

# KIND

## 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?

1. Our Platforms
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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 more detailed campaign contact Megan at [mmasterson@supportkind.org](mailto: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 planing 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!



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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](#)

# CLASSY FAQs

CONFUSED ABOUT CLASSY? LOOK NO FURTHER.

## 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](mailto: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 your  
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!

Tag us and #GivingKINDness



# 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](mailto: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](mailto:mmasterson@supportkind.org) with specific requests.



Tag us and #GivingKINDness



# YOU

**It all begins with a  
single person.**

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](mailto: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.**

