Mentoring Matters: Fundraising Guide

Spark in [region] is excited to announce the launch/return of Mentoring Matters!

This peer-to-peer fundraiser increases Spark's brand awareness and raises critical funds to support students by leveraging the passion and networks of The Possibility Movement members!   Mentoring Matters will kick off on Monday, April 1st, 2019 and run through the month of April.

With your help, our goal is to raise $00,000!

Each team or participating individual will fundraise on Spark's donation platform, Classy, with technical support and marketing materials provided by Spark.

How it works

Mentors, past and present will sign up as individual fundraisers, or fundraise with a team for Mentoring Matters. Each team will fundraise *together* through peer-to-peer fundraising on Spark's turnkey donation platform, Classy, with support materials provided by Spark. Mentors can share their inspirational stories with their networks and help raise funds that enable our work! Team Captains will rally their teams throughout the campaign, which will **launch on Monday, April 1** and run for 4 weeks, **ending Monday, April 30**.

Our goal is to raise **$00,000 this April** Fundraisers have the exciting opportunity to join a network of passionate Spark supporters across the country who are going above and beyond to make a difference.

100 FOR 100

#MentoringMatters

In an effort to drive mentor participation, Spark is looking to recruit **100 Mentors to raise $100 or more through Mentoring Matters.** Fundraisers can 'give' directly to the campaign or 'get' donations from friends and family.

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➡️ Sharing your mentorship story

➜ **Make sure your Classy page is set up!**
➜ **Customize your page with pictures and/or a story**
➜ **Share with your network**
➜ We encourage Spark mentors who are participating in Mentoring Matters to customize their Classy pages with stories from Mentorships.

Please refer to the following policies regarding sharing information about your Spark student:

◆ For student safety, avoid disclosing what day and time you meet your student for mentorships
◆ **Prior to customizing your Classy page, ask Spark if your student has a media release.**
  - If your student **has a media release**, you can:
    - **Use their first name (no last names!)** in your Mentoring Matters communications
    - **Include photos** of your student on your Classy page
  - If your student **does not have a media release**, please:
    - **Do not use their name in your communications** (for example on your Classy Page, social media posts, or emails)
    - **Do not use identifying photos** of the student. This means that their face should not be visible.

➡️ Create Fundraising Success

➜ **Make a List**

  ◆ Build a prospect list, and ask your closest friends, coworkers, and family to build a list on your behalf!

➜ **Ask**

  ◆ Draft a letter to send to everyone on your prospect list (be sure to add the URL to your fundraising page)

  ◆ Describe what you are doing and why

◆ Share a story. This could be your own or one you have witnessed.

◆ Give a suggested donation amount

◆ Consider writing multiple versions of your letter, with different amounts for different audiences

→ **Use Social Media**

◆ Social media is the easiest, quickest way to bring attention to your Mentoring Matters campaign and raise awareness for Spark.

◆ Make it personal! Posts that include a personal story or anecdote often perform better.

◆ Post regularly, but not too much!

◆ Link your campaign in your email signature

→ **Don't forget to say thank you!**

→ **Reach out to Spark Staff**

◆ We are here to help! We will help you with your fundraising plan, connect you with the appropriate resources and guide you towards success.

→ Social Media + Email Outreach

→ Make sure you're following Spark's channels. Like and share our posts about Mentoring Matters!
  - ◆ Org-wide twitter @SparkProgram
  - ◆ Regional Twitter [@handle]
  - ◆ Facebook | @sparkprograminc
  - ◆ Instagram | @Sparkprograminc
  - ◆ Org-Wide LinkedIN

→ Share your campaign on social media. Here are some sample post ideas to get you started:
  - ◆ Sample Posts for all
    - • Join me & @(SparkHandle) in helping [region] students explore future possibilities! Spark connects middle school students with mentors in their communities to discover different career options & develop skills to make their dreams a reality. Donate now: [link]

- The clock is ticking! Help me raise awareness and funds for @[handle] by donating to show that Mentoring Matters by 4/31! [link to fundraising page]
  - ◆ For Spark Mentors
    - This April I am raising money for a cause close to my heart - (ENTER WHY). help me support [region] students and show them that #MentoringMatters! [link to fundraising page]
    - I'm proud to have been a mentor with @SparkProgram in [region] because I know I've helped young people explore possibilities for their future! Join me in supporting this important work by donating before 4.31.19 [link to fundraising page]
- ➜ Email friends and family to help raise more money - here's a great example to get you started:
  - Dear [Name],
    Over the past several months, I have been mentoring [mentee name], a 7th grader in my community! We spend a few hours a week practicing skills such as teamwork and public speaking while working on a career-interest project. My mentee and I are [explain project here]. I am personally invested in helping students like [mentee] see what is possible for their unique future.

    This April, my fellow mentors and I are trying to raise money to show that #MentoringMatters. I have a goal of raising [$$$$] to help benefit Spark and students like [mentee name]. If you could make a donation today, it would mean the world. It's a quick and easy process!

    Follow this link to my fundraising page: [link to fundraising page]

    Thank you!

➜ Online Fundraising Resources

- ➜ Peer-to-peer fundraising tips from Classy
- ➜ How to crush fundraising: From Classy
- ➜ Canva:
  - ◆ Canva is a (mostly) free online resource to create graphic social media posts and images - a great resource if you're looking to create fun content for your fundraising campaign!

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➡️ Frequently Asked Questions

Q: What will the money we raise go towards?

A: Spark offers a turn-key employee engagement program to our corporate partners. In order to ensure a seamless experience for both our students and volunteer mentors, we make investments in program quality including but not limited to: providing safe, private bus transportation for students to and from their mentorships where employees can volunteer steps from their desks, conducting background checks on all volunteers, providing on-site staff facilitation of programs, an online resource bank for volunteers, and so much more. Donations are a core part of how Spark continues to fuel The Possibility Movement, and as such, are vital to continuing our programming.

Q: How will I get people to donate to me?

Rallying supporters is easier than you think! A good place to start will be sharing your personal story of mentoring on your donation page. Make sure to leverage your family and friends to donate - social media and email are great places to get started. Spark will continue to provide fundraising tips throughout the campaign.

Q: What is peer-to-peer fundraising?

Peer-to-peer fundraising puts the power of fundraising in the hands of community members. Fundraisers reach out to their networks and raise funds for organizations they care about. Here is some more detailed information.

Q: What is Classy? How do I use it?

Classy is the fundraising platform that Spark has used for years. This user-friendly platform is visually appealing and makes it easy for supporters either donate or fundraise on our behalf. We have a special Classy instruction guide - if you haven't received it yet please reach out to a Spark staff member.