

How to Fundraise for the Kids In Need Foundation:

A Brief Guide for Planning, Launching, and Joining an Online Campaign



How do we plan a campaign?

Choose Your Timeline. Make sure to give yourself enough time to plan, prepare, and ask for donations. Then select a timeframe that is short enough to create urgency for people, but not so short that there is no flexibility to consider when and how much to give. We recommend 3-4 weeks.

Set a Fundraising Goal. \$25 buys a backpack full of school supplies. How many backpacks is your organization capable of purchasing?

Choose a Name. The name can incorporate the name of your group and something pertinent to school supplies or helping children. It needs to be succinct. An example might be: "Acme School Supply Campaign."

Request Your Kids In Need Fundraising Portal. Discuss your timeline, fundraising goal, and campaign name with the Kids In Need marketing team. We can then design a customized fundraising portal (with your logo) and generate a discrete link to it. People can begin fundraising as soon as they receive the link.

Create Incentives. Consider providing motivating materials like t-shirts or buttons. How about gift certificates to participants who raise the most money?



Our mission is to ensure that every child is prepared to learn and succeed in the classroom by providing free school supplies nationally to students most in need. www.KINF.org



How do we launch the campaign?

Send a Launch Email.

The email should:

- Go to your entire group or organization
- Contain a link to the fundraising portal
- Explain the campaign (e.g., a “collaboration with Kids In Need to provide school supplies to low-income children”)
- State the timeline (beginning and end dates)
- Explain the incentives (what will winning teams earn?)

Send Supporting Emails. Throughout the campaign (we recommend at least once a week), send follow-up emails with the campaign link. Encourage people to participate, and encourage them to share the link with their friends through email and social media!

Tip. Consider appointing a “Campaign Captain” within your organization. This is someone who can send the supporting emails, add personality to the overall effort, and serve as a cheerleader.

Conclude the Campaign. We recommend serving a final warning or two before the campaign concludes and then informing people when it is over. They will be very curious to learn the results.

How can I join an existing campaign?

Follow the link to your organization’s fundraising portal, which has been supplied by Kids In Need to your organizational contact.

1. Select the option to become a fundraiser or donate now. If you become a fundraiser, you can fundraise as an individual, join a team, or create a team. If you opt to donate now, you can give money.
2. If you opt to become a fundraiser, create a fundraising page with your own personal URL. It’s super easy!
3. With a click, share your personal URL with your friends by email and social media. We make it super easy to share on social media by populating all fields with recommended messages. Of course, you can customize the messages to better reflect yourself and your team!

Happy fundraising for Kids In Need!

Have Questions?

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