

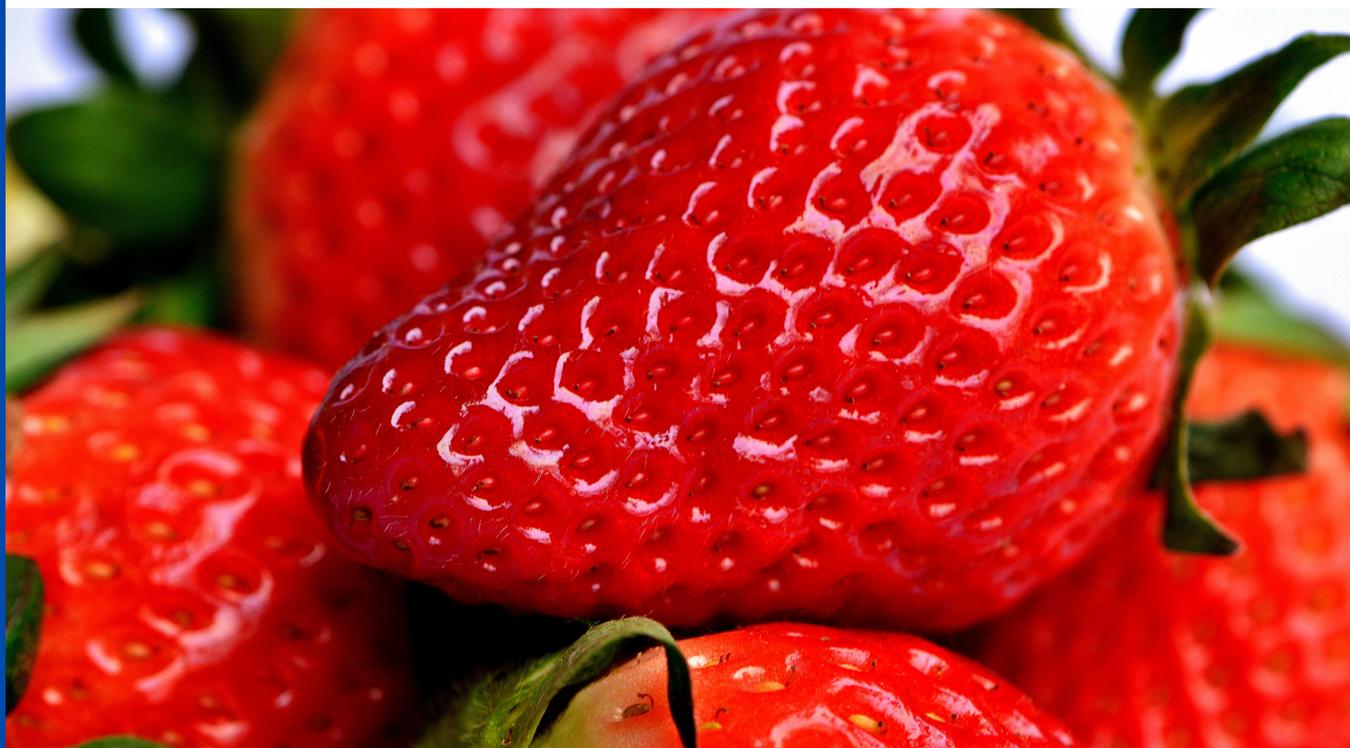
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Teen Mom Budget Challenge
Fundraiser Toolkit





Thank you for stepping up to the challenge!

Your support means so much to us, and to the at-risk pregnant and parenting young mothers your fundraising efforts will impact! By stepping up to the challenge you are actively helping our most vulnerable access services they need. Funds raised will help provide shelter, mental health and primary health care services, enable the completion of high school and the pursuit of higher education to help end the cycle of child poverty.

Your action ensures young pregnant and parenting mothers and their babies are able to take the steps they need to heal from trauma letting them learn life skills to eventually live independent successfully.

Because of you they are able to strive for a better future for them and their babies. Thank you.

**Need some help? Have Questions?
Give us a shout we are happy to help!**



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Fundraising Tips!



PERSONALIZE!

People respond to personalized stories and pictures. Tell people what inspired you to fundraise for Massey Centre. Add a photo or video. ***People who personalized their pages raise 20X more money than those who don't***



ADD URGENCY

People are more likely to donate if there is a deadline they need to give by. There are lots of creative ways you can add some urgency to your fundraising. For example: you can say "If I raise \$2000 by Sep-tember 1, I'll wear a batman costume to work".



KICK START WITH A DONATION

Nobody likes to be first. That's why it's always a good idea to get your fundraising off to a good start by making the first contribution. This will make others more likely to get involved.



START WITH CLOSE CONTACTS

It's always best to start by emailing your close contacts because they are the most likely to donate. Try sending some quick personal messages to your inner circle to build up some momentum. Then reach out to your other contacts.

Don't forget: State Street is matching all donations. Be sure to let your contacts know that their impact will be doubled

SHARE ON SOCIAL MEDIA



Once you've sent your first batch of emails out, it's time to turn to social media. One of the best strategies to use on both Facebook and Twitter is tagging and thanking people that have already donated while you are asking for new donations. This spreads your message further and lets the people you are asking know that people are already getting behind you.



FOLLOW UP!

Don't hesitate to send a few follow-up emails. Emails are easy to overlook and people often open them up quickly and then forget to go back to them. Use email to keep people up to date with your progress as you hit different milestones (50% raised, 75% raised, etc.) and ask supporters to help you hit the next milestone.

Be sure to share that you are taking this journey on social media! Engage your friends, family and co-workers to support you, or encourage them to join the challenge! Tag [@masseycentre](#) in photos of your journey and include the [#Eat4Eight](#) hashtag!

Click the pictures below for free shareable social media images to help get you started!





Email Template

Need some help getting started with an email? Consider using our template as a base!

Hello friend,

Can I count on you to help me get to my fundraising goal? I'll be living off of the food budget of a teen mom for 3 days to raise money to help at-risk teen moms and babies at Massey Centre, an accredited children's mental health organization.

For 3 days I will live off the food budget of a teen mom, that's only \$8 a day for breakfast, lunch and dinner – that's only \$24 for 3 days. Sounds easy? Can you imagine living with only an \$8 food budget every day, while also having to share that budget to provide for a baby? This is a reality Massey Centre is helping teen moms manage and overcome with our help.

Help me reach my fundraising goal with a donation, just click here for my Eat4Eight page:

[\(insert link to your personal fundraising page\)](#)

Any amount makes a HUGE impact in the life of a teen mom. Fund's raised go towards helping teen moms go back to school to finish their diploma, get access to primary health care and mental health services, heal from trauma, and learn life skills like budgeting that will help them learn to live independently with their babies. You can follow my Eat4Eight journey on my [INSERT SOCIAL MEDIA PAGE](#) and [LINK](#).

Thank you.

P.S: Do you think you can survive on the budget of a teen mom for 3 days? Become a fundraiser and join the challenge today: <https://www.massey.ca/eat4eight/>

