

Steps toward Stability

Sponsoring New Shoes for
Children & Teens in Foster Care



Fundraising Guide

Thank you for teaming up with Ballantyne Ball and Congregations for Kids (CFK) to raise awareness of and resources for children and teens navigating the foster care system across the Greater Charlotte area.

Steps Toward Stability is a friend-to-friend fundraising challenge launching September 2024. Whether you are finding this guide ahead of September or with one day left in the month, you have time to get involved and make a difference.

Together, we'll help support vulnerable children and teens during a time of critical transition by meeting an immediate, tangible need. Every donation will help put a new pair of shoes on their feet—a simple yet impactful boost to self-esteem, health, and their new school year experience. Let's get started!

STEP 1: CREATE YOUR FUNDRAISER

There are three different ways you can participate in **Steps Toward Stability** as a fundraiser. Consider each option and choose your style:

1

Join an existing fundraising team

Best for when a friend, family member, or colleague invites you to fundraise with them

2

Create your own team

Best for when you want to organize a group, such as your associates or family

3

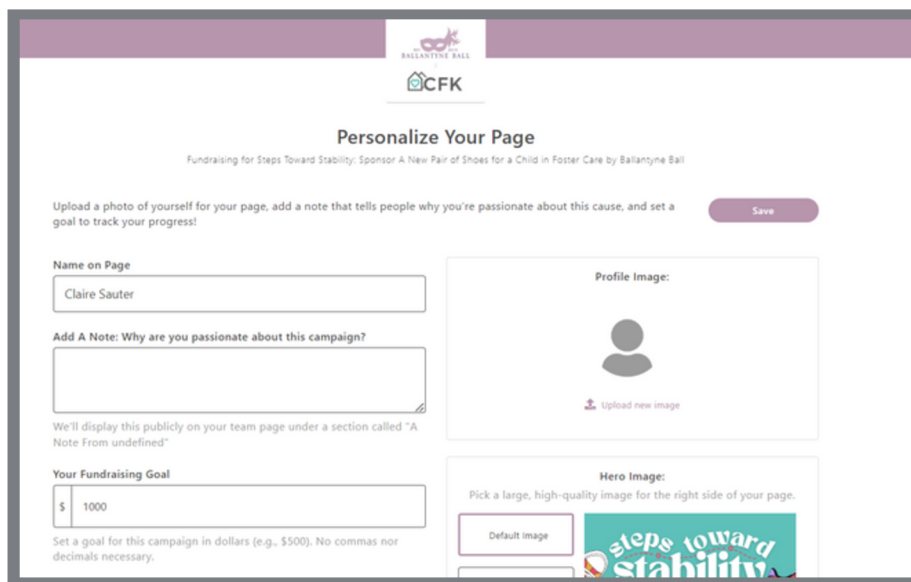
Create a fundraising page

Best for working solo and just asking for donations toward your campaign goal

Any option you choose will result in having your own fundraising page. You can set an individual or team goal to help contribute to our overall target of \$15,000—the equivalent of 300 new pairs of shoes!

To join a team, start a team, or create a solo page, head to the [campaign](#) and click the **"I Want To Fundraise For This"** button.

You will be prompted to **Choose a Fundraising Option**, and then **create a free Give Lively account**. This allows you to customize and have control over your fundraising page. Once you are logged in, begin customizing your page or team details:



The screenshot shows a web form titled "Personalize Your Page" for the "Steps Toward Stability" campaign. The form is divided into several sections:

- Name on Page:** A text input field containing "Claire Sauter".
- Add A Note:** A large text area for a note about the campaign.
- Your Fundraising Goal:** A text input field with a dollar sign icon and the value "1000".
- Profile Image:** A placeholder for a profile picture with a "Profile Image:" label and an "Upload new image" button.
- Hero Image:** A section for a large image on the right side of the page, with a "Default image" button and a suggested image featuring the "Steps Toward Stability" logo.

When **joining an existing team** or creating a **solo page**, be sure to fill in your

- name
- passion statement
- fundraising goal
- optional profile image

A suggested goal of \$1000 will auto-populate. Adjust your goal up or down as you'd like.

Give Your Team A Name
Fundraising for

Team Name

Examples: "The Terriers", "The Squad", "Team Fast Racers", "Team Austin For The Win!"

Submit

On a **new team**, be sure to fill in your

- creative team name
- team description
- team fundraising goal
- a suggested goal for the members who will join your team

Upload your team/company's logo or keep the default logo provided if you don't have one for your group.

After adding your details, click save and your team/page will be live!

Note: If you chose the option of creating a new team, please click "Edit My Personal Fundraising Page" on the next screen. You will be prompted to customize the fundraising page you will use to recruit donations towards your team's goal and our overall campaign

STEP 2: KNOW YOUR MISSION

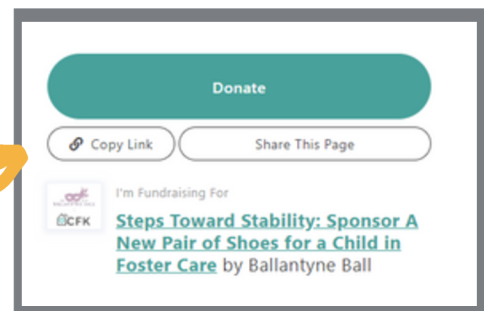
When you have been asked to donate to a cause, have you ever wondered if your dollars are actually making a difference? The purpose of this campaign is to get community members involved in fundraising with an ask that is affordable and tangible.

Steps Toward Stability is a sprint for small donations that can snowball into big impact! Whether you encourage your friends, family, or associates to donate or become a fundraiser themselves, every ask has an impact on youth navigating foster care. **Every \$50 creates a tangible impact.**

STEP 3: SHARE YOUR FUNDRAISER

Now that your fundraising team and/or page is live, grab your fundraiser URL and start sharing! Invite people to donate to your fundraising page by **copying and pasting any of our email and social media templates below to get started.**

On your team or personal fundraising page, use the "Copy Link" and "Share This Page" buttons.



Email

Tweak this email template to add personal details and your own statement of interest in this campaign/cause.

Hi ,

For the month of September, I am hosting a virtual fundraiser to raise money for new shoes that will be provided to children and teens in foster care through the nonprofit organization Congregations for Kids (CFK).

In North Carolina, 89% of kids entering foster care do so as a result of neglect, and teachers are the number one reporters of this abuse. CFK receive 20-25 clothing requests for vulnerable kids each month, often with the added need for new shoes to be provided for each child in the family. These clothing and shoe requests continue to climb as the school year starts.

For vulnerable children experiencing the complexities of foster care, imagine the excitement, comfort, or confidence that a new pair of shoes can bring as they head back to school! Please consider donating to my fundraiser to help send a boost of support to these children and teens. **Every \$50 sponsors a new pair of shoes.** My goal is to sponsor **X pairs** by the end of September!

Learn more, make a donation, or join me in this mission by starting your own fundraising page at: **[INSERT YOUR FUNDRAISER LINK]**. Thank you!

Social Media Posts

Copy, paste, and customize any of the social media post templates below. Recommended tagging of our pages is represented by the use of "@" in the templates.

- As schools get back into session, I've teamed up with @ballantyneball and @congregationsforkids to help sponsor **X** new pairs of shoes for children and teens in foster care before the end of the month. Proper footwear is essential for growing feet and we can ensure that these kids step back into the hallways with dignity, comfort, and a sense of support! A donation of \$50 covers one new pair of shoes. Please help me reach my goal! **[LINK TO FUNDRAISER PAGE]**
- In North Carolina, 89% of kids entering foster care do so as a result of neglect. Join me in sending a reminder to children and teens navigating the complexities of the foster care system that they are loved, cared for, and supported. A donation of \$50 covers one new pair of shoes as they head back to school! **[LINK TO FUNDRAISER PAGE]**
- Halfway **[through the month / to our goal]**! Help us make the most of this back-to-school season by joining our campaign to sponsor new shoes for children and teens in foster care. One of the best ways to help is by fulfilling an immediate, tangible need as kids enter this critical transition. Don't miss out to mine or create your own fundraising page today: **[LINK TO FUNDRAISER PAGE]**
- We did it! Your donations helped us reach the goal of sponsoring **X** pairs of shoes for kids heading back to school while also navigating the foster care system. Thank you for your generous support! **[LINK TO FUNDRAISER PAGE]**

STEP 4: ENGAGE AND THANK YOUR TEAM MEMBERS/DONORS

The most successful fundraisers are led by engaging hosts. Here are a few actions you can take throughout the month to help you hit your fundraising goals:

- Personally thank every person that donates to your page. Give Lively will automatically email the donor a donation recognition letter and tax receipt. Take this a step further by sending an email or text message to the donor with a quick word of thanks. Maybe they'll revisit your page to donate again!
- If promoting your fundraiser on social media, stay on top of any questions or comments that are shared on your posts. Respond back with respectful and informative answers.
- Close any loops with past and prospective donors and social media followers. When the campaign ends, let everyone know (either by email or additional social posts) how your personal OR the overall campaign performed.
- Encourage your friends, family, colleagues, or followers to stay informed by following the social media pages of CFK and Ballantyne Ball.

Questions

If you have questions about this guide, the campaign, or require troubleshooting support, please contact info@ballantyneball.org.

**THANK YOU FOR
FUNDRAISING WITH US!**

