

10K MATCHING GIFT CAMPAIGN



OVERALL
FRIENDRAISER GOAL:

\$5,000

DONOR MATCH:

\$5,000

INDIVIDUAL
GOAL:

\$250

TIMELINE

EARLY MAY

Start of campaign

**MIDDLE/END
OF MAY**

Mid-way Point

JUNE 9TH

Final Day

Help Rebuild Upstate reach our goal of raising **\$5,000**. Your gift will further our mission to repair the homes of our low-income neighbors, **making homes safer, healthier, and more livable.**





FRIENDRAISER FUNDRAISING TIPS

1. GET THE BALL ROLLING

Make a donation to your page FIRST. Once people see that donations have been made, they are more likely to donate.

2. PERSONALIZE YOUR PAGE

Add your WHY. Why do you volunteer with Rebuild Upstate? Why are you participating in this fundraiser? The more you share in your own words, the easier it will be for your audience to see why Rebuild is important to you.

3. REALIZE YOUR NETWORK

FIRST, start with your inner circle (close family and friends). NEXT, think of your social network, THEN, move to other groups (ie: sports teams, church small group etc.)

4. ENGAGE WITH EMAIL

When you make a generalized ask, most people assume someone else will take care of it. The more personal you are, the better the response. Make sure to avoid using excessive graphics in your email. Treat it like a letter to a friend.

5. SOCIAL MEDIA

Keep your audience engaged by posting updates and upcoming deadlines. Share your build day experiences and post pictures of you onsite.

6. THANK DONORS

Highlight donors on social media via a public shout out. Send handwritten thank you notes and be sure to keep donors updated on your progress.

**EVERY STEP YOU TAKE IS HELPING US LIVE OUR MISSION AND
GETTING US CLOSER TO REACHING OUR GOAL. THANK YOU!**

FUNDRAISING PAGE EXAMPLE

Hello, friends!

You may know that I began serving as an Americorps VISTA/ Weatherization Coordinator after graduating from Auburn University in 2019. I am proud to work with Rebuild Upstate because this organization makes a genuine difference in the upstate community.

One of my favorite parts of my job is personally meeting and interviewing homeowners. Hearing their struggles, heartache, triumphs, and stories of resilience have been equally inspiring and humbling. With every interaction, I am reminded of the things I take for granted.

For me, home means safety and comfort. For many of our homeowners, this is not reality.

When was the last time I had to decide between a life-saving health treatment or fixing a leak in my roof? When was the last time I was unable to leave my home because there is not a safe exit for a wheelchair? These questions lead me to action.

I am participating in Rebuild Upstate's Rebuild Upstate's 10K Matching Gift Campaign because to me, feeling safe and comfortable shouldn't be a luxury, but a basic right.

With your help, we can help make safety and comfort a reality for our neighbors in the Upstate. Help me support Rebuild Upstate's vision to sustain affordable housing and to keep homes safe, healthy, and more livable.

Thanks to a generous donor stepping up to match the \$5K in gifts, your donation today is DOUBLED. If you are unable to give financially, click this link for other ways to get involved with Rebuild Upstate. Thanks so much for your generosity! It means so much to me.

With gratitude,

Allie

FUNDRAISING PAGE TEMPLATE

Hello friends!

You may know that I am *(How are you involved with Rebuild?)* at Rebuild Upstate. *(Why did you choose to serve with Rebuild Upstate? Are you passionate about affordable housing? Do you have a personal story? Do you enjoy being hands on?)*

One of my favorite parts of *(What is your favorite part about Rebuild Upstate? Connecting with homeowners? Being able to visibly see the difference providing repairs has in the lives of the people you are serving?)*

When was the last time you had to decide between treatment for your health or fixing the leak in your roof? Or being unable to leave your home because there is not a safe exit for your wheelchair? For many of our homeowners, this is reality *(Add why Rebuild Upstate is important to you.)*

To me home means, *(What does HOME mean to you?)* I am participating in Rebuild Upstate's 10K Matching Gift Campaign *(Why are you participating in this fundraiser? What change do you want to see in your community as a result of this fundraiser?)*

With your help we can help make *(What home means to you/What you want to see happen in your community)* a reality for our neighbors in the Upstate. Join me in supporting Rebuild Upstate's vision to sustain affordable housing and to keep homes safe, healthy, and more livable.

Thanks to a **generous donor stepping up to match the \$5K in gifts, your donation today is DOUBLED.** If you are unable to give financially, click this link for other ways to get involved with Rebuild. Thanks so much for your generosity!

With gratitude,

(Your name)

EMAIL EXAMPLE

THINGS TO INCLUDE IN YOUR EMAIL:

- Who you are fundraising for, REBUILD UPSTATE
- WHY you are fundraising for Rebuild Upstate
- WHAT you are asking for (a donation)
- A LINK to your fundraising page

Hi *(name of person/family)*,

As you know, I joined the Rebuild Upstate team after graduating from Auburn in 2019. I am excited to be a part of Rebuild Upstate's **10K Matching Gift Campaign** because the mission of this nonprofit has become very personal to me.

Rebuild Upstate exists to repair the homes of our low-income neighbors to make homes safer, healthier, and more livable. I've had the privilege of meeting our homeowners and seeing firsthand the drastic impact home repairs can make in the life of a family.

Rebuild Upstate repaired their 1,000th home in 2020. To celebrate and continue the momentum of the mission, I am asking my friends and family to help me reach my goal of raising \$250. Will you support me in reaching my goal?

You can check out my fundraising page by clicking this link!

Thanks to a generous donor stepping up to match the \$5K in gifts, your donation today is DOUBLED. Any gift you give will mean so much to me.

With the current uncertainty in the world, our homeowners need us now more than ever. Thank you for your support and helping improve the lives of our low income neighbors in the Upstate.

With love,

Allie

EMAIL TEMPLATE

Hi *(name of person/family)*,

I am writing to let you know that I am participating in Rebuild Upstate's 10K Matching Gift Campaign. As you know, **(How long have you been involved with Rebuild Upstate? What does Rebuild Upstate mean to you?)**

Rebuild Upstate is a nonprofit organization that exists to repair the homes of our low-income neighbors to make homes safer, healthier, and more livable. **(Add another detail about why you are passionate about Rebuild Upstate)**

Rebuild Upstate repaired their 1,000th home in 2020. To celebrate and continue the momentum of the mission, I am asking my friends and family to help me reach my goal of raising \$250. Will you support me in reaching my goal?

You can check out my fundraising page by clicking this link!

Any gift you give will mean so much to me. Thanks to a generous donor stepping up to match the \$5K in gifts, your donation today is DOUBLED.

Thank you for your support and helping improve the lives of our low income neighbors in the Upstate. **(Feel free to add more personal details and/or include more about why you are involved with Rebuild Upstate.)**

With love,

(Your name)