

together we thrive



# FUNDRAISING GUIDE

*Your complete guide to fundraising for  
New Moms Together We Thrive 2022  
online and/or by hosting a small gathering.*

**APRIL 1 – MAY 24, 2022**



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## ABOUT TOGETHER WE THRIVE

Together We Thrive is a movement to bring our community together to invest in the futures of young moms and children in Chicagoland. In April & May 2022, through small events and crowd-driven fundraising efforts, Champions of New Moms will raise funds to make an impact on 2 generations of youth!

Our goal this year is to have 100 Champions join this campaign! This guide details how you can be a champion for New Moms by fundraising online and/or in-person. Thank you for being part of this movement and for being a champion for thriving families!

WEBSITE:

[NEWMOMS.ORG/TWT](https://newmoms.org/twt)



# ABOUT





# SETTING UP YOUR FUNDRAISING PAGE





# SETTING UP YOUR FUNDRAISING PAGE

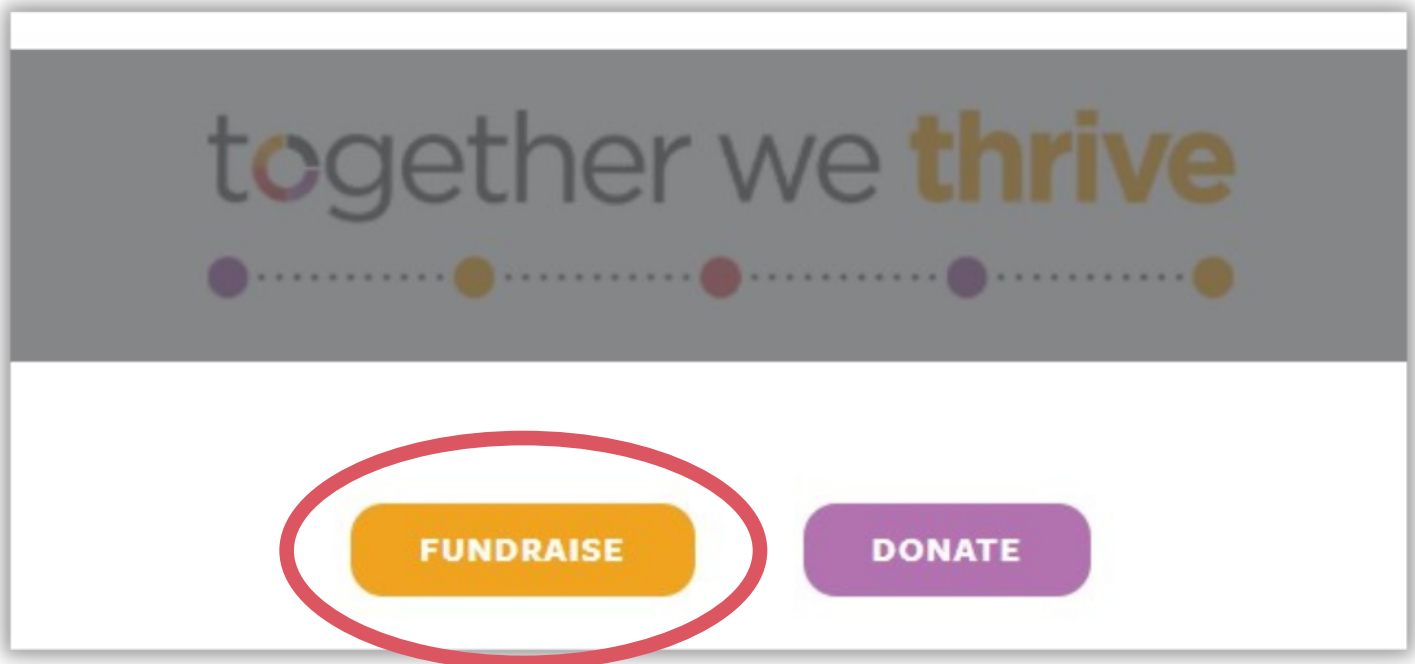
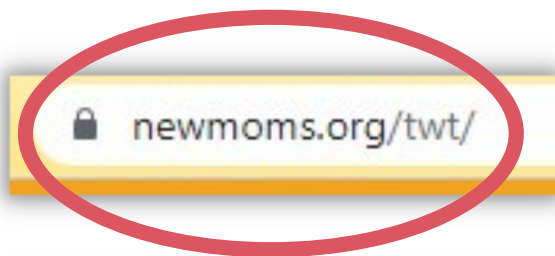
*All fundraisers, including online fundraisers and hosts of gatherings, must set up a fundraising page.*

*Here are the **easy** steps to get set up, and we also can provide individual support if needed:*



## STEP 1

Navigate to **newmoms.org/twt** in your internet browser and click "Fundraise"



# SETTING UP YOUR FUNDRAISING PAGE

## STEP 2

### Input:

- Your fundraising goal (which you can always change later, especially if you surpass it!)

- Your contact information

- If you are thinking of hosting a gathering
- Mobile or Home phone

Then click "Next"!

Register for **Together We Thrive 2022**  
Friday, 4/01/2022 - Tuesday, 5/24/2022

Details > Finish Up

How do you want to participate?

Fundraiser

**Your Fundraising Goal**

How much will you try to raise?

\$750

Let's get your details.

First Name Last Name

Email

We'll send you a confirmation, plus a link to set up your fundraising page!

Address

Apartment, Suite, Etc. Optional

City State Zip Code

Country United States

Phone

Just a few more things...

Are you thinking of hosting a gathering?

Is the phone number you provided a mobile or home phone number?

Next

# SETTING UP YOUR FUNDRAISING PAGE

## STEP 3

Make an optional first donation to your page and click "Complete Registration," or just skip and click "Complete Registration." We do recommend even if you don't make a gift while you register, that you make your first gift on your page to encourage others to donate.



### Register for **Together We Thrive 2022**

Friday, 4/01/2022 - Tuesday, 5/31/2022

[Details](#) > [Finish Up](#)

#### Add an Optional Gift

Lauren, kick-start your fundraising by making a donation!  
It will go toward your fundraising goal.

\$

Optional



☐ This gift can be matched [?](#)

[Back](#)

[Complete Registration](#)





# **PERSONALIZING YOUR FUNDRAISING PAGE**

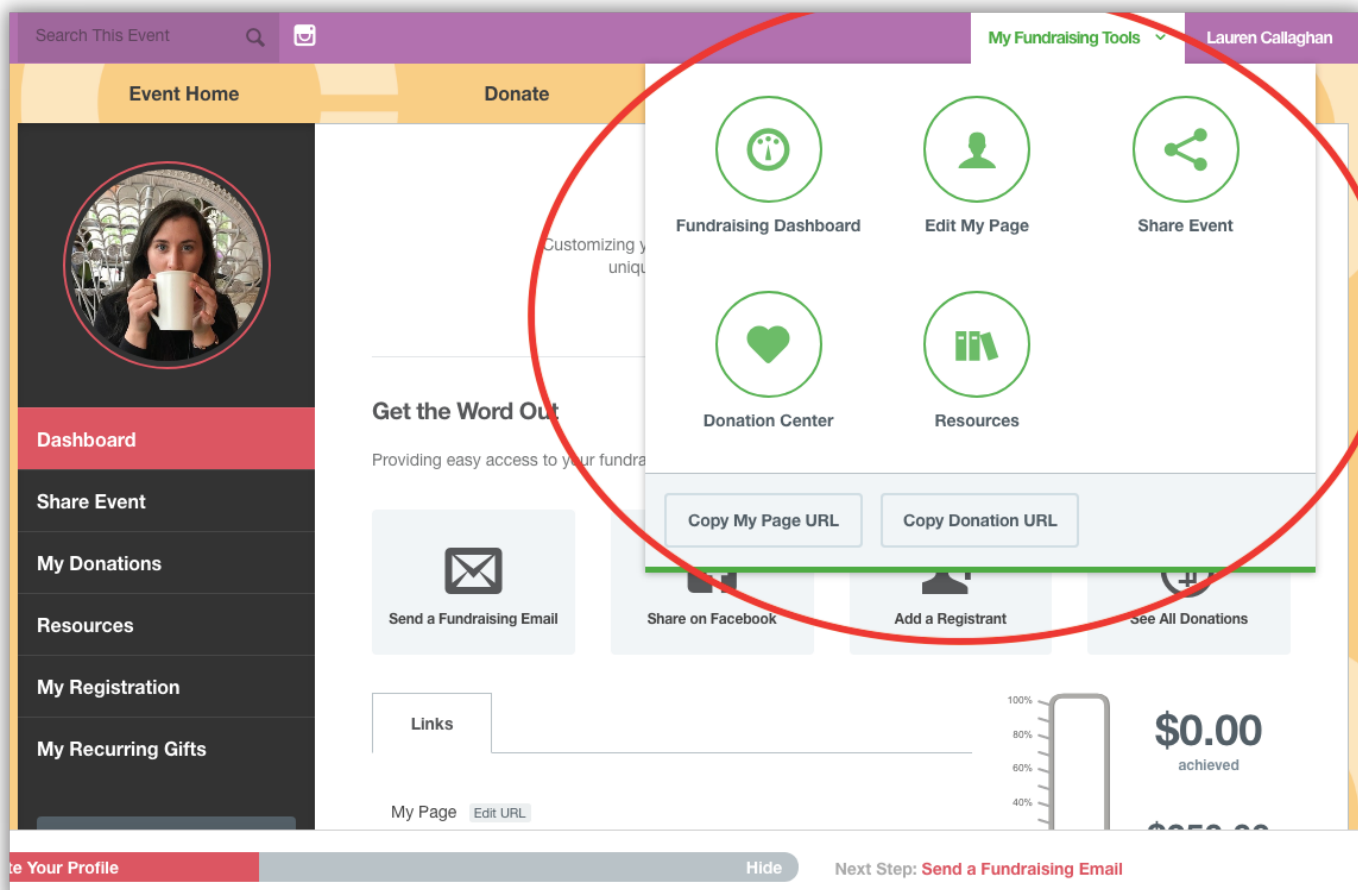
# PERSONALIZING YOUR FUNDRAISING PAGE

*You've completed registration for a fundraising page—now it's time to make it yours!*



Click on **"My Fundraising Tools"** at the top of your fundraising page and explore:

- **Fundraising Dashboard:** Shows how much you have raised
- **Edit My Page:** Go here to edit your personal information
- **Share Event:** Allows you to share your Fundraising Page to social media so others can donate to your page
- **Donation Center:** See your donations at a glance, add offline donations
- **Resources:** TWT branded logos, step-by-step instructions, & more!



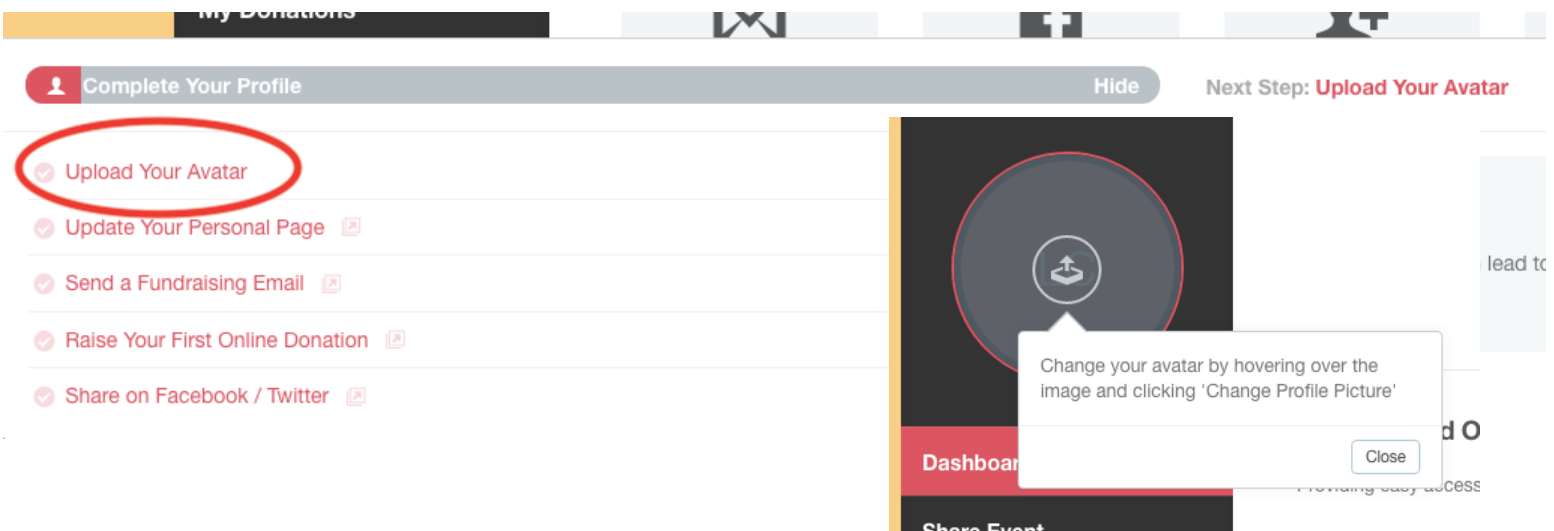
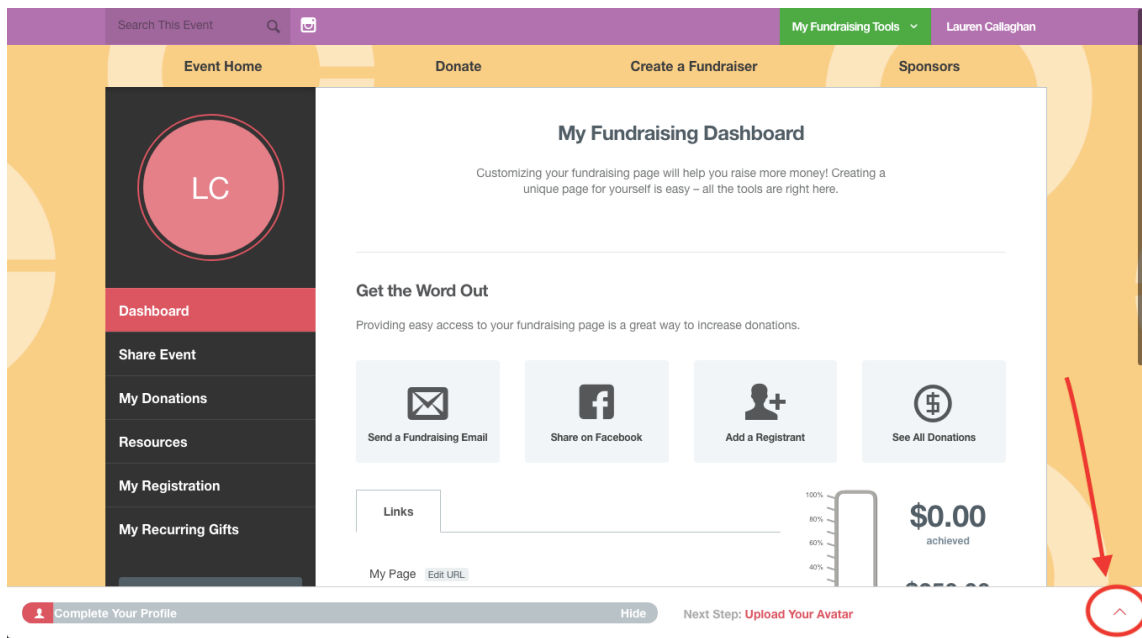
# PERSONALIZING YOUR FUNDRAISING PAGE

## STEP 1

### ADD A PHOTO

1. Click on **My Fundraising Tools** then the "Fundraising Dashboard" at the top of your page.
2. Navigate to the bottom of the page where you'll see a step-by-step Walkthrough to complete your profile.
3. Upload your avatar/profile picture, click **I'm Done Editing** then **Save Page** at the bottom.

★ **PRO TIP:** Make sure to use a photo that's high-quality/resolution, and so that people can clearly see your face (group photos are discouraged unless you're fundraising on a team).




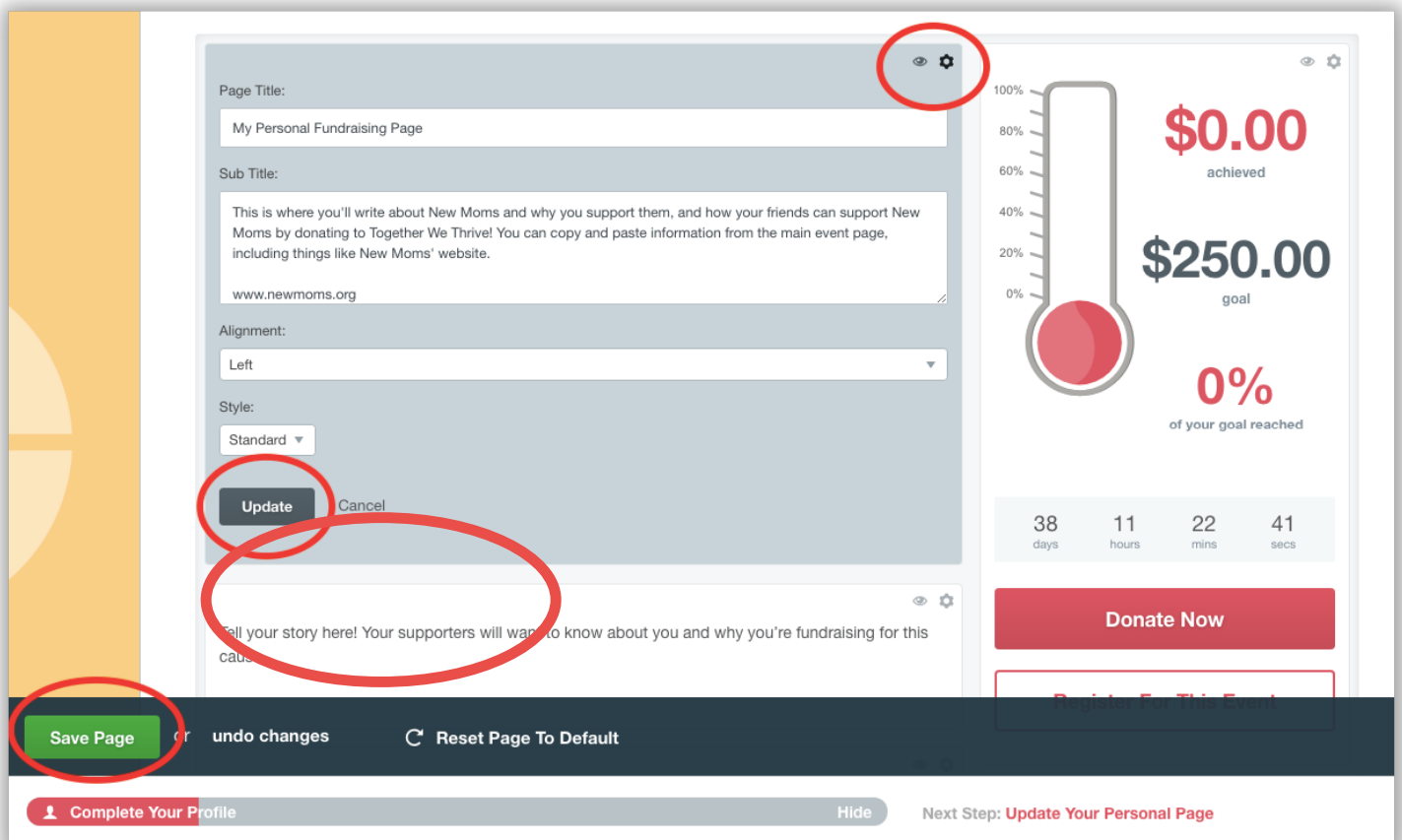
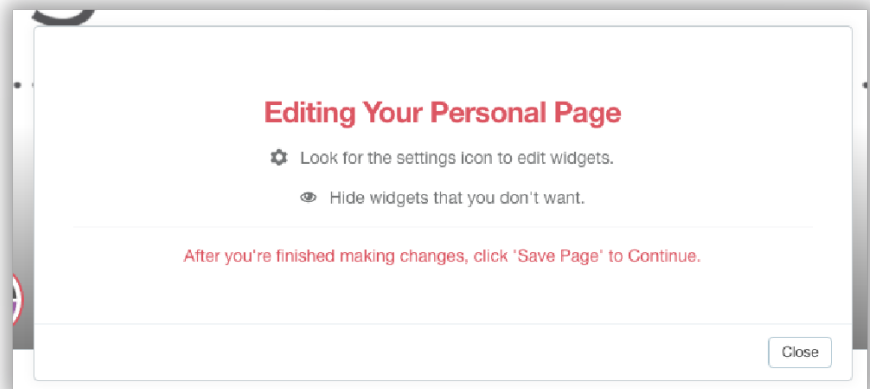
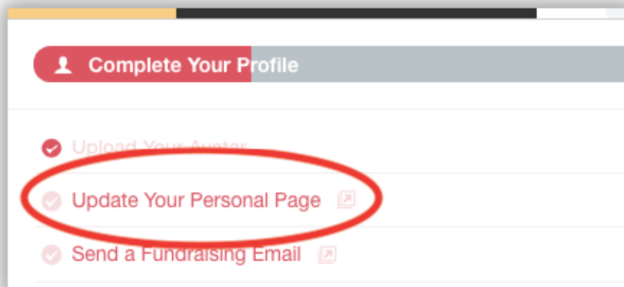


# PERSONALIZING YOUR FUNDRAISING PAGE

## STEP 2

**ADD YOUR PERSONAL STORY:** Personalize your page and talk about why you're fundraising!

1. Click on **"Update Your Personal Page"** to edit
2. Click the gear  icon to edit the text in the "Sub Title" portion of the "My Personal Fundraising Page" box, or the text box below that (if you'd like to change the font).
3. REMEMBER: after any changes, always click **Update** and then **Save Page** at the bottom of your page so you don't lose your changes.





# HOW TO SHARE YOUR FUNDRAISING PAGE

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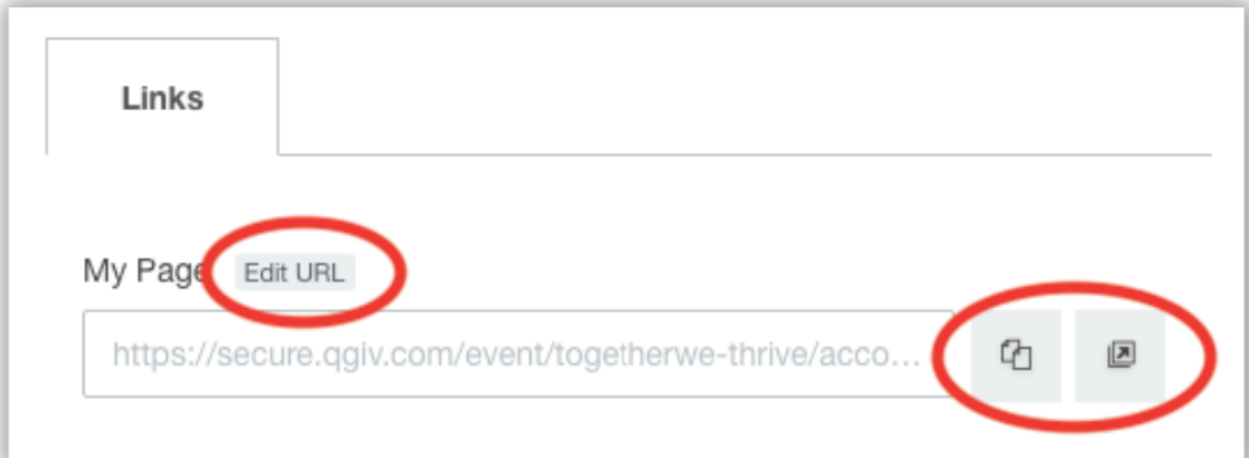
- Email Templates
- Social Media Templates
- Tips

# HOW TO SHARE YOUR FUNDRAISING PAGE

## STEP 1

### SHARING THE LINK TO YOUR FUNDRAISING PAGE

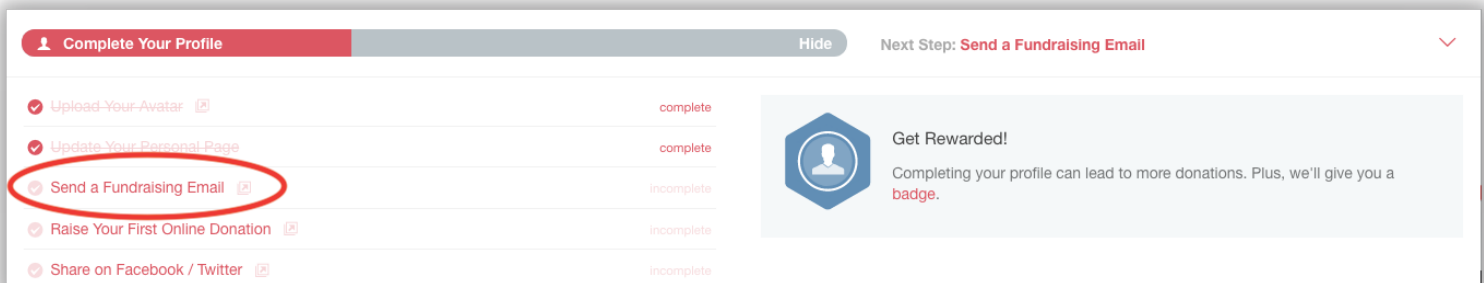
1. You can find the link to your fundraising page in your registration email
2. Or login to your account by going to [secure.qgiv.com/event/twt2022](https://secure.qgiv.com/event/twt2022), and clicking **My Fundraising Tools** and then **Copy My Page URL**
3. You can also find your page link by going to your Dashboard, and you can personalize the end of your link there too.
4. Copy & paste this link to include it in emails, text messages, social media posts/messages, the bio of your social media profiles, etc.



## STEP 2

### INVITING OTHERS TO DONATE VIA EMAIL

1. Either click on the Walkthrough on the bottom of your screen and click on "Send a Fundraising Email"
2. Or click the "Share Event" tab on the left side of your screen.
3. Click the "Via Email" tab.



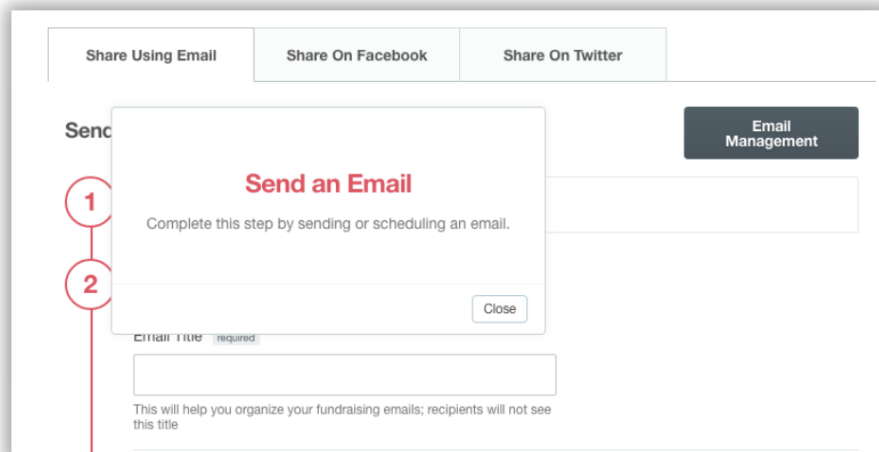


# HOW TO SHARE YOUR FUNDRAISING PAGE

## STEP 3

### INVITING OTHERS TO DONATE VIA EMAIL

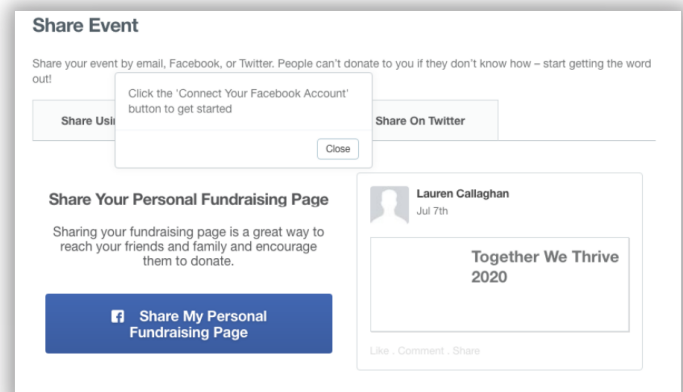
1. Choose "Send a Custom Fundraising Email", and under "Start with an existing template?" choose "From Participant — Ask Others to Donate"
  2. Read through and UPDATE if you'd like to personalize the email.
  3. Go through your email list & send to as many people as you can.
  4. If you don't want to email through this platform, copy and paste the email content into your preferred email platform.
- ★ Remember to copy and paste your name and fundraising page URL into the correct places in the email!
  - ★ Emailing is the **MOST EFFECTIVE** way to raise funds.
  - ★ Come back to send a "Thank You" email under "Email My Donors" once they've donated—or copy the template into your email platform.



## STEP 4

### SHARING VIA FACEBOOK OR TWITTER

1. You can connect your Facebook or Twitter accounts to post to social media from your fundraising page.
2. You can also just post to your social media the regular way!
3. Go to the next page for social media post templates you can copy, paste, and share!
4. Always tag New Moms on each platform: [@newmomschicago](#)



# HOW TO SHARE YOUR FUNDRAISING PAGE: EMAIL TEMPLATES

*If you don't want to send emails through your fundraising page, you can copy and paste the text below for these emails into your email platform.*

★ *Go to the "Resources" tab to also add an email header image.*

## EMAIL REQUESTING OTHERS TO DONATE

**Subject: Support My Fundraising Efforts for Together We Thrive 2022!**

Hello!

I'm participating in Together We Thrive 2022 to raise money for New Moms.

New Moms exists to help every young family thrive, through their mission to strengthen families by partnering with young moms as they progress toward housing stability, economic mobility, and family well-being.

Together We Thrive is a movement to bring our community together to invest in the futures of young moms and children in Chicagoland. In April and May 2022, through small events and crowd-driven fundraising efforts, Champions of New Moms (like me!) will raise funds to make an impact on two generations of youth! This is an organization working tirelessly to provide basic resources we take for granted to young mothers, along with the resources and skills that are so critical to independence and family stability.

Would you be willing to donate and help me reach my fundraising goal? Your donation will make a real difference in the lives of the moms and children at New Moms.

- \$25 can support diapers and formula for 1 family for a week.
- \$55 can support 1 night of housing for a young mom and her child.
- \$115 can support 1 month of one month of unlimited transportation for a participant, removing barriers for her to travel to our Job Training program and access childcare for her family.
- \$450 can fund a baby shower for our prenatal support group moms-to-be!

If you'd like to help me reach my goal, you can visit my page ([[YOUR FUNDRAISING PAGE LINK](#)]) and make a donation here: [[YOUR FUNDRAISING PAGE DONATION LINK](#)]. You can also leave a message for me about why you decided to donate – I'd love to hear from you!

If you can think of others who might be interested in making a donation, please forward this email to them or share it on social media! New Moms is a great organization and you'd be helping them (and me!) by spreading the word.

Your friendship and support mean a lot to me. Thank you!

Sincerely,

[YOUR NAME]

For additional information about New Moms or this year's Together We Thrive, please visit [newmoms.org/twt](https://newmoms.org/twt).

## CUSTOM THANK YOU EMAIL TO YOUR DONORS

**Subject: Thanks Again for Supporting Together We Thrive!**

Hello!

Thank you so much for your donation to New Moms' Together We Thrive! Your support has taken me one step closer to meeting my fundraising goal, and I can't thank you enough for your generosity. Your gift means a lot to me, and to the young families that your gift supports as they pursue and achieve foundational goals like securing their first job, moving into their own apartment, or earning their high school diploma!

If you want to learn more about New Moms or Together We Thrive, please visit [newmoms.org/twt](https://newmoms.org/twt).

Thank you again for everything – your gift truly helps every young family thrive!

Sincerely,

[YOUR NAME]

# HOW TO SHARE YOUR FUNDRAISING PAGE: SOCIAL MEDIA TEMPLATES

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*Copy and paste the text for these social media posts.*

## FACEBOOK

### POST OPTION 1:

This spring, I need your support as I fundraise for Together We Thrive for @NewMomsChicago. New Moms exists to help every young family thrive, through their mission to strengthen families by partnering with young moms as they progress toward housing stability, economic mobility, and family well-being. Donate to my page today, and help me raise \$[YOUR GOAL] to support young moms as they work towards building strong families. Click here to help me reach my goal: [YOUR FUNDRAISING PAGE LINK] #TogetherWeThrive

### POST OPTION 2:

Hello friends! I am fundraising to help support the amazing work of @NewMomsChicago for their "Together We Thrive" campaign. Will you give a gift to New Moms to help me reach my goal of \$[YOUR GOAL]? I am so passionate about this mission — young moms are taking amazing steps to lead their families out of poverty and build thriving futures! One thing that I really love about New Moms is [FILL IN THE BLANK]. With your help, we can ensure every young family thrives. Donate to my fundraising page today: [YOUR FUNDRAISING PAGE LINK] #TogetherWeThrive

## TWITTER

### POST OPTION 1:

Where would we be without moms? This spring, I need your support as I fundraise for Together We Thrive for @NewMomsChicago. Donate to my page today, and help me raise \$[YOUR GOAL] to support young moms as they work towards building strong families. [YOUR FUNDRAISING PAGE LINK]

### POST OPTION 2:

I am fundraising to help support the amazing work of @NewMomsChicago for their "Together We Thrive" campaign, to help young moms as they take steps to lead their families out of poverty and build thriving futures! Donate today & help me reach my goal: [YOUR FUNDRAISING PAGE LINK]

## INSTAGRAM

### POST OPTION 1:

This spring, I need your support as I fundraise for Together We Thrive for @NewMomsChicago. New Moms exists to help every young family thrive, through their mission to strengthen families by partnering with young moms as they progress toward housing stability, economic mobility, and family well-being. Donate to my page today, and help me raise \$[YOUR GOAL] to support young moms as they work towards building strong families. Follow the link in my bio to help me reach my goal: [YOUR FUNDRAISING PAGE LINK] #TogetherWeThrive

### POST OPTION 2:

Hello friends! I am fundraising to help support the amazing work of @NewMomsChicago for their "Together We Thrive" campaign. Will you give a gift to New Moms to help me reach my goal of \$[YOUR GOAL]? I am so passionate about this mission — young moms are taking amazing steps to lead their families out of poverty and build thriving futures! One thing that I really love about New Moms is [FILL IN THE BLANK]. With your help, we can ensure every young family thrives. Donate to my fundraising page today (link in bio): [YOUR FUNDRAISING PAGE LINK] #TogetherWeThrive

# HOW TO SHARE YOUR FUNDRAISING PAGE: SOCIAL MEDIA TIPS

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## FACEBOOK

- You can post your fundraising page as a link in a post
- Allows you to do multi-paragraph captions
- You can also put a link in your bio
- **BEST FOR:**
  - Captions of multiple paragraphs
  - No picture required
  - Share link alongside your post
  - Link in bio



## TWITTER

- If you tweet your fundraising link, it will be hyperlinked
- You can also put it in your bio
- Not great for long captions
- **BEST FOR:**
  - Short captions
  - No picture
  - Hyperlink in your tweet
  - Link in bio



## INSTAGRAM

- Instagram is not great for sharing links in posts, as they do not hyperlink
- You can write long captions
- You can link your fundraising page in your bio
- **BEST FOR:**
  - Caption of 1 paragraph or shorter
  - A captivating picture
  - Adding to your story
  - Link in your bio

## IMPORTANT NOTE:

*Please only fundraise for Together We Thrive using your New Moms fundraising page link, and **NOT** through Facebook's fundraising feature. Not only do they take a portion of donations made, but we won't be able to properly track donations given through their platform. Thank you!*



# GATHERING GUIDE

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- Gathering Ideas
- Contact & Support
- Resources
- Vendor Offers



# GATHERING GUIDE: GATHERING IDEAS

*Hosted **between April 1 and May 22**, your personal gathering can be anything you want; either **in-person** or **virtual**, here are some ideas:*

## OUTDOORS

- Backyard BBQ
- Outdoor Movie Screening
- Backyard Concert
- Summer Luau
- S'mores Around the Fire

## FUN

- Bottomless Mimosa Brunch
- Murder Mystery Party
- Tea Party  
OR MAKE IT A "TEE PARTY" & PLAY GOLF!
- Adult Prom

## FAMILIES WITH YOUNG KIDS

- Playdate Party
- Movie Night
- Party at the Park
- Walk and Talk

TAKE THE DOG OR THE STROLLERS OUT FOR A GROUP WALK!

- Family 5k

PICK YOUR OWN ROUTE THEN MEET BACK AT YOUR HOUSE FOR BRUNCH!

## INTENTIONAL

- Prayer Breakfast  
BRING YOUR FRIENDS OVER FOR A MORNING PRAYER PRACTICE
- Book Club
- Art Night

## INEXPENSIVE

- BYOB  
EVERYONE BRINGS THEIR FAVORITE WINE OR BEER FOR A WINE/BEER TASTING!
- Cookie Swap  
EVERYONE BRINGS 2 DOZEN COOKIES THEN GETS TO PICK AND CHOOSE 2 DOZEN TO TAKE HOME!
- Coffee & Bagels/Donuts
- Potluck

## CLASSES

- Cooking/Baking Class
- Lunch & Learn  
BRING IN AN EXPERT TO TALK WITH A GROUP OF FRIENDS ABOUT AN INTERESTING TOPIC
- Mixology Class  
SHARE THE INGREDIENTS AHEAD OF TIME AND SHOW PEOPLE HOW TO MAKE YOUR FAVORITE COCKTAIL!
- Yoga Party  
GATHER YOUR FRIENDS FOR A YOGA CLASS!

# GATHERING GUIDE: GATHERING IDEAS

Hosted *between April 1 and May 22*, your personal gathering can be anything you want; either *in-person* or *virtual*, here are a couple of special options:

## Special Gathering Options

### New Moms Transformation Center Mother's Day Tour & Light Brunch

 5317 W. Chicago Ave, Chicago 

- Saturday morning, May 7th
- Host your friends at New Moms where we will provide a guided tour for your group + light brunch!
- Sign up for a tour slot for your group [here](#):

**SIGN UP FOR A TOUR OF NEW MOMS**

### Paint & Sip Party

B4A will donate 75% of the monies made at gatherings to New Moms

- Suggested price - \$ 60pp
- Size = from 6-25 people
- Can help with chairs and tables



You host at your home and B4A will include:

- Instructor
- All Painting Supplies
- Appetizers, wine, & a game with Jello shots!

To book a party, please call Shree at (630) 819-9132.

<https://www.facebook.com/B4Aexpressions>

## NEED HELP?

- Contact Bonnie Andorka at [bandorka@newmoms.org](mailto:bandorka@newmoms.org) or (708) 642-1185
- Or visit our website at [newmoms.org/twt](https://newmoms.org/twt)



# GATHERING GUIDE: PAST GATHERINGS

*Here is some real-life inspiration from gatherings from 2020's Together We Thrive!*

## Tea Parties - by Mabel Shiu

*"I hosted small tea parties [and] I had people pay a suggested donation, and my roommate and I baked lots of pastries and had whipped cream and strawberries [...]. We played a video that was provided on our TV and spent a lovely afternoon together and shared something that was really important to me with my friends."*



## Donut Hangout - by David Novak

*"I crowdsourced all my donations to my neighbors. I went to Oak Park bakery, bought a bunch of donuts and invited my entire block of neighbors to come out in front of our house and get the literature off the table and have a candle and make a donation for a donut. We made like \$550 from 9-10:30am. It was awesome!"*





# GATHERING GUIDE: GATHERING IDEAS

## Yoga Parties - Yasmin Cavenagh and Jessica Daly



## Mixology Party - Wendy Giardina and Stephanie Kiesling



## Garden Tour - by Gigi Rowe



# GATHERING GUIDE: RESOURCES

*If hosting a gathering, we will provide you with both **Physical** and **Digital** resources.*

## PHYSICAL (HOST BOX)

*You will pick up your Host Box from New Moms' Transformation Center (5317 W. Chicago Ave.) and will arrange the pickup date/time with Bonnie ahead of time.*

- **New Moms banner** - to hang in your gathering space
- **Giveaway candles** - to give to your guests
- **Bright Endeavors 20% off discount cards** - to give to guests
- **Host script** - includes toast and prayer
- **Table tents** - with New Moms facts
- **New Moms brochures**
- **2 bottles of wine** - for you as a thanks for being a New Moms Champion!

## DIGITAL

*Click the links below to access your digital resources (also available on your Fundraising Page under the "Resources" tab):*

- **Together We Thrive Ask video** - to play at your gathering, send in emails, and post on social media - COMING SOON
- **[Invitation Kit & Template](#)**
  - **[New Moms Information Sheet](#)** + **[Quick Facts](#)**
- **Host Script** - includes Toast and Prayer - COMING SOON
- **[Together We Thrive logos](#)** - vertical, horizontal, and email header/banner
- **[Fundraising Page Setup video](#)**
- **[How to Share a Video on Zoom](#)**
- **[Chicagoland Black-Owned Businesses List](#)**

***More resources will be emailed to you by Bonnie as your gathering approaches.***

# GATHERING GUIDE: VENDOR OFFERS

*Below are offers from local vendors, in case you'd like to access them for items or activities for your gathering.*



The Daly Bagel offers New Moms hosts 20% off of their menu which includes bagels, housemade cream cheeses and bagel sandwiches. Contact Amanda Daly at [thedalybagel@gmail.com](mailto:thedalybagel@gmail.com) to arrange this special offer.  
Visit: [thedalybagel.com](http://thedalybagel.com)



Bright Endeavors, New Moms' social enterprise, offers 20% off your candle purchase. Use code **TWT2022** when you place your order.  
Visit: [brightendeavors.org/shop](http://brightendeavors.org/shop)



Kenise Lawrence & Shree Topps created Beauty 4 Ashes to help others embrace their artistic ability by using God's gift. B4A will donate 75% of the monies made from parties hosted by any Champion to New Moms.

You host at your home and B4A will include:

- Instructor
- All Painting Supplies
- 3 Appetizers
- 2 Sweet Treats
- Wine (the number of bottles is determined by group size)
  - 1 bottle per 3 people
- 1 Signature Cocktail
- 1 Game Played with Jello Shots
  - Suggested price - \$ 60pp
  - Size = from 6-25 people
  - Can help with chairs and tables

To book a party, please call Shree at (630) 819-9132.  
Visit: [facebook.com/B4Aexpressions](https://facebook.com/B4Aexpressions)



# GATHERING GUIDE: VENDOR OFFERS

*Below are discounts from local vendors, in case you'd like to access them for items for your gathering.*

## NEW MOMS

### Mother's Day Tour & Light Brunch

#### New Moms Transformation Center Mother's Day Tour & Light Brunch

- Saturday morning, May 7th
- Host your friends at New Moms TC where we will provide a guided tour for your group + light brunch!

Sign up for a tour slot for your group at:

[signupgenius.com/go/409084BA9AB2AA5FE3-mothers](https://signupgenius.com/go/409084BA9AB2AA5FE3-mothers) 

creativita  
connectivity • creativity • community



### Discounts on art parties

- Creativita will offer discounts to New Moms Champions for creative group parties!
  - \$15 off a \$40 per person canvas painting event with 10+ people
  - 20% off: pottery or mosaic party with 10+ people
- Call and ask for Jessica to plan: (312) 848-4364

Visit: [creativitaco.com](https://creativitaco.com) 



# **TIPS: HOW TO BE A GREAT FUNDRAISER**

# TIPS: HOW TO BE A GREAT FUNDRAISER

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*Here are best ways to ensure your fundraising campaign is successful!*



## TIP 1

**Start Right Away!** 

## TIP 2

**Make a Donation:** Donate to your own page to show that you're committed to meeting your goal!



## TIP 3

**Share on Social Media:** Link your fundraising page to your Instagram, Facebook & Twitter accounts.



## TIP 4

Invite others to donate with a **personal email**: Go through your whole email list and reach out to as many contacts as you can! This is the most effective way to fundraise.



## TIP 5

**Raise the Bar:** If you reach your goal, just raise it! Go to the Update my goal button and go for it!



# TIPS: HOW TO BE A GREAT FUNDRAISER

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*Here are best ways to ensure your fundraising campaign is successful!*



## TIP 6

**Personalize Everything:** When you share from your heart, people listen. Tell them why New Moms matters to you & use your personal fundraising page as a platform to share that story.



## TIP 7

**Ask More than Once:** People get busy and forget you asked for help. Send out reminders by scheduling an email campaign. Add urgency as you get closer to the end of the campaign.



## TIP 8

**Get a group together** - family, friends, coworkers - and work towards a goal together!



## TIP 9

**Thank Your Donors:** Make sure to thank everyone who makes a donation - it makes everyone feel good! Even you!









# INCENTIVES

# INCENTIVES

*To motivate you to fundraise your heart out—here are some rewards for doing a great job!*

*NOTE: All incentives/rewards will be available for pickup from New Moms (Chicago) after May 24th.*



1 <sup>ST</sup> DONATION:	New Moms Champion sticker and card	
FIRST \$500 RAISED:	Purple New Moms' beverage tumbler	
25 DONATIONS ACHIEVED:	\$15 bright endeavors gift card	
\$1500 RAISED:	New Moms Champion tote bag!	





# CONTACT INFO/SUPPORT

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For gathering support, sponsorship questions, or general inquiries:

- Contact Bonnie Andorka at [bandorka@newmoms.org](mailto:bandorka@newmoms.org) or (708) 642-1185



For technical support for your fundraising page or donation logistics questions:

- Email Lauren Callaghan at [llcallaghan@newmoms.org](mailto:llcallaghan@newmoms.org)



Or visit our website at [newmoms.org/twt](https://newmoms.org/twt)

*Thank you  
for being a*



together we thrive

