



fundraise
FOR RECOVERY

TOOLKIT



Thank you!

Thank you for your interest in hosting a fundraiser on behalf of Mn Adult & Teen Challenge! You are making a difference in the lives of men, women and teens right here in Minnesota to gain freedom from addiction and other life controlling problems. You can raise money on your own or make it a group effort. Either way, have some fun by turning your favorite hobby, talent or passion into money and hope for many. We need your help; we can't do it without you!

We hope this toolkit will help you easily ask your family and friends to join you in your efforts and contribute to MnTC's lifesaving mission. To create an online fundraising page, please visit mntc.org/fundraise and click on "Get Started."

YOU WILL FIRST NEED TO CREATE AN ACCOUNT WITHIN OUR SYSTEM TO MOVE FORWARD.

Please note:

- You may already have an account created if you have donated or participated in one of our events in the past. If you remember your username and password, you can move quickly onto the next step!

OR

- The system may recognize your email address, but you need to create a password to move forward. Click "Email me my login information" under the "RETURNING SUPPORTER" login area and you will receive an email with your username, as well as a link to update/create your password.

OR

- You are a brand new supporter and need to create an account by clicking on "REGISTER AND CREATE A NEW ACCOUNT"



CREATE YOUR OWN *fundraising event*

There are endless options and opportunities for you to host your own Do-It-Yourself fundraising event. Here are a few of our top suggestions and some tips to make them successful!



Physical Fitness Event

Host a 5k – your way!

TIPS:

- Use an online tool like Map My Run to ensure the route you choose is 3.1 miles long
- Pick a day and place to do your event and encourage participants to join you - or you could all run virtually on the route of your choice (have participants submit their route and time to you after the fact)
- Give yourself enough time to recruit family and friends to participate and donate – we recommend a minimum of six weeks lead time
- Be creative! Use sidewalk chalk, make signs and hang balloons to mark your route, start and end points. MnTC may be able to provide you a lawn sign or a free Hope t-shirt for you to award your 5K winner to help – learn more in our “What We Can Provide” section (p. 9).
- If you’re not into running, host another kind of fitness event! Perhaps a dodgeball tournament, group hike or bike ride, frisbee golf – anything you like!



Garage or Bake Sale

Gather household items you no longer use or put your kitchen skills to the test!

TIPS:

- Print off a donor sheet (p. 10) for people to write their name and donation amount down – many of your guests may want to donate cash (we will need their information if they would like a receipt).
- Have your online donation page up on an iPad or computer nearby so guests can quickly and conveniently make an online donation.
- Ask if they want to round up their sale to the nearest \$1 for MnTC.
- Be creative! MnTC can provide you a lawn sign, cash bag – learn more in our “What we can Provide” section (p. 9).
- Please send us proceeds from your event within 30 days

Workplace Fundraiser

Pick a month to donate a percentage of your sales or round up for MnTC, host a pizza party or have a Friday office jean, jersey or hat day!

TIPS:

- Charge an entry fee to participate - \$5-\$10 per participant suggested
- Have your guests vote for their favorite dish or outfit (as applies) – MnTC may be able to provide a free Hope t-shirt for you to award the winner – learn more in our “What We Can Provide” section (p. 9).
- Email your donation page to your co-workers to encourage donations before and after the event (make sure you get permission from your manager and HR department).
- Many companies will match donations made by their employees. Ask your company if they have a similar program. Then ask your co-workers to fill out the appropriate forms and donate. You can turn those \$25 donations into \$50 donations in a snap!

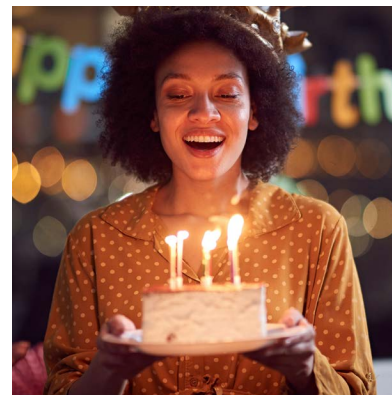


Special Occasions and Milestones

Invite family and friends to help you celebrate by making a donation!

TIPS:

- This can make your birthday that much more meaningful. Instead of receiving gifts, ask your friends and family to make a donation to MnTC. It's simple, and it allows you to share via email and social media.
- Celebrate an anniversary—perhaps a wedding anniversary or a recovery milestone.
- Please send us proceeds from your event within 30 days.



Create-Your-Own Virtual Fundraiser

Ask family and friends to support your online fundraiser – just because you love the mission of MnTC!

TIPS:

- Create a page in honor of someone—perhaps a family member or friend who has participated in one of our programs.
- There are a number of tools built into the participant center to help you raise funds virtually (sending out branded emails, connect to a Facebook fundraiser, etc.) – make sure to fully explore your participant center and take advantage of all the features!



WRITE YOUR *solicitation*

SAMPLE SOLICITATION LANGUAGE

You can use some of this language below for emails you may be sending to approach your donors. There are also several email templates available for you to use and customize in your participant center, which will directly link recipients back to your online fundraising page to easily make a donation.

DEAR FAMILY AND FRIENDS,

I'm excited to let you know that I have decided to create my own fundraiser to help out Mn Adult & Teen Challenge and I can't do it without you!

Why? For over 30 years, Mn Adult and Teen Challenge (MnTC) has been restoring hope to people struggling with drug and alcohol addiction. With campuses in Minneapolis, Brainerd, Duluth, Rochester and Buffalo, MnTC serves our communities through their licensed short-term and faith-based long-term programs. Their mission is to assist teens and adults in gaining freedom from chemical addiction and other life controlling problems by addressing their physical, emotional and spiritual needs.

Please consider partnering with me to raise money and awareness for this great cause. Because of these trying times, people are struggling even more with addiction. Every dollar donated goes directly to Mn Adult & Teen Challenge and is tax-deductible. I have set a goal this year to raise \$1000 and I hope you will be inspired to give generously to help me reach my goal!

To make a donation online, please visit my personal fundraising page. Or if you would prefer, you can mail your support to the address listed below.

Whatever you can give will help – it all helps to make a difference! You can learn more about what MnTC is doing to save lives by visiting their website: mntc.org. I greatly appreciate your support and will keep you posted on my progress.

With gratitude,
Your Name



To mail a donation, send checks to:
Mn Adult and Teen Challenge
Attn: Donations – Fundraise for Recovery
740 E 24th St.
Minneapolis, MN 55404

Make all checks payable to: Mn Adult & Teen Challenge

SAMPLE SOCIAL MEDIA POST:

Support me as I help save lives! People continue to be transformed from a lifetime of addiction because of Mn Adult & Teen Challenge. Deaths from overdose are up 20% and continue to rise. The need for prevention and intervention has never been greater! Please support my campaign with a donation today at (insert your fundraising page link here).

Tips

for hosting a successful fundraiser:

#1 - Personalize

Make sure you personalize your fundraising page – add a photo or video, and add some text of your own to let your potential donors know why you have chosen to fundraise for MnTC.

#2 - Get Social

Connect your fundraiser to your Facebook page, and share your fundraiser with your Facebook friends! Simply click the “Fundraise on Facebook” button in your participant center and follow the prompts.

#3 - Don't Be Afraid to Ask

Use the email tool within your participant center to easily reach friends and family who may not use social media. We have created simple templates for you to get started – just click the Email tool in the top left-hand corner once you have registered. Your emails will look official to donors and include the Mn Adult & Teen Challenge logo – it will also include a direct link back to your fundraising page so family and friends can easily find it and give.

Donors are more likely to give if they feel emotionally connected to our mission and see the difference they are making by donating to your fundraiser.

- We have a number of client testimonies available on our [MnTC YouTube channel](#) that can easily be shared on social media or via email! Use these testimonies (or perhaps your own story of why you chose to raise funds for MnTC) to inspire your donors to give.
- Share some statistics:

35
MnTC has been helping men, women and teens for over **35 years** who have lost hope because of their addiction

20%
Deaths from **overdose are up 20%** and continue to rise. The need for prevention and intervention is greater than ever.

3,100
More than **3,100 individuals went through MnTC's program** in 2019 which is up from the year prior.

80%
Our program has an **80% success rate** and continues to save lives and heal families around Minnesota

60,000
Know the Truth is the prevention program that speaks to **60,000 students** a year about drug and alcohol prevention



...a few more

Tips

#4 - Share "Why?"

Download a "Why I Fundraise" sign here for your participants to share their support on social media, or share your own photos from the event!

#5 - Say Cheese!

Take a picture, share it, and spread the word that your fundraiser is saving lives at MnTC with a link to MnTC.org/fundraiser so others can do it too!

#6 - Say Thank You

Thank your donors and guests! If your donor give online or make a check payable directly to MnTC they will get a receipt from us – but a personal thank you from you will go a long way. And, if you decide to host your fundraiser again next year – your donors will likely remember your gratitude!



You're Doing Great



READ THESE *rules & guidelines*

1. COLLECTING FUNDS

If you are collecting any physical checks, please make all checks payable to Mn Adult and Teen Challenge. Cash donations can only be receipted if you collect full donor information (name, address, and phone number). There is a form included at the end of this toolkit to help you collect donor information.

2. FOLLOW BRAND STANDARDS

If you are using the MnTC logo on any materials you are designing yourself, please receive approval from fundraising@mntc.org prior to printing or publishing. Please agree to follow the attached brand standards.

3. FOLLOW LOCAL & STATE LAWS

As a third-party fundraiser; you are responsible for any applicable necessary insurance, licenses, permits, and any other expenses you may incur. Please ensure you are following all local and state laws and guidelines.

4. IN-KIND DONATIONS

If you plan to collect physical items, please receive approval to ensure our clients can utilize the donations.

5. ACTIVITIES MUST ALIGN WITH OUR MISSION

Please note that MnTC reserves the right to respectfully decline approval of your fundraiser at any time should the activities of your fundraiser not coincide with our mission.



We're in this together



How we can help:

- Access to our resources that you can use to promote your event.
- Offer advice on event planning and fundraising
- In some cases we can provide physical items that you will need for your own events ("I'm Fundraising for MnTC lawn sign", t-shirts, water bottles, donation bags, flyers, etc.)



We are unable to:

- Solicit sponsors, prizes or publicity for your events
- Provide registration services
- Share contact information or mailing lists of donors, media contacts, vendors, staff or clients
- Provide on-site staff support or a client presence for your event
- Cover the costs of event expenses

Any additional questions? Email Grace at fundraising@mntc.org for assistance!

THANK YOU so much for your commitment and passion for Mn Adult & Teen Challenge. You are making a huge impact in the lives and recovery stories of our clients.

