set number of bars, clubs, restaurants or shops
- Participants pay a fee to join
- Donate fee to A Child's Place
- Each participant is responsible for their tab at each spot
- Incorporate a raffle

Themed Party

Wine, Beer, Martini, Superbowl, Awards Shows or Birthday party

- Take donations at the door
- Incorporate a penny war or raffle

Gala to Benefit A Child's Place

If you are hosting a large gala/fundraiser, you can include A Child's Place as a beneficiary.

Group Tournament

Bowling, Cornhole, Golf and all other sports

- Include mulligan sales (re-dos), a raffle or silent auction
- A portion of ticket sales or all proceeds after expenses can be donated to A Child's Place
- Challenge participating individuals/teams to raise money

Public Race

5k Race or Bike Race

Contact your neighborhood, nearby school or park to give space to host a 5K race and/or fun run.

- A portion of entry fees or all proceeds after expenses can be donated to A Child's Place
- T-shirt or raffle ticket sales
- Challenge participating individuals to raise donations for each mile/minute they run/bike

Office/School Teams	Business Owners	Youth Groups
<p>Pay to wear jeans/Team Colors</p> <p>Penny Wars Set out a container for every participant/team. Players compete by adding change and dollars to competitors' containers. The participant/team with the least amount of money in container at the end wins.</p>	<p>Charity Day A promotional day when a portion of sales go to A Child's Place.</p> <p>Ex. Art Night in Ballantyne</p> <p>On-going Support A percentage of sales from a set day/month/quarter is donated to A Child's Place. Ex. Bead Me – keeps a shelf where proceeds of sales go to A Child's Place</p>	<p>For young supporters, a well-timed treat stand at school or in your neighborhood can reap success.</p> <p>Ex: Boo Shack!</p> <ul style="list-style-type: none"> - Hot Chocolate Stand - Lemonade Stand - Bake Sale - Pay for free dress (jerseys...) at school - Birthday Party Collection - Candy Gram

Electronic Fundraising Form available:

<https://goo.gl/forms/svnllNaig3bYx6QG3>



Fundraising Event Proposal Form

Today's Date _____

Name of Organizing Business/Group _____

Primary Event Contact _____

Mailing Address _____

City _____ State _____ Zip _____

Email _____ Phone _____

Event Name _____ Event Date _____ Start Time _____

End Time _____

Description of Event/Activity _____

Location _____ Does Event Require Permit or License? Yes No

Number of Participants _____ Other Benefiting Organizations _____

Other Information You Want Us to Know _____

How will you promote, market and raise awareness for this event? _____

NOTE: All materials featuring A Child's Place's name or logo must receive prior approval before distribution occurs. Materials will be reviewed within 48 hours of submission to A Child's Place.

_____ # of A Child's Place Staff Requested at Event

Requested Timeframe for A Child's Place Staff to be Present _____ to _____

Please select which duties you would like A Child's Place staff to perform at your event:

Greet guests at the door

Mingle with guests

Make a brief presentation

Host an information table

Other _____

NOTE: While we try to fulfill as many requests as possible, A Child's Place cannot guarantee staff presence at all events due to limited resources.

I agree that all information provided is accurate. I understand A Child's Place's inability to produce event materials, recruit sponsors, offer sponsorship or provide volunteers.

Organizer Signature _____

A Child's Place Approval _____ **Date** _____

Talking Points

Uses: recruitment of event planning team, in promotional materials (invitations, press releases, websites, event pages, interviews and ads), speech at event

Mission

A Child's Place works to erase the impact of homelessness on children and their education by providing a full range of services to keep students focused on academics and learning.

All children are at risk of failure, but those experiencing the chaos of homelessness are at the greatest risk of falling behind in school. In an effort to erase the impact of homelessness on academic performance, A Child's Place provides immediate, emergency services and referrals to children and their families in the midst of crisis. This organization stands by families as they progress from crisis to safer housing situations – all the while keeping the student focused on academics and learning.

Main areas of Focus

Student Support – Resolve the child's immediate basic needs for food, clothing and shelter while creating a case plan that supports their continued focus on education in one of our partner schools.

Family Support – Assess and advocate within and on behalf of the student's family through a case plan to resolve issues that led to the family's immediate homeless crisis.

This unique partnership of student and family advocacy creates a holistic approach to encourage students to stay focused on their education, develop a passion for learning and use the power of their education to change their lives.

Impact

- ▲ In the 2016-2017 school year, CMS identified 4,191 students as experiencing homelessness
- ▲ A Child's Place served 2,974 of the students identified as homeless last school year
- ▲ With intervention, 48% of A Child's Place students showed improved attendance from 1st to 4th quarter
- ▲ Only 80% of our students did not receive an out of school suspension as a result of healthy coping skills and improved parent engagement.

Language for Invitation

A Child's Place of Charlotte, Inc. is a 501(c)(3) nonprofit working to erase the impact of homelessness on children and their education. During the 2016-17 school year, we provided educational, emotional and behavioral support to 2,974 children experiencing housing crises; a great effort but only a portion of the identified homeless students attending Charlotte-Mecklenburg Schools.

Promote Your Event

General Tips

Begin promoting at least 2 weeks in advance of your event

Be sure to include:

- Date, Time, Location
- Purpose of the event (raise money, raise awareness, collect supplies)
- Instructions for next steps
 - Directions for purchasing tickets
 - How to RSVP (include an email address or link to website)
 - Where to sign-up for the event (office fundraiser)
 - Invite your friends/contacts and “like” us on FB or “re-tweet” this message

Ways to Promote

1. **Post flyers** in prominent locations for your target audience

- a. School
- b. Office building
- c. Place of worship
- d. Neighborhood
- e. Local restaurants/coffee shops

**Be sure to get permission from appropriate person before putting up

2. **Create a Page** on Facebook for your event

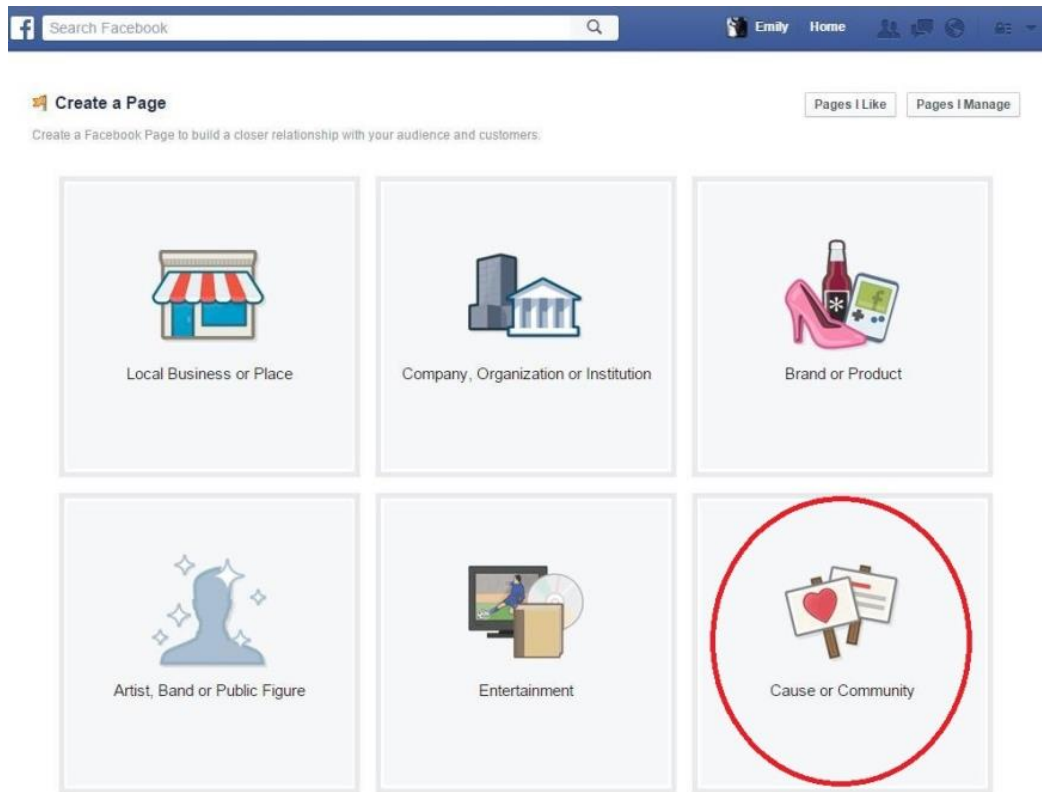
** This can take the place of an event website

- a. **Log-in** to your Facebook page and **click** the drop-down menu on the top right hand side
 - i. **Select** “Create Page”



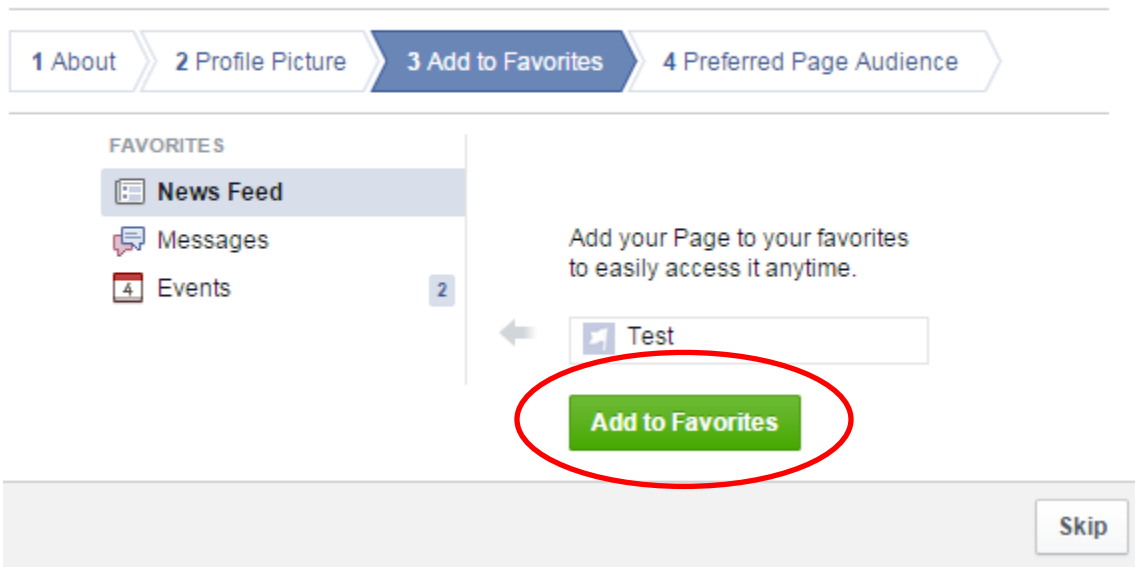
- ii. **Locate and select** “Cause or Community”

- iii. **Type** in the name of your event



- b. **Fill in** the information about your event
 - i. Be sure to **select the green button** on Tab 3 and Add to Favorites

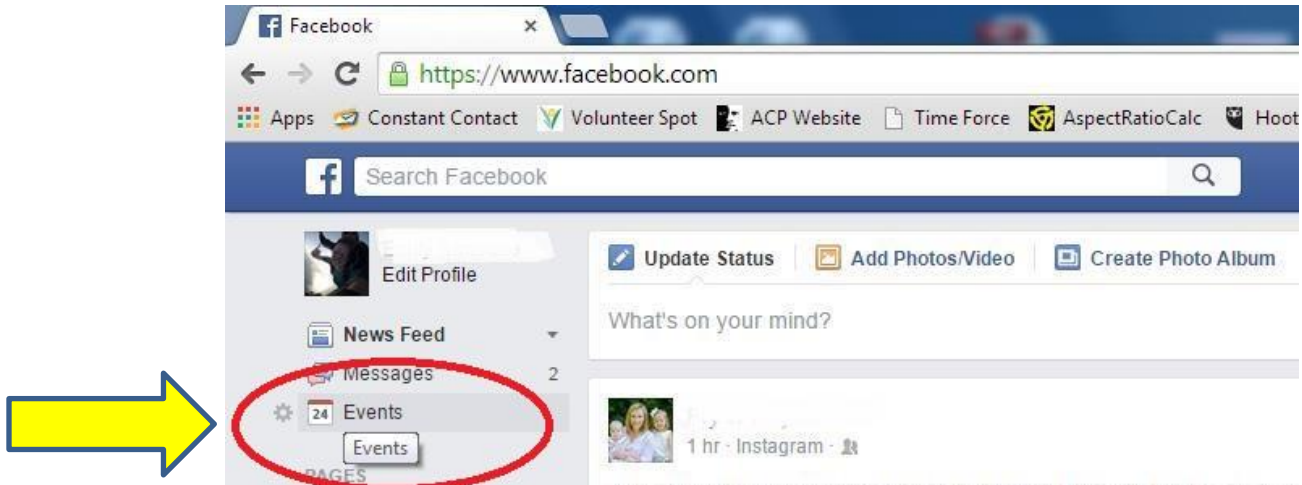
Set Up Test



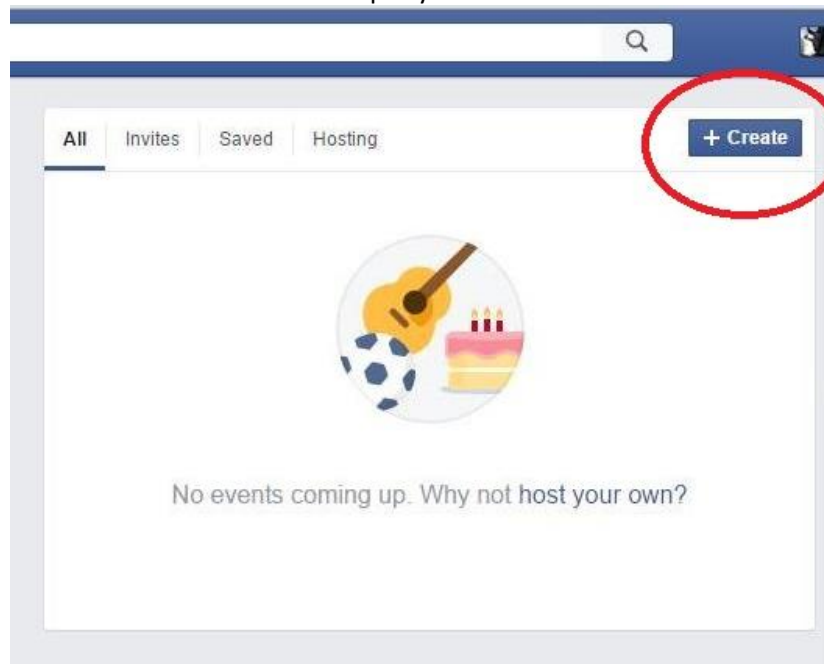
- 3. **Create an Event Page** on Facebook

**This option allows you to e-vite contacts and solicit RSVPs, like EventBrite and other event promotions websites.

- a. **Log-in** to your Facebook page
 - i. **Select** “Events” on the left-hand column



- ii. **Select** “Create” and input your event information



4. **Post** on social media pages (Facebook, Twitter, Instagram, etc.)
 - a. **Tag** A Child’s Place on Facebook: @achildsplace
 - b. **Mention** A Child’s Place on Twitter: @ACPCharlotte
 - c. **Tag** A Child’s Place on Instagram @achildsplace_clt
5. **Email** invitation, flyer and other information to potential supports network
 - a. School staff to include in their periodical emails/newsletters
 - b. Personal and professional contacts

6. **Contact** local news sources with a press release to include in their next publication
 - a. Other Print Media:
http://www.yelp.com/search?cflt=printmedia&find_loc=Charlotte%2C+NC
 - b. Television Stations:
https://www.yelp.com/search?find_desc=Television+stations&find_loc=Charlotte,+NC+-+find_desc
 - c. Radio Stations:
https://www.yelp.com/search?find_desc=Radio+Stations&find_loc=Charlotte,+NC

7. **Share** event information by word of mouth
 - a. School announcements
 - b. Staff meetings
 - c. Club meetings
 - d. PTA meetings
 - e. Work/organization/church meetings

Donate Proceeds

There are many different ways you can choose to collect proceeds and get them to A Child's Place. We recommend the following websites as each donor is guaranteed a tax-deductible receipt.

A Child's Place Website: You can have attendees/supporters go directly to www.achildsplace.com/donate to pay their fee.

Donors must fill in the **Notes section with your event title.

Notes	
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Eventbrite: This event organizing website offers many tools for hosting your fundraiser including invitations, RSVPs and sales collections.

For more information: <https://www.eventbrite.com/how-it-works/>

FirstGiving: Create a page on FirstGiving and select A Child's Place as your nonprofit to support. They will collect your sales and help you promote your event.

For more information: <http://info.firstgiving.com/individuals/create-a-page>

**You, as the organizer, are welcome to collect the donations yourself. A Child's Place will not be able to provide tax-deductible receipts to each individual donor unless made by check.