KIDS IN NEED OF DEFENSE SOCIAL MEDIA TOOLKIT

#GivingKINDness
RAISE MONEY, INSPIRE OTHERS, & MAKE CHANGE.

ALL FROM YOUR OWN COUCH.

HOW TO BEST FUNDRAISE ONLINE WITH KIND

According to Pew research, 69% of American adults use social media. Whether it is browsing Facebook, posting on Instagram, or looking up the news on Twitter, online platforms have become widely visited arenas where people can make change happen.

Want to make a difference but too busy to host an event? Feeling passionate, but don't have the resources to plan your own campaign? No problem! Using online platforms can make fundraising easy, convenient, and effective. This toolkit will provide you with tools and resources to fundraise for KIND effectively, affordably, and conveniently; enabling you to make a difference in children’s lives, all from your own computer.

WHAT'S INSIDE?
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We are excited to begin working with you.
WHAT PLATFORMS ARE AVAILABLE?

CREATE A FUNDRAISING TEAM
Create your own peer-to-peer fundraising page on KIND's website and inspire others to support team KIND! You can create a team of your own and gather friends and families to support your efforts. This peer-to-peer fundraising platform is great if you are looking for a quick and easy way to get involved, but also want to be effective and inspire others. Still confused? Check out this link.

CREATE A PERSONALIZED PAGE
You can create a personalized page with your own campaign, images, videos, and more! If you want to discuss creating a more detailed campaign contact Megan at mmasterson@supportkind.org to get started! Your page will include your own fundraising goal, images, and a more personalized landing page and URL. If you are planning an event or are a more experienced fundraiser looking for a more personalized experience, we recommend this option. For an example, check out this page.

START A FACEBOOK CAMPAIGN
If you love Facebook and prefer more hands-off fundraising, you can start a fundraising campaign right on Facebook! All you have to do is go to post a status on your wall and click “Support Nonprofit.” From there, you can search Kids in Need of Defense and start fundraising instantly. It will be posted to your wall and newsfeed as any other status would. Pro tip: this tends to work great on birthdays!

#GivingKINDness

We are also on social media @supportkind. We encourage you to share, promote, and engage with your followers on these platforms as well! Make sure to #GivingKINDness
FLIGHT MAGAZINE IS IN NEED OF AN E-COMMERCE ENABLED WEB SITE TO SELL MAGAZINE SUBSCRIPTIONS, VIDEOS AND CLOTHING TO MEMBERS OF THE HYDROFOIL COMMUNITY. FLIGHT ALSO NEEDS A SEPARATE WEB SITE INTIMATELY CONNECTED TO THE MAGAZINE SITE FOR THE FLIGHT HYDROFOIL WORLD CHAMPIONSHIPS, WHICH IS HELD EVERY TWO YEARS. FLIGHT ALSO NEEDS A LARGE AMOUNT OF IMAGERY FROM THE SPORT OF HYDROFOILING AND UPDATED CONTENT FROM FUTURE EVENTS.

WHAT IS CLASSY?
Classy is a platform that KIND uses to mobilize donors online and make fundraising easier. So, if you are creating a personalized web-page, or creating a fundraising team with KIND, it will be via Classy. For more information on Classy, check out their web page.

WILL MY SUPPORTERS RECEIVE RECEIPTS? ARE DONATIONS TAX-DEDUCTIBLE?
Of course! The minute that they donate online, they will receive a receipt upon their donation. If there are any issues, feel free to email mmasterson@supportkind.org. Also, all donations are 100% tax deductible, as KIND is a registered 501(c)3.

WHAT SHOULD I SET MY FUNDRAISING GOAL AT?
No goal is too small! While it is always a good practice to aim big, you should also be realistic. Keep in mind all goals can change. You know your supporters best, so use your best judgement and know that any help or support is wonderful! There is no perfect number.

WHERE DOES THE MONEY GO?
97% of KIND’s budget goes directly towards providing children legal services. In addition to legal services, KIND helps children returning to Guatemala and Honduras do so safely and to re-integrate into their communities; addresses the root causes of child migration; advocates and educates to promote the protection of migrant children in the US and globally; and provides social services to clients so they can live healthy lives.

WHAT IS A SUGGESTED TIME FRAME?
Campaigns tend to work best when under some sort of time constraint. It is recommended that you allow at least a few weeks to fundraise. While you can certainly extend your date, it is best to inform your donors when you would like donations by.
VIRTUAL CAMPAIGN IDEAS

Share your own story. What makes you passionate about supporting KIND? Can you share it in a poem? With pictures?

Love karaoke? Offer to serenade any donors and post a video of you singing a song of their choice if they donate in time (or lip sync battle if you are shy!)

Ask your employer if they have a matching gifts program. If they do, see if they will match your online fundraising efforts.

Feeling generous? Ask for donations in lieu of holiday or birthday gifts. Holidays are typically a time when people are feeling extra charitable!

Create an email chain! Send out personalized emails to friends and family describing your efforts. Perhaps they will send to their circles as well!

See if any local businesses will donate to you if you advertise for them. For example: "For every retweet: Ben's Deli will donate 50 cents!"

Make supporting you a competition! Top three donors get a special prize! Or first people to share your campaign...be creative!

Offer to personally match gifts up to a certain amount and let your donors know their donation could double!

Make donating easy! Ask how much you can request people on venmo via Instagram poll. You would be surprised how many people will pledge $1-5!
ENGAGEMENT TIPS

MAKE A PLAN
Set goals for yourself and create a game plan. When are you going to post? When are you going to follow up? The more details you have lined up beforehand, the easier and more manageable your campaign is!

CUSTOMIZE YOUR MESSAGE
Make sure you are personalizing your message. Your followers care about YOU and what YOU think. Why do you care about KIND’s work? Donors are more likely to donate if they hear your story and connect to you.

STAY ACTIVE
Make sure you are checking in on your campaign and engaging with your donors. It is easy to get busy and push things off, but the more you post and the more active you are, the more people will see what you are posting!

BE CONSISTENT
Be consistent in your messaging. Try to stick to one theme or core cause and ride that out. The more messages that you include, the more complex and potentially confusing your campaign is for others. Sometimes, less is more.

KNOW YOUR STRENGTHS
Tap into your own unique passions and skills. What are you great at? Can you leverage this? With a bit of creativity, your passion and skills can go a long way!
LOGO AND IMAGING FAQ

CAN I USE KIND'S LOGO?
While we are happy to share our logo, we must ensure that it is being placed on flyers and marketing materials that are appropriate and align with our brand and values. Please email mmasterson@supportkind.org to ask about the use of our logo on your specific materials.

WHAT ARE KIND'S COLORS?
KIND's official colors are blue and orange. We try to use these as consistently as possible and encourage our fundraisers to do the same.

CAN I GET PICTURES FROM KIND?
While we will do our best to provide you with the support you need, we may not always be able to supply you pictures or flyers. This is dealt with on a case to case basis and considers a number of variables. Please email mmasterson@supportkind.org with specific requests.
Now that you have the tools to get started, all you need is some energy and commitment! No matter what campaign you are leading, it is important to be your own biggest cheerleader. The more enthusiasm that you show, the more likely it is for people to get involved. Don't be afraid to try new things and get creative! You know your peers best.

**Have more questions? Need help along the way? We are here for you!**

Email Megan Masterson at mmasterson@supportkind.org or call 202-354-1036.
THANK YOU FOR ALL YOU ARE DOING TO GIVE VULNERABLE CHILDREN A VOICE, A SAFE PLACE, AND AN OPPORTUNITY TO THRIVE.