



Fundraising Toolkit

LEARN ABOUT
TIPS FOR
FUNDRAISING
ON BEHALF
OF COOL KIDS

Thank you for fundraising for Cool Kids

From all of us at Cool Kids, thank you so much for fundraising for our organization! Funds raised will go directly toward helping us accomplish our mission of providing social, emotional, and academic support to children fighting cancer and their families. It is a team effort, and your support means the world to us.

If at any point during your fundraising efforts you need assistance, please reach out to the Clubhouse staff at 704-997-5701.

Thank you!



Cool Kids
CLUBHOUSE
IN HONOR OF DAN JANSEN

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Ideas for Fundraising

There are countless fundraising opportunities to choose from to support Cool Kids. Whether you **choose from our list of ideas or come up with your own**, your support is extremely beneficial in helping Cool Kids accomplish our mission.

For the purpose of this toolkit, we have divided fundraising ideas into **individual/team suggestions and business ideas**. Additionally, we have provided examples of **monetary fundraisers, as well as in-kind donation drives** for each.

An in-kind donation is a non-monetary donation, such as goods, services, or time.

FUNDRAISE AS
AN INDIVIDUAL
OR TEAM

FUNDRAISE AS A
BUSINESS

Individual or Team Fundraising: Monetary

Events: Hosting some an event (small or large) where you collect funds is a great way to raise money. For these events, we [recommend setting up a fundraising page on GiveLively](#). Examples of donation events include:

- Host a run, walk, or race – Have friends and family pledge to give you \$5 for every mile you complete. Invite others to join in the event and set their own fundraising goal!
- Lead an in-person or virtual work-out class where people register, and all funds come back to Cool Kids.

Social Media: Creating a fundraiser through social media is an easy way to share with your network. Additionally, it takes very little work on your part! For this type of fundraiser, you would not need to create a GiveLively page. Here are some ideas:

- In lieu of gifts, ask your friends to donate to Cool Kids for your birthday!
- Host a social media fundraiser in honor of a friend or relative that is fighting cancer
- Create an awareness and donation campaign in September for Childhood Cancer Awareness Month

Other Ideas:

- Bake Sale, Lemonade Stand, or Homemade Craft Stand (great for a youth project) – Sell homemade treats or lemonade, or even crafts (e.g. jewelry) in your neighborhood or school. Make sure to advertise that proceeds go back to charity!
- Yard Sale – Advertise your yard sale with the premise of donating all or a percentage of the proceeds back to Cool Kids. Have your neighbors join in!
- Grow a beard or mustache for a period of time or shave your head if you reach your goal!

If you have an idea for a fundraiser not listed above, please reach out to the Clubhouse. We are happy to work with you to find the best plan!

Individual or Team Fundraising: In-Kind Support Ideas

Below, please find some common needs for our organization.

- **Toy Drives** – We are in need of new toys year-round for Smile Celebrations and boxes, holiday gifts, and care packages. Toy drives with your friends, relatives, school, or team are a great way to support us!
- **Supplies or snacks for events and programs** – As we host fundraising events and programs throughout the year, we are often in need of various supplies (e.g., craft supplies, juice boxes, snacks, prizes, office supplies). If you are interested in hosting a supply fundraiser, please reach out to the Clubhouse to find out our current, greatest needs.
- **Blankets** – Cool Kids provides blankets in our care packages and during programs. Whether purchased or handmade, we accept new, blanket donations to give out to our Cool Kids.
- **Gift Cards** – We often use gift cards as prizes or gifts for our Cool Kids, especially teens. A gift card fundraiser is very helpful in order to support our work!

If you have an idea for an in-kind donation drive not listed above, please reach out to the Clubhouse. We are happy to work with you to find the best solution!

Business Fundraisers

Monetary Donation Ideas

- **Company Match Program** – Incentivize employees to donate by creating a company match program (e.g., we will match dollar to dollar, or match 50% of all donations)
- **Charity of Choice** – Make Cool Kids your charity of choice! Create incentives to clients and employees. Examples could include:
 - Purchase this dish/product in the month of February and we will donate \$1 back to Cool Kids.
 - 10% of all sales during Childhood Cancer Awareness month (September) will go back to Cool Kids.
 - Come in for a free quote and we will donate \$25 to Cool Kids
- **Become a Monthly Donor** and challenge colleagues to join you!
- **Sponsorships** – Cool Kids hosts fundraising events and programs throughout the year. At the events, we have a variety of sponsorship levels in which businesses can engage. Contact the Clubhouse to find out about event and program sponsorship opportunities.

In-Kind Donation Ideas

- **Toy Drives** – We are in need of new toys year-round for Smile Celebrations and boxes, holiday gifts, and care packages. Encouraging your colleagues and employees to participate in a toy drive is a great way to support us!

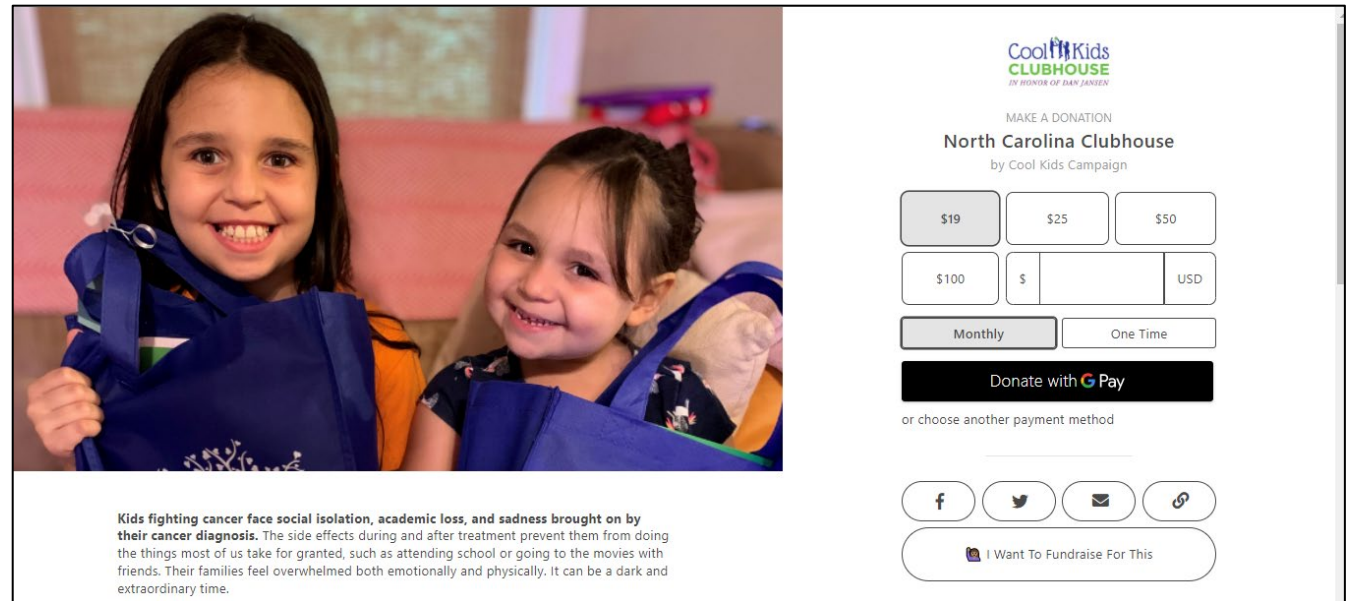
Supplies or snacks for events and programs –

As we host fundraising events and programs throughout the year, we are often in need of various supplies (e.g., craft supplies, juice boxes, snacks, prizes, office supplies). If you are interested in hosting a supply fundraiser at your place of business, please reach out to the Clubhouse to find out our current, greatest needs.

How to Set-Up a Fundraising Page Online

Cool Kids uses Give Lively as our event and fundraising website. While this is not a necessary step for all types of peer-to-peer fundraising, it is a helpful tool for sharing and collecting donations, which makes the process much easier on you. Follow the steps below to set-up!

1. Visit Our Fundraising Page here:
<https://secure.givelively.org/donate/cool-kids-campaign-foundation-inc/north-carolina-clubhouse>



Note: This page is used for all general fundraising for the NC Clubhouse. Occasionally, you may be interested in fundraising for a specific cause or campaign within the organization. In that case, you will go to the campaign's main landing page, then follow the same steps listed below for setting up your page.

How to Set-Up a Fundraising Page Online

2. Scroll down until you see the button labeled, “I want to Fundraise for this” below the donate buttons on the right. Click on that button!



Kids fighting cancer face social isolation, academic loss, and sadness brought on by their cancer diagnosis. The side effects during and after treatment prevent them from doing the things most of us take for granted, such as attending school or going to the movies with friends. Their families feel overwhelmed both emotionally and physically. It can be a dark and extraordinary time.

Cool Kids CLUBHOUSE
IN HONOR OF DAN JANSEN

MAKE A DONATION
North Carolina Clubhouse
by Cool Kids Campaign

\$19 \$25 \$50

\$100 \$ USD

Monthly One Time

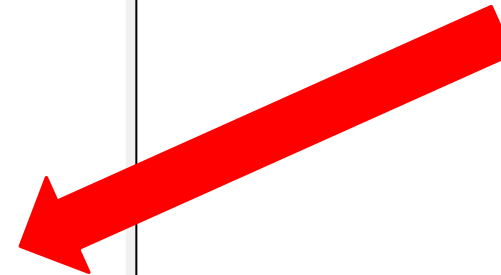
Donate with **G Pay**

or choose another payment method

f t e l

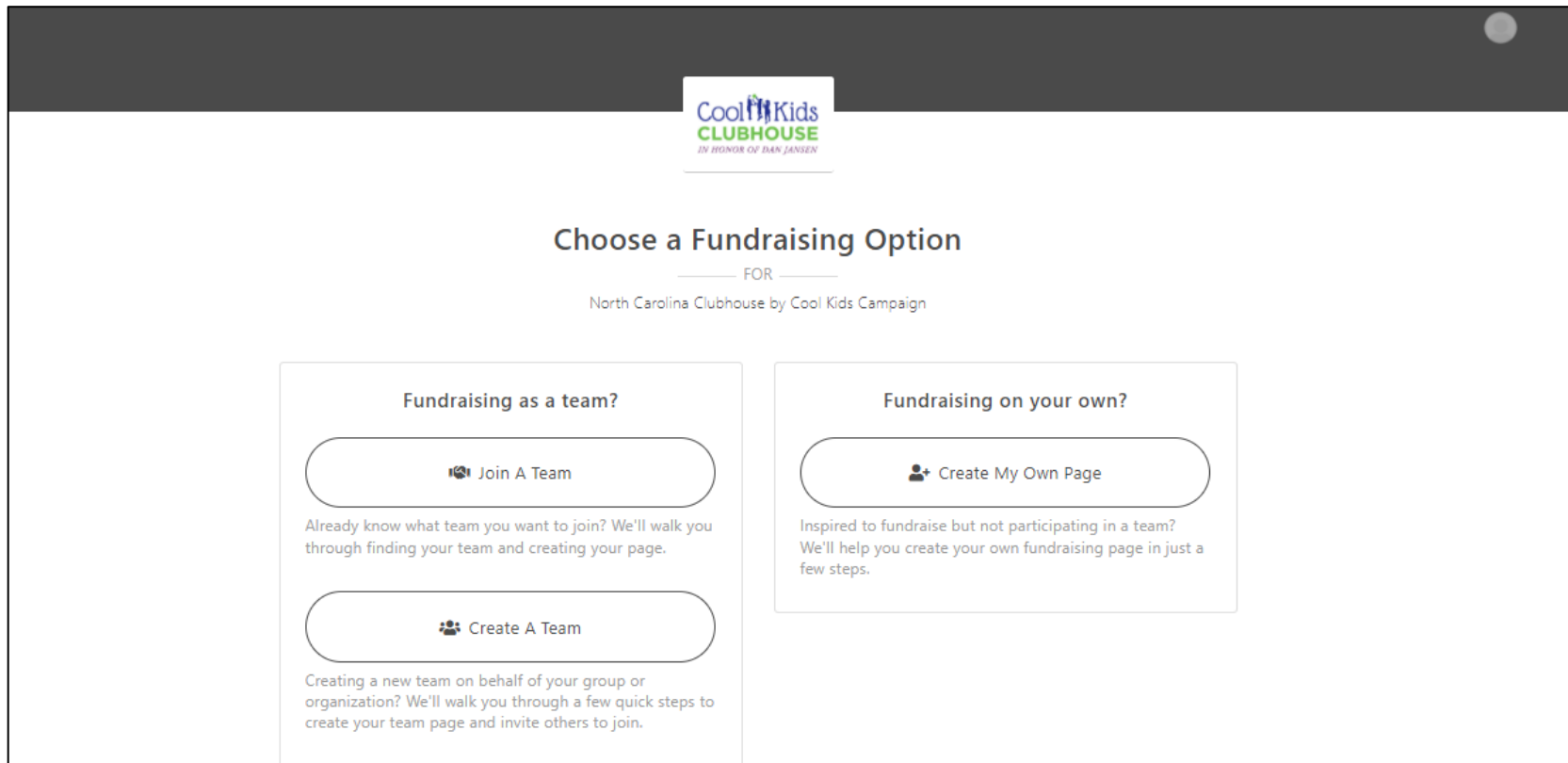
I Want To Fundraise For This

Click
here!



How to Set-Up a Fundraising Page Online

3. Choose whether you are creating an individual or team fundraiser.



The screenshot shows a web interface for setting up a fundraising page. At the top center is the logo for "Cool Kids CLUBHOUSE IN HONOR OF DAN JANSEN". Below the logo, the heading "Choose a Fundraising Option" is displayed, followed by "FOR" and "North Carolina Clubhouse by Cool Kids Campaign". The page is divided into two main columns. The left column is titled "Fundraising as a team?" and contains two options: "Join A Team" (with a person icon) and "Create A Team" (with a group of people icon). The right column is titled "Fundraising on your own?" and contains one option: "Create My Own Page" (with a person icon).

Cool Kids CLUBHOUSE
IN HONOR OF DAN JANSEN

Choose a Fundraising Option

FOR
North Carolina Clubhouse by Cool Kids Campaign

Fundraising as a team?

[Join A Team](#)

Already know what team you want to join? We'll walk you through finding your team and creating your page.

[Create A Team](#)

Creating a new team on behalf of your group or organization? We'll walk you through a few quick steps to create your team page and invite others to join.

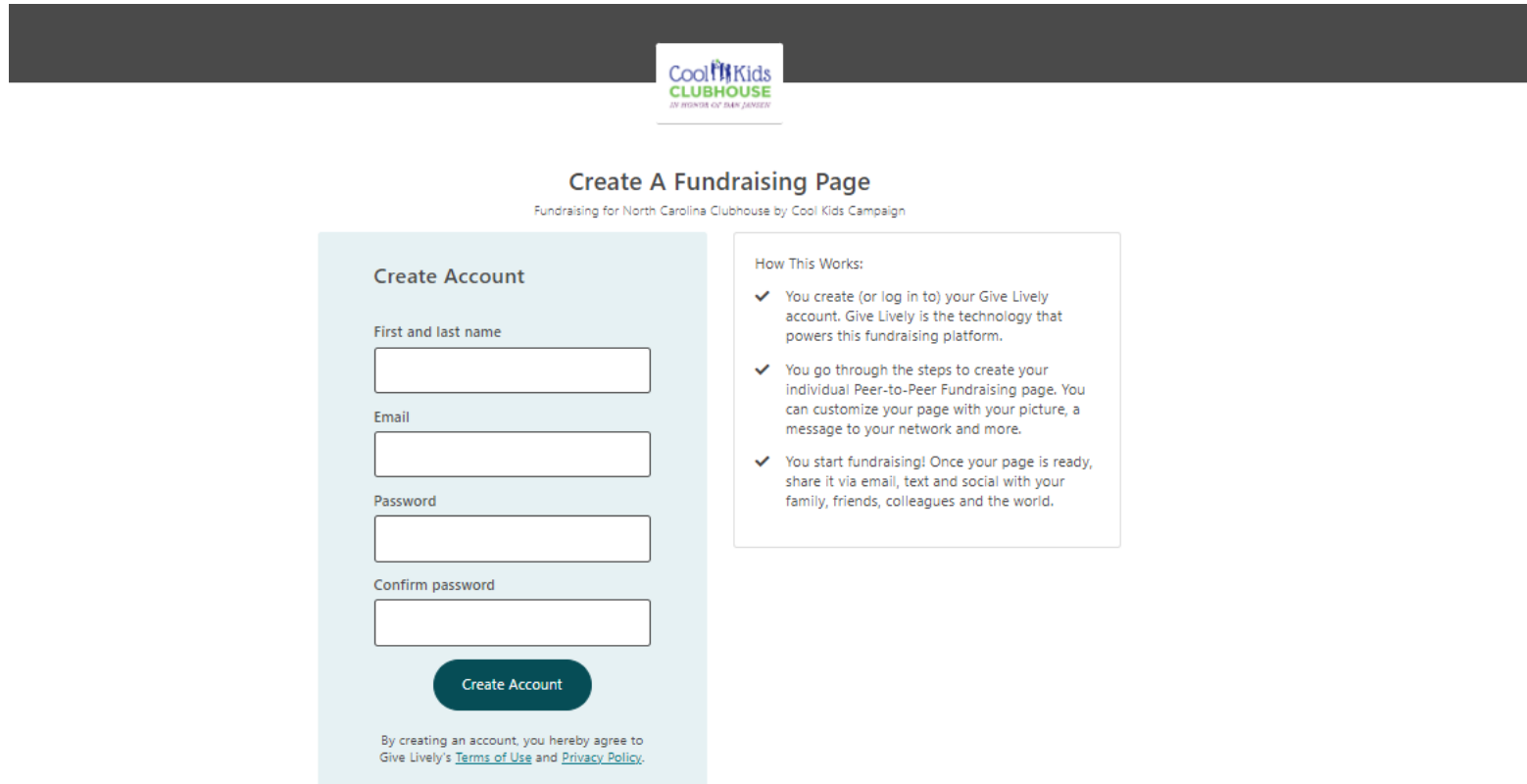
Fundraising on your own?

[Create My Own Page](#)

Inspired to fundraise but not participating in a team? We'll help you create your own fundraising page in just a few steps.

How to Set-Up a Fundraising Page Online

4. You will be prompted to create an account. Remember the information you use to create your account for future logins!



The screenshot shows a web page for creating a fundraising account. At the top center is the logo for 'Cool Kids CLUBHOUSE' with the tagline 'IN HONOR OF DAN JENSEN'. Below the logo is the heading 'Create A Fundraising Page' and the subtext 'Fundraising for North Carolina Clubhouse by Cool Kids Campaign'. The main content area is divided into two columns. The left column, titled 'Create Account', contains four input fields: 'First and last name', 'Email', 'Password', and 'Confirm password'. Below these fields is a dark green 'Create Account' button. At the bottom of this column is a small disclaimer: 'By creating an account, you hereby agree to Give Lively's [Terms of Use](#) and [Privacy Policy](#).' The right column, titled 'How This Works:', contains a bulleted list of three steps: 1. 'You create (or log in to) your Give Lively account. Give Lively is the technology that powers this fundraising platform.' 2. 'You go through the steps to create your individual Peer-to-Peer Fundraising page. You can customize your page with your picture, a message to your network and more.' 3. 'You start fundraising! Once your page is ready, share it via email, text and social with your family, friends, colleagues and the world.'

How to Set-Up a Fundraising Page Online

5. A page will appear asking you to confirm your e-mail. Go to your e-mail and click on the link provided, then return to the give lively page and click “I Have Confirmed My Email.” Next, using the account information you provided, login to GiveLively with your new credentials.

Confirm E-mail
in your inbox



Check your email and keep this page open

Your confirmation link was sent to: **maggie@coolkidscampaign.org**, if an account exists for that email.

Please click the link in your email.

[I Have Confirmed My Email](#)

Didn't receive a link? Check your email's spam folder and filters, or search for subject line: "Confirm your email to access your Give Lively Account". If you have tried these steps but can't find the email, please [contact support](#).



Log in

Success! You've confirmed maggie@coolkidscampaign.org.

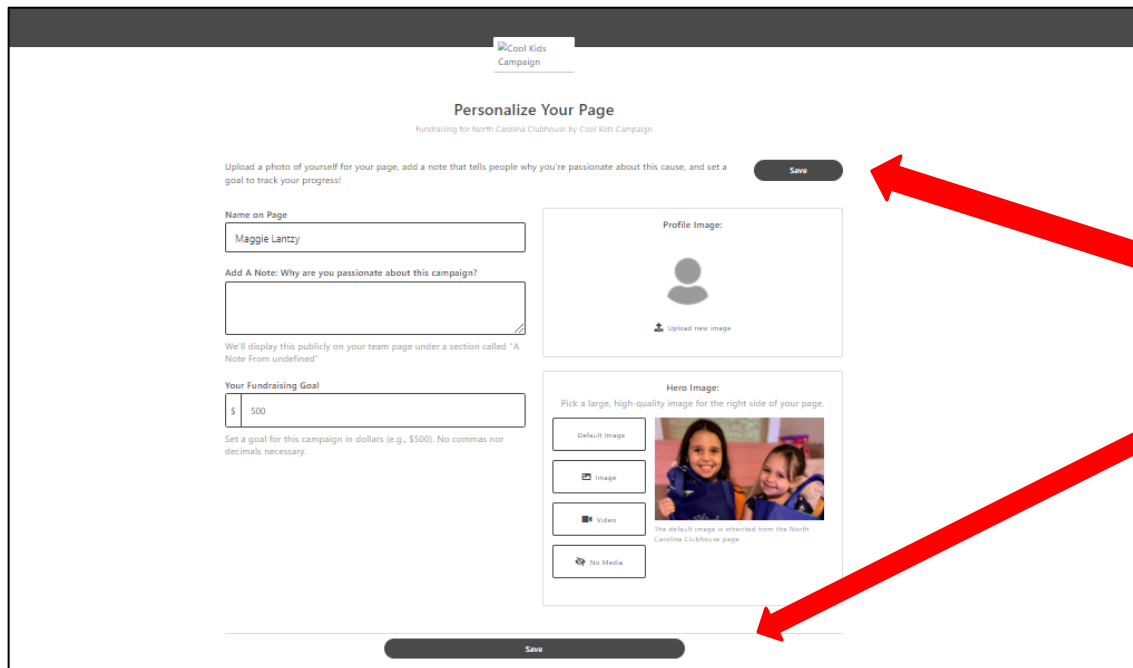
Email

Password

[Log In](#)

How to Set-Up a Fundraising Page Online

6. Once you have logged in, confirm the creation of your fundraising page, then you will be able to set-up your page with goals, pictures, a team name (if applicable), and statements about why you are fundraising for Cool Kids. Once you have filled out the information, make sure you click “save!” You will also receive an e-mail with information on customizing and sharing your fundraising page.



The screenshot shows a web form titled "Personalize Your Page" for a "Cool Kids Campaign" fundraising for the North Carolina Clubhouse. The form includes several input fields and sections:

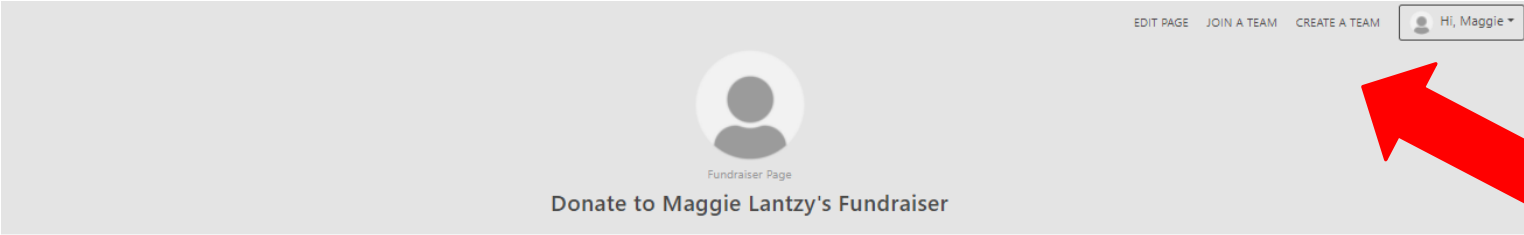
- Name on Page:** A text box containing "Maggie Lantz".
- Add A Note:** A large text area for a note about the campaign.
- Your Fundraising Goal:** A text box with a dollar sign and the number "500".
- Profile Image:** A section with a placeholder icon and an "Upload new image" button.
- Hero Image:** A section with a "Pick a large, high-quality image for the right side of your page." instruction. It includes a "Default image" button, an "Image" button, a "Video" button, and a "No Media" button. A preview image of two children is shown.

There are two "Save" buttons: one at the top right and one at the bottom center of the form.

Don't forget to save
your work!

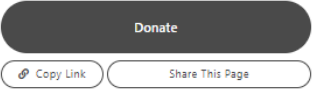
How to Set-Up a Fundraising Page Online

7. You have now completed your fundraising page! You can always edit your page, check updates, and of course share, share, share!

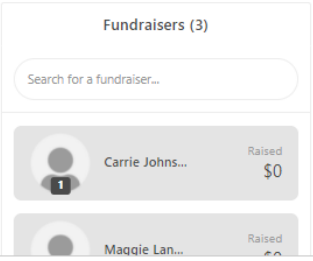


Edit your page or access your account settings

Tools for Sharing



See Donors Here



Kids fighting cancer face social isolation, academic loss, and sadness brought on by their cancer diagnosis. The side effects during and after treatment prevent them from doing the things most of us take for granted, such as attending school or going to the movies with friends. Their families feel overwhelmed both emotionally and physically. It can be a dark and extraordinary time.

In December 2019, the Cool Kids Clubhouse opened in Huntersville, NC, named in honor of Dan Jansen, Cool Kids Board Member and 1994 Olympic gold medalist speed skater. Our goal is to improve their quality of life and reduce the social isolation, sadness, and academic loss they experience with a cancer diagnosis.

At the Clubhouse, we host a variety of FREE programs that directly benefit the child with cancer, their siblings, and their parents and provide much needed emotional support.

OUR PROGRAMS AND OUTCOMES INCLUDE:

Children laughing and making new friends at **Smile Celebrations, Drop-In Days, and Summer Programs**

Parents enjoying a rare night off while their kids also get a break from treatment during our fun-filled, **Monthly Movie Nights**

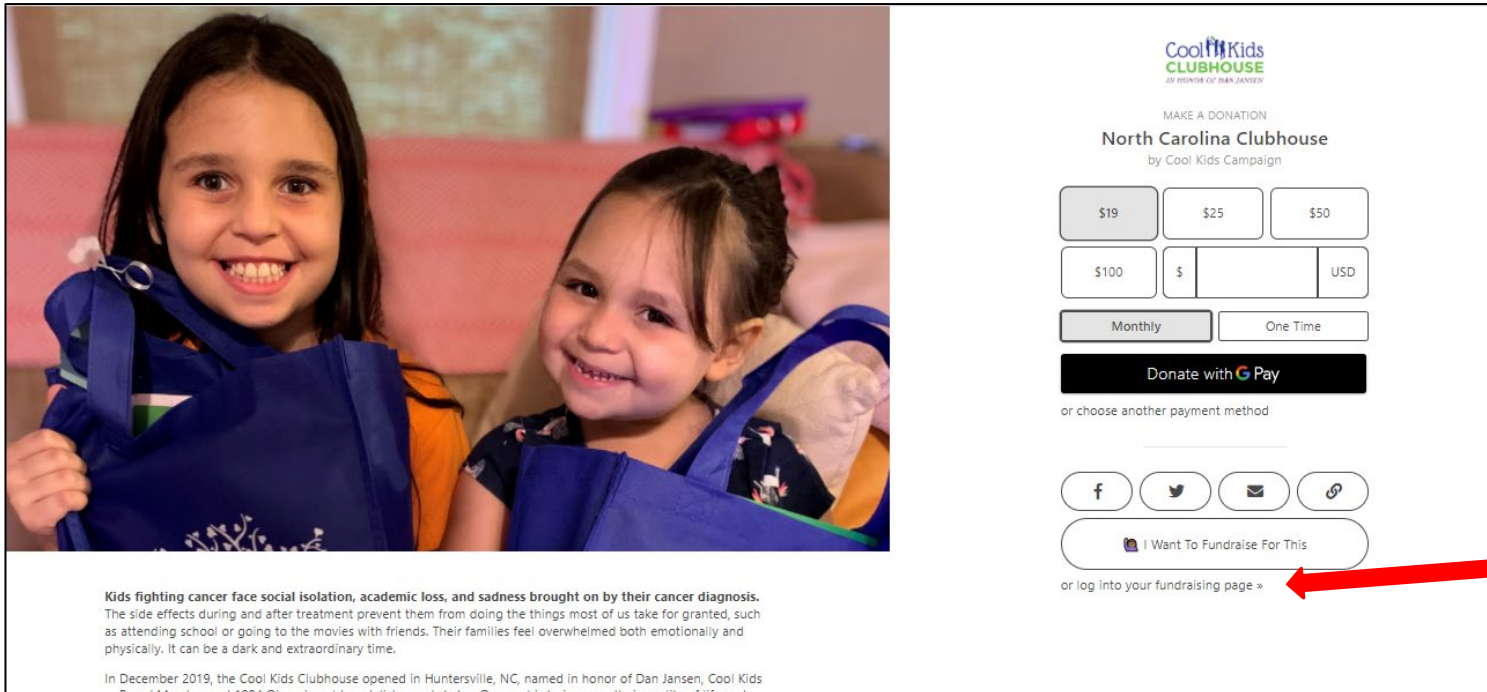
Families reconnect and enjoy childhood at our two **Vacation Condos**

Teens come together and form new bonds with like-minded friends at our **Teen Game Nights**

Families connect during our **quarterly festivals**, and kids get to be kids again

How to Set-Up a Fundraising Page Online

8. To return to your fundraising page in future visits, return to the main campaign page at <https://secure.givelively.org/donate/cool-kids-campaign-foundation-inc/north-carolina-clubhouse>. You will click on “or log into your fundraising page” below the button you used to create your page earlier and provide your login information.



Kids fighting cancer face social isolation, academic loss, and sadness brought on by their cancer diagnosis. The side effects during and after treatment prevent them from doing the things most of us take for granted, such as attending school or going to the movies with friends. Their families feel overwhelmed both emotionally and physically. It can be a dark and extraordinary time.

In December 2019, the Cool Kids Clubhouse opened in Huntersville, NC, named in honor of Dan Jansen, Cool Kids Board Member and 1994 Olympic gold medalist speed skater. Our goal is to improve their quality of life and

Click
here!

Tips for Fundraising

- **Be Creative** – There are so many ways to fundraise for a non-profit. The more creative and fun your idea, the more people will want to help (e.g., if I raise \$300 for Cool Kids, I'll go skydiving for the first time!).
- **Make your Goal Meaningful** – Choose an amount that is personal (e.g., for my 11th birthday, I'm asking everyone to donate \$11 to Cool Kids) or specific for Cool Kids (e.g., it costs \$250 for a Cool Kids Smile Celebration, please help me reach my goal of \$250 to sponsor a child's birthday party!).
- **Tell Why this Fundraiser is Important to You/Use Impact Stories** – However Cool Kids' mission speaks to you, make sure you share that story to potential donors. Whether you or someone you know is personally affected by cancer, you've gotten to know the Cool Kid through volunteering, or something else, personal stories will help your donors connect to your goal.

Tips for Fundraising

- **Set a Time Frame for your Fundraiser** – Have an end date for your fundraiser to increase the urgency of donating and to keep you on track for completing goals.
- **Share!** – Start with friends and family, then share on social media. Ask your friends and family to share with their networks. The more people that see your fundraiser, the more donors you will get.
- **Update followers on your Progress** – Everyone that has donated will love to see if you reach your goal! By using updates throughout, you will also inspire others to donate (e.g., I only need \$50 more dollars to reach my goal by next Tuesday).
- **Say Thank You!** – Make sure to individually thank every person or organization that donates to your fundraiser and remind them of the positive impact they are making on the lives of children fighting cancer and their families!

About Cool Kids – Talking Points



The Cool Kids Clubhouse in Honor of Dan Jansen is a part of the Cool Kids Campaign, founded in 2006 in Baltimore, MD. The North Carolina location opened in December 2019 to further the Campaign's mission.

At the Clubhouse, we host a variety of FREE programs that directly benefit the child with cancer, their siblings, and the parents. Our goal is to improve the quality of life for children with cancer and their siblings by providing much needed social, academic, and emotional support to all families dealing with childhood cancer.

Through all that we do, we aim to make the child fighting cancer and their families smile. Cool Kids provides opportunities for our families to check away from the emotional, social, and financial burden that is brought on by a cancer diagnosis.

About Cool Kids – Talking Points

UNTIL THERE IS A CURE, THERE'S A COOL KIDS CLUBHOUSE

Kids fighting cancer face social isolation, academic loss, and sadness brought on by a cancer diagnosis. Their families often feel overwhelmed both emotionally, physically, and financially.

The side effects during and after treatment prevent them from doing the things most of us take for granted, such as attending school or going to the movies with friends. Cool Kids aims to help the social isolation and emotional burdens by offering programs where kids and families can come together and have fun.

Often, a cancer diagnosis does not end if/when treatment does. Children fighting cancer and their families often feel the effects of a diagnosis for years to come. Children may be behind in school due to extended hospital stays, or the after-treatment effect of [Chemo Brain](#).



About Cool Kids – Talking Points

OUR FREE PROGRAMS AND OUTCOMES INCLUDE:

- Children laughing and making new friends at **Smile Celebrations, Drop-In Days, and Summer Programs**
- Parents enjoying a rare night off while their kids also get a break from treatment during our fun-filled, **Monthly Movie Nights**
- Families reconnect and enjoy childhood at our **Myrtle Beach vacation condo**
- Teens come together and form new bonds with like-minded friends at our **Teen Game Nights**
- Families connect during our **quarterly festivals**, and kids get to be kids again
- Children improve academically and gain confidence through **tutoring and mentoring**
- Kids in and out of the hospital receive **Smile Boxes** filled with love and joy from Cool Kids
- Families are strengthened during our **Mental Health Counseling Sessions**

Template - E-mail

Finding the right language to use when marketing your fundraiser can be difficult. Please feel free to copy-and-paste the following suggestions or try your hand at drafting your own with a similar message.

Please note, the yellow, highlighted words are for you to insert your personal touch into the templates.

Hi there,

I am hosting a fundraiser on behalf of the Cool Kids Clubhouse, a non-profit that provides social, emotional, and academic support to children with cancer and their families. I choose to fundraise for this organization because **insert why you chose Cool Kids.**

Would you consider donating to my fundraiser to help reach my goal of **\$X** by **X date**? Click here to see my fundraising page and make a donation: **Insert your personal fundraising URL here.**

I'm proud to be raising funds for the Coolest Kids Fighting Cancer and hope you will join me! To learn more about Cool Kids, please visit CoolKidsCampaign.org.

Thank you for considering,

Name

Template – Social Media

Finding the right language to use when marketing your fundraiser can be difficult. Please feel free to copy-and-paste the following suggestions or try your hand at drafting your own with a similar message.

Please note, the yellow, highlighted words are for you to insert your personal touch into the templates.

Will you help the Coolest Kids Fighting Cancer? Join me in supporting the Cool Kids Clubhouse, which provides social, emotional, and academic support to kids fighting cancer and their families. Contribute to my fundraiser here: [Insert your personal fundraising URL here](#)

Want to bring a smile to the face of a child fighting cancer? Please contribute to my fundraiser for the Cool Kids Clubhouse, a non-profit that supports children fighting cancer and their families by providing social, emotional, and academic support. Contribute to my fundraiser here: [Insert your personal fundraising URL here.](#)

Did you know that children fighting cancer often face isolation and bullying because of their diagnosis? Please consider contributing to my fundraiser for the Cool Kids Clubhouse so that children fighting cancer and their families can receive social, emotional, and academic support as they carry the burden of a cancer diagnosis. Contribute to my fundraiser here: [Insert your personal fundraising URL here.](#)

Template – Text

Finding the right language to use when marketing your fundraiser can be difficult. Please feel free to copy-and-paste the following suggestions or try your hand at drafting your own with a similar message.

Please note, the yellow, highlighted words are for you to insert your personal touch into the templates.

Hey there. I'm raising money for the Cool Kids Clubhouse—will you join me? **Insert your personal fundraising URL here.**

I chose to raise money for Cool Kids to ensure children fighting cancer and their families have access to the much needed social, academic, and emotional support needed. Please help me support the Coolest Kids Fighting Cancer and bring a smile to their faces!

Thank you!

Cool Kids Clubhouse in Honor
of Dan Jansen
9601 Holly Point Dr., Suite 102
Huntersville, NC 28078
704-997-5701

