FUNDRAISING TOOLKIT

CLASSROOM OF HOPE
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INSPIRATION

You know you want to make a difference, but maybe you’re just not sure how. Or maybe you’re feeling overwhelmed by your fundraising goal. We’re here to help you. This guide will walk you through launching your campaign and reaching your fundraising goal to create a huge impact. If you have any questions please reach out to us at info@classroomofhope.org.
YOU CAN DO ANYTHING TO FUNDRAISE

- Gift your birthday
- Gift your wedding
- Take on a challenge
- Get creative
- Fundraise as a team
Lauren & Adam
Requested donations instead of wedding gifts for education.

Jackson
Used social media and his love for adventure to educate children.

Piper
Sold her toys to educate children.

Matt & Nicola
Ran 83km across Lombok for education.
GET STARTED

It only takes a few minutes to set up a campaign. Decide what you are going to do to fundraise then sign up and personalise your campaign page. That's all it takes to get started. Before you know it you’ll be ready to start raising money to fund education projects and clean up plastic from the environment.
SET UP YOUR PAGE

Here are step-by-step instructions to help you get your fundraising page started.

1. Visit https://fundraise.classroomofhope.org/
2. Click the "Sign-Up" button.
3. Create your account.
4. Personalise your profile page. Add a profile photo, explain why you are fundraising and choose a fundraising goal.
5. If you are fundraising individually, choose "Continue". If you are joining a team or starting a team, select "Join a Team" or "Start a Team."
6. Lead by example. Make the first donation to your campaign to show people you are committed!
COMMUNICATE

Once you have signed up and created your profile, you will have access to your fundraising dashboard. This is where you will manage your campaign, thank your donors, and see how your fundraising campaign is tracking. This is also where you will direct people to make donations to your campaign.

Spread the word about your campaign and ask your friends and family to give. The more people you tell, the easier it will be to reach your goal.
TELL YOUR CLOSEST CONTACTS

Your family and close friends are most likely to support you. Start by reaching out to them first.

Research suggests that sending personalised, individual emails is the most effective fundraising method. Send personal messages or emails to at least 10 people who you know are supportive of your goals. If you have more people in your immediate circle, reach out to them too! Make sure to make your message personal to ensure your community will respond by giving a meaningful gift to your campaign.
SOCIAL SUPPORT

Officially announce your campaign on social media to get support from your wider community.

After you have reached out to your closest people, share your campaign on your social media.

Tell the world why you are fundraising. Provide facts and statistics about the education and plastic crisis. Always include the link to your fundraising dashboard so people know how they can support you.

Follow up with weekly posts. Thank your donors, post updates on your progress, talk about your passion for education and for cleaning up the environment. Keep asking others to get involved.
RESOURCES

We have information and content for you to use throughout your campaign. You can share COH photos and factsheets, and access the COH brand kit and logos to support you with your campaign.

Click here to visit our downloads page to access logos and photos.
This factsheet will provide you with all the information you need about our Block Schools Program in Lombok, Indonesia.
Keep going!

Continue to update your network. Follow up with potential donors. Remind people who said they would donate but forgot. Use photos from our downloads page to inspire others. Share your progress and how much more money you need to reach your goal. Thank the people who have already donated.
Be sure to say thank you to all the people who donate to your campaign. You can send thank you emails, thank them through your fundraising dashboard, send them a shout-out on your social media or all of the above!
AFTER YOUR CAMPAIGN

We will send you an impact report to show you exactly what your fundraising efforts did.

When your campaign is finished we'll send your money to the field. Your money will go directly to building a brand new Block School in Indonesia. When the school you supported is complete, we receive photos and GPS coordinates. We create a creative impact report to show you exactly what your money did. What are you waiting for?

Get Started
If you have any questions please contact:
info@classroomofhope.org