

REACT FUNDRAISER GUIDE

2024-2025



Introduction

This guide will help youth and advisors develop fundraisers for their ReACT coalition(s) or other youth prevention programs. Fundraising is the process of seeking and gathering voluntary financial contributions by engaging individuals, businesses, charitable foundations, or governmental agencies.

Traditionally, fundraising has consisted mainly of asking for donations through face-to-face fundraisings, such as door-knocking. In recent years, though, new forums such as online fundraising have expanded their reach from city to county to statewide events. This guide will highlight both fundraising techniques in-person and virtual for a combined approach to increase your range of potential donors.

If you have any questions or concerns, please contact the ReACT Youth Engagement Specialist, Ashley Burke via email at Ashley.rollinburke@mt.gov.



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Fundraising Tool: The Funnel

Prospecting

- This step involves identifying people who might be interested in your mission and approaching them to begin the relationship-building process.

Cultivation

- Once you have approached a prospect for the first time, you will want to cultivate them. Cultivation is the process of communicating with prospects regularly to build a strong relationship with them.

Asking

- At the appropriate time, you will want to ask your prospect to make a gift to your (non-profit) organization. Don't make the mistake of thinking that someone will give to your organization just because of your cultivation work. To receive a gift, you will need to be direct. You or someone on your team will have to ask the prospect to donate to your organization.

Stewardship

- Stewardship is the process of continuing to build a relationship with your donors after they have already made their first gift. During this phase, you continue to communicate with your donor until the next time you ask them for additional funding or support.



Fundraiser Steps

- Step 1: Assemble a Team
 - Select a Youth Lead
 - Select an Adult Advisor
 - Select Team Members
- Step 2: Select Fundraiser
 - Holiday ReACTors
 - ReACT Cook-off
 - ReACT Pet Pageant
- Step 3: Set a Goal
 - ReACT Program Awareness
 - Monetary donations
 - Education
 - Advocacy
 - Action
- Step 4: Create a Budget
 - Generate a list of materials you will need for the event, including but not limited to the venue, food, prizes, swag items, and activity supplies.
- Step 5: Promote Fundraiser
 - Create print and digital advertisements for your fundraiser to increase community awareness and interest in the event. Advertisements may include but are not limited to:
 - Post
 - Story
 - Videos
 - Newspaper Article
 - Billboard
 - Flyers
- Step 6: Launch Fundraiser
 - Date
 - Time
 - Location
- Step 7: Provide a Survey & Review Results
 - Select a post-event survey method
 - Implement survey
 - Review results as a team



ReACT Fundraisers

ReACT fundraisers are exciting community events designed to increase program awareness, education, community engagement, and funds for youth clubs/coalitions. All three ReACT fundraisers are listed below with a step-by-step guide sheet for further guidance.

- ReACT Cook-Off
 - During the spring, ReACTors may host a community chili cook-off. Invite community members to select their favorite chili and learn how they can participate in a spring day of action such as Through with Chew, Take Down Tobacco Day, and or World No Tobacco Day.
 - [Click here](#) to learn more about a Chili Cook Off.
- ReACT Pet Pageant
 - During the spring & summer seasons, ReACTors may host a community-wide pet pageant at the local high school gym or the town square. Bring community members together to celebrate their furry friends and learn about how secondhand smoke affects pets.
 - [Click here](#) to learn more about hosting a community pet pageant
- Holiday ReACTor
 - During Christmas, ReACTors, as a coalition or individually, may provide services such as gift wrapping, hot chocolate stations at local winter festivals, childcare for holiday shopping, and events set up for community activities.
 - [Click here](#) to learn more about the cash raffle.



In-Person Fundraisers

1. Dinner Feeds
 - a. Recruit teens to organize a large dinner feed. Select an inexpensive meal such as spaghetti or chili.
 - b. Hold it in a recreation center or school cafeteria and invite the community.
 - c. Attendees pay a set fee to eat the meal.
 - d. Sell tickets in advance.
 - e. Ask teens to delegate who will cook, serve, bus tables, and take tickets to play.
2. Dial a Food Item
 - a. Sell a food item for later delivery to nearby resident locations.
 - b. Individuals will call to place their orders for delivery; the payment method can be cash or electronically via PayPal or Venmo.
 - c. Advertise via social media and flyers around town for two weeks before the event.
3. Video Game Tournament
 - a. Recruit teens and adults to compete in a video tournament to play for 6-12 hours.
 - b. Pick a specific genre such as puzzle games or multi-player games such as Mario cart.
 - c. Participants can either pay \$10 to play or get community sponsors to donate \$5 per hour played by all participants.
4. Wacky Car Wash
 - a. Vehicles always need to be washed. Car washes are classic for good reason.
 - b. Ask teen volunteers to dress up in crazy outfits or outfits with a theme, like superheroes or NFL teams.
 - c. Teams can participate in shifts, competing to see which group can raise the most money, turn around the most cars, or have the best sidewalk hustle.
 - d. Promote it in advance, and don't forget creative signs to lure in customers on the fly.
 - e. Offer a prize to the winning team such as a pizza party or gift cards to a local coffee shop.
5. Gift Wrapping
 - a. Recruit teens to set up a gift-wrapping station around the holidays in return for a charitable donation.
 - b. Teens can offer this service at a church or school or partner with local malls to have a gift-wrapping station onsite while folks are shopping.

Virtual Fundraisers

- Learn a Skill Night
 - Host a live stream event for students to teach skills such as juggling, painting, or popular dance routines.
 - Create a social media post with an event hashtag.
 - Invite participants to donate using: Venmo or Google Pay
 - Use stream platforms such as Zoom, Facebook Live, or Google Hangouts.
- How to Do Videos
 - Create five-minute "How to Do Tutorials" on things like Zoom, Facetime, Target Pickup, Instagram, or Walmart Pickup.
 - End each tutorial with a fifteen-second clip asking to promote the program and make donations via Venmo.
 - Students can hold online classes so that participants can ask questions and learn in real time. Have an adult volunteer also participate in the study to help bridge any gaps.
- Virtual 5k Walk or Run
 - Use Google Forms to create an event registration system.
 - Ask participants to pay their registration and choose their starting line (they can do the run on a treadmill, outdoors, indoor track, etc.).
 - Runners race the distance specified (5K) or run a sweep of their choice and pay \$5/mile.
 - After the event, invite participants to upload their finishing times through the Google Sheet. Tally up the times and let people know those stats!
 - To view the event tutorial, click [here](#).
- Video Letter
 - Video Letter is a creative take on the age-old support letter, but instead of sending out letters, the group contributes a video of reACTors in the program.
 - ReACTors film themselves at home, reading their parts of the script.
 - A tech-savvy student can then edit & post the video on social media platforms.



Citations

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