

INTRODUCTION

INSPIRE SCHOOL OF ARTS & SCIENCES FOUNDATION MISSION

The Inspire School of Arts & Sciences Foundation is a non-profit organization dedicated to the financial support of the school's tuition-free arts and sciences programs. The Foundation is responsible for directing annual funds, legacy giving and capital fundraising efforts, providing marketing resources, leading strategic planning efforts, supporting student performance opportunities, implementing community outreach programs, and hosting events to benefit staff and students. The Foundation funds the Angel Network program, scholarships, students activities, teacher support, program enhancement and the capital campaign.

ABOUT INSPIRE FOUNDATION PROJECT: *THEIR FUTURE IS NOW*

The Inspire School of Arts & Sciences Foundation has a very clear and important mission this school year: raise enough money to break ground on a new campus.

We created the peer-to-peer campaign to create a space where all community members can participate and invite people from all over the world to participate.

Organizations, businesses or individuals who raise at least \$250 get **their name** on Inspire's new campus!

- | | |
|--|----------------------------------|
| \$250+ - Small engraved feather on mural wall | \$5000+ - Memorial Bench |
| \$500+ - Medium engraved feather on mural wall | \$10,000+ - Small room on campus |
| \$1000+ - Large engraved feather on mural wall | \$20,000+ - Classroom on campus |

GETTING STARTED

So you have decided to fundraise for the Inspire School of Arts & Sciences - **THANK YOU!** You are joining a community of everyday people making a difference and providing hope to the current Inspire students and thousands to come.

Fundraising can seem daunting at first glance, but the good news is you don't need to be a fundraising expert to raise a lot of money. You have a chance to make a big impact, even if you can't personally make a big donation. By mobilizing your friends and family, you can help the Inspire Foundation reach more people, raise more money, and make a bigger impact.

There are so many ways to raise funds for neighbors in need - request donations instead of gifts on a special day, take on a challenge, host an event or do your own thing by getting creative.

The Inspire Foundation is here to help - beginning with this handy toolkit full of tips and tricks to be successful on your fundraising journey.

THE POWER OF YOUR DONATION

Relish the fact that what you are doing is incredible, and no matter how much you raise, you are making a positive impact for the students of Inspire.

Every dollar you help raise brings the students closer to getting their new campus.

FUNDRAISING PAGE

CREATE YOUR FUNDRAISING PAGE

1. Click on "Start Fundraising" or choose what type of fundraiser you'd like to create from the available choices.



- a. As an Individual – Sign up to get started right away and start getting donations to help those who need it most.
- b. Join a Team – If your school, business, or other group has already created a team, join with them to transform even more lives.
- c. Create a Team – If you plan on recruiting your friends and family to set up fundraising pages in addition to yourself, make sure to create a team so that you can work together to make a larger impact.



Are you a business?

We want to acknowledge you! Business or organizations who create a team will be added our website, announced on social media and thanked on our campaign page.

FUNDRAISING PAGE

2. Set your fundraising goal - there is a pre-populated goal set, but you can set a goal that's right for you. Keep in mind that you can always edit your goal once you get started. Here are some ideas of how your goals help real people.

3. Add your headline – share a quick blurb about why you are setting up a fundraiser for the Inspire School. Here are some ideas to get you started:

- a. Their Future Is Now - Help Me Support Inspire
- b. I'm Raising Money for Youth and Education. Join Me!

4. Set an optional short URL for ease of sharing with family and friends.

Create your page

Set your fundraising goal *

USD \$ 1,000.00

Your Page's Headline *

We're Building a School for Their Future 40/255

Set your Fundraising Page's Short URL (optional)

https://support.inspirechicofoundation.com/ExampleShortUrl

Start typing

It's okay to contact me in the future.

NEXT

Choose your photo

INSPIRE
SCHOOL OF ARTS & SCIENCES

CHANGE CONTINUE

5. Upload a photo - add from your computer or Facebook. You're free to skip this and come back to it later if you'd like but it helps to personalize your page.

6. Donate first. Being the first to donate to your campaign will show your network how dedicated you are to creating positive change and hitting your campaign goal!

FUNDRAISING PAGE

TELL YOUR FUNDRAISING STORY

People give to people.

Adding personal touches to your fundraising page, such as a photo or story, helps your donors connect with your mission. Your community of supporters will feel compelled to give because you've asked them to.

Personalizing your fundraiser also shows that you are serious about meeting your fundraising goal because you have dedicated time and effort to customize your page.

Post updates on your page to keep your supporters in the loop on your fundraising journey. Share photos and videos to help tell a larger story.

You can read some testimonials to inspire you here:
<https://www.inspirechico.org/about-us/testimonials/>

KEY MESSAGES

- Inspire is the #1 rated high school in the area and they need our help.
- The school has 66% of the funding they need to build their new campus - now we can help them cross the finish line.
- Every dollar is matched! Thanks to Prop 51 funds from the State of California, all the funds donated are matched.
- The students can't raise the funds they need, so they need your help.

FUNDRAISING PAGE

BUILD YOUR PLAN FOR SUCCESS

Goals lead to results - when your supporters see you're serious, they'll be motivated to help you achieve your goal!

Creating a strong plan and sharing your goals early on will let your supporters know what you're looking to achieve.



Did you know?

In fundraising psychology people are more likely to donate the closer someone is to achieving their goal.

COMMUNICATION IS KEY

Building a plan for communicating your goals, progress and triumphs to your network of supporters fuels your fundraising success. Create a list of people you plan to reach out to.

- **Start with the low hanging fruit.** Tap those closest to you to secure those first few donations. It's always nice to get some quick wins when you begin fundraising!
- **Cast a wide net.** Although it might feel comfortable to limit your outreach to your inner circle, don't be afraid to push yourself to expand your list - you never know who may have a personal connection to your cause. Here are some examples:
 - Your dentist or doctor
 - Your CPA or bookkeeper
 - Your neighbors
 - Your co-workers
 - Your pet's vet
 - Your realtor
 - Business owners of places you frequent
 - Your plumber or electrician
 - Distant relatives
 - Your Xmas card list
 - _____

SPREAD THE WORD

SPREAD THE WORD

You're well on your way to fundraising success - now it's time to spread the word and reach your goal! Using tools like email and social media are the best ways to tell your network about your campaign and ask them to donate.

Email

Email is one of the easiest and most effective ways to fundraise! This should be at the core of your outreach strategy.

Announce your fundraising kick-off by sending a personal email (or ideally making an in-person ask) to your inner circle to capture some early momentum and get some donations on the board before you blast your larger network.

Key elements



- **Clarity.** Clearly communicate your goal - and the story behind it. Include a direct call to donate to activate your supporters.
- **Urgency.** Create a sense of urgency by setting a fundraising end date.
- **Visuals.** Images can tell a story that words can't. The more you can use visuals, the more you engage your supporters.

DIVERSIFY YOUR COMMUNICATION

The average person has to hear about your fundraiser 3-5 times so make sure you use different ways to community - call, text, social media, email, and mail. All ways are important and helpful to your potential donors.

EMAIL EXAMPLES

EMAIL EXAMPLES

Subject: Transform your dollars into lasting change

Dear {Name},

I'm raising money for the Inspire School of Arts & Sciences and it would mean so much to me if you could transform your dollars into lasting change to those most in need by supporting my campaign with a donation.

Please Click Here {LINK TO YOUR FUNDRAISING PAGE} to give.

It'll only take a few seconds and any donation will help provide hope.
Here are some quick facts about my cause...

{SOME INFO ABOUT YOUR CAUSE. SEE KEY MESSAGES FOR SOME EXAMPLES.}

Again, to support my campaign please visit {LINK TO YOUR FUNDRAISING PAGE} and click on the DONATE button.

Thanks so much for your support!

{Name}

Subject: Join the #TheirFutureIsNow Cause

Dear {Name},

I need your help, and fast! Spreading the word about Inspire School of Arts & Sciences helps provide an oasis for the youth in our community and they need our help.

I'm contacting everyone I know to ask them to share my fundraising page {INSERT LINK TO YOUR FUNDRAISING PAGE} with their friends and family.

Sharing on social media or a simple email to your closest friends would be so wonderful and make such a big difference.

If you're willing, can you please share this link: {LINK TO YOUR FUNDRAISING PAGE} with everyone you know and ask them to check it out?

Thanks so much for your support!

{Name}

USING SOCIAL MEDIA

SOCIAL MEDIA

In addition to sending emails, you should use social media to complement and enhance your communication plan. Social media will help you reach people that may fall outside your core network of supporters, and it is a great way to create a buzz.

There are built-in tools on your fundraising page for social and email sharing, so take advantage of those to share your page via Facebook, Twitter and LinkedIn. Also, make sure to follow Inspire Foundation and Inspire School on Facebook pages and share posts from there.



Tips for Social Success

- **Post far and wide to reach a broad audience.** Facebook, Twitter, Pinterest, LinkedIn, Instagram, the list goes on. Make sure anyone you're connected to online knows about the important work you're supporting.
- **Update often.** No matter what platform you're using, regularly update your network. When possible, include photos or video to draw your audience in. And most importantly - always include the link to your fundraiser.
- **Ask for a share.** Not everyone is able to contribute financially to your campaign, but sharing it with their networks increases your reach.

PLEASE INCLUDE THE FOLLOWING HASHTAGS, TAGS AND LINKS IN YOUR POSTS:

Hashtags: #TheirFutureIsNow #InspireFoundation

Tag: FACEBOOK: @InspireSchoolFoundation | INSTAGRAM: @inspireschoolfoundation

Links: [YOUR FUNDRAISER LINK] www.SupportInspire.com

SOCIAL MEDIA POSTS

SAMPLE POSTS



Sample copy can be used directly or as a general template. Feel free to elaborate, change, or create very individualized posts.

EXAMPLE#1: Now more than ever before, we need your help.

I am proud to be raising money for Inspire School of Arts & Sciences, a high school focusing on nurturing careers for future creatives, scientists, engineers, and artists. They are building a new school for their students, and I am asking YOU to help make it happen. Donate to my fundraising page today and help me reach my fundraising goals: [INSERT FUNDRAISER LINK]. Their future is now. Let's be a part of it. #SupportInspire #TheirFuturesNow

EXAMPLE#2: Their future is NOW.

Do you support education? Are you interested in supporting young people making a difference in their communities? Look no further. Join me in raising funds for Inspire School of Arts & Sciences, an award-winning high school that isn't afraid to give young people power. With your help, we can be part of their next chapter -- a new school and permanent home for the amazing work they do. Donate now: [INSERT FUNDRAISER LINK]. Learn more: www.SupportInspire.com. #TheirFuturesNow

EXAMPLE#3: Now more than ever before, we need your help.



I'm raising money for Inspire School, a high school focusing on nurturing careers for future creatives, scientists & artists. They're building a new school & I'm asking YOU to help make it happen. Will you join my fundraiser? [INSERT FUNDRAISER LINK]. #TheirFuturesNow

EXAMPLE#4: Their future is NOW.

Do you support education? Are you interested in helping youth making a difference in their communities? Then join me in raising funds for Inspire, an award-winning high school that isn't afraid to give young people power. Donate today: [INSERT FUNDRAISER LINK]. #TheirFuturesNow

FUNDRAISING PAGE

MEET YOUR GOAL

Now that you've got a campaign, a communication plan and a network of amazing supporters behind you, it's time to reach your goal!

HOW TO REACH THE FINISH LINE

- **Donate to yourself.** The first donation should always be from you! No matter the size of the donation, it'll show your network that you're committed - and can also help you feel more comfortable asking others since you have already contributed.
- **Don't be afraid to ask.** The success of your campaign hinges on how many people you can reach, so don't be afraid to ask! Remember why you're fundraising. You are not asking for you, you're asking on behalf of the most vulnerable members of your community. People will salute and admire your efforts.
- **Follow up.** On average it takes between 3-5 touch points to get someone to donate - people are busy and one email is typically not enough. Have a solid plan in place, and don't be afraid that by following up you are bothering people. People who have intentions of donating appreciate the reminder.



Make it count.

Put your heart into it and make your donors feel like the true champions they are. People may see your grace and be inspired to add their part to your cause.

SAY THANK YOU

Be sure to thank each and every one of your donors - after all, it wouldn't have been possible to reach your goal without them. *NOTE: You can thank people directly on your fundraising page.*

FUNDRAISING PAGE

ACKNOWLEDGMENT INSPIRATION

- Send an email or handwritten note. Don't underestimate the value of a personalized email or a good, old-fashioned handwritten card.
- Use your fundraising page. You can acknowledge your supporters right on your fundraising page by replying or posting a comment on your activity wall.
- Give them a social media shoutout. Take it to the next level and thank donors via social media - most people love being recognized in public for their good deeds!

NEED HELP? CONTACT US!

In general, the Inspire Foundation will be your go-to for questions or concerns during fundraising. Please contact info@supportinspire.org or (530) 999-2882 for help with the following:

1. Refunding a donation
2. Deleting a fundraising or team page
3. Manually adding a team or fundraiser
4. Reassigning a donation from one page to another page
5. Editing a fundraiser's page
6. Adding offline donations
7. Seeing reports



Hosting an event for your fundraiser?

We would like to support you if you are putting on event to raise money - host a benefit concert, car wash, bake sale, etc. - we want to know.

FREQUENTLY ASKED ??

FAQ

Q: Are the donations tax-deductible?

A: Yes! 100% of your donation is tax-deductible, and will help the Inspire Foundation meet their mission.

Q: How do people make donations by check?

A: They can make checks out to "Inspire Foundation" and mail them to PO Box 9339, Chico, CA 95927-9339. Please make sure you ask them to include a note about which team or individual's page to apply the donation so we can make sure that page is updated with the donation.

Q: When does the campaign end?

A: The campaign will end at midnight on December 31, 2021. However, some people might choose a reoccurring donation and those will continue after the campaign.



Need any support? Contact us.

Email: info@supportinspire.org

Website: www.SupportInspire.org

Phone: (530) 999-2882

Like us on Facebook for updates and tips:

<https://www.facebook.com/InspireSchoolFoundation>