



five acres[®]
Junior Philanthropy Network

Fundraising Tips for Success!



There are many ways you can support!



Fundraise to sponsor a child at our residential campus or group home! \$100 sponsors 1 child, and provides for back-to-school needs like a backpack, supplies and clothes for the new school year.

August-September



After thanksgiving, we now have a global day dedicated to giving back. Join the #GivingTuesday movement with Five Acres!

December 1, 2015



Do you love birthdays? Donate yours! You can ask friends to donate to Five Acres for your big day!

OR

Celebrate Five Acres' birthday in March by raising awareness and support for children and families.

March



Create an event or your own fundraiser!*

Here are some fun ideas:

- Run a 5K for Five Acres.
- Have a bake sale. Everybody loves cookies!
- Host an ice cream Sundae party.
- Organize a car wash.
- Open a lemonade stand on a hot day.
- Start a Five Acres club at your school to get your friends involved!

** Please send all donations to Five Acres within 30 days of your event.*

Community Service is available depending on your school's policy

Step 1: Get familiar

“Setting an example is not the main means of influencing others, it is the only means.”

~Albert Einstein

The key to influencing others to help you reach your fundraising goal is convincing them that what you want is important. To do that, we recommend you first study up on Five Acres to understand our work and why it's important to our community.

Five Acres is a child and family services agency that was founded in 1888 as one of the first orphanages in Los Angeles county. Today, we've grown to serve more than 8,400 individuals each year and our mission is to promote safety, well-being and permanency for children and their families by building on their strengths and empowering them within communities.

Five Acres strives to ensure that every child has a loving, permanent home.

Five Acres' residential program provides care and healing treatment for children who have faced abuse or neglect and children with serious behavioral and emotional challenges. We work with families to empower them with knowledge and skills to care for their children's needs, and if a child's natural home is not suitable, we help *find foster and adoptive families*.

Our *Therapeutic School* provides an alternative educational setting and individualized attention with small classes for students in grades K-10 who have unique learning needs or are on the autism spectrum.

We also provide *mental health services* for low-income or uninsured families, *domestic violence prevention and support groups* for survivors and their children.

Check out these videos to hear stories from our families and learn more about Five Acres:

2015 Agency Video: <https://youtu.be/qi1XFDoWwIs>

Five Acres Agency Overview: <https://youtu.be/vyg0g-A-Zu8>

**promoting safety,
well-being and permanency
for children and their
families since 1888**

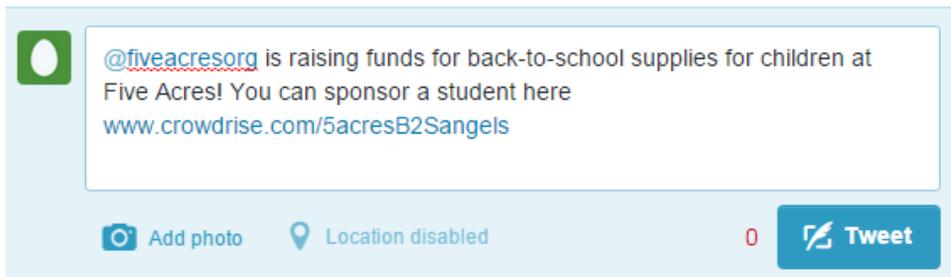
Step 2: Set up your campaign

1. Visit our Crowdrise page at www.crowdrise.com/fiveacres
2. Click “Fundraise for this charity”
 - You can fundraise for one of our existing fundraisers or create your own
3. Edit your fundraiser. Set a goal. Make it personal.
4. If you want, add a photo of yourself with a Five Acres sign at the end of this toolkit

Step 3: Share the message

The next step is spreading the word! We recommend **email and social media**. Feel free to use the campaign photos and language that is posted on the Crowdrise page.

Here are some **sample tweets or posts**, but definitely make them your own!



[@fiveacresorg](http://fiveacresorg) is raising funds for back-to-school supplies for children at Five Acres! You can sponsor a student here www.crowdrise.com/5acresB2Sangels



Five Acres is raising funds for back-to-school supplies for children at Five Acres! I'm trying to raise \$500 to sponsor 5 students. You can help me reach my goal by supporting here: www.crowdrise.com/5acresB2Sangels Thank you!!!!

Step 4: Make it personal

“Let him that would move the world, first move himself.” ~Socrates

Share your own story with your friends and family about why you are doing your campaign.

This will motivate your supporters to get on board and help you reach your goal!

Back to school

Friend

Back to school

Hi (insert name of friend, family member, co-worker, your secret crush or neighbor),

I'm helping out Five Acres with their Back to School Angels campaign and am raising funds to provide school supplies, backpacks, and new clothes for the children living at Five Acres. As you know, I'm starting ___ grade and I wanted to give back to other students to make sure they get a good education too.

Five Acres has 74 children who live on campus in cottages and a group home, and many of them don't have families who can help them get ready for the school year. Some of them are in foster care or are looking for an adoptive family. So that's where we come in. I want to sponsor 2 of them! It's \$100 to sponsor 1 child's back-to-school supplies, so my goal is \$200.

I really need your help to accomplish my goal – anything you can give toward sponsoring a student is greatly appreciated! Please check out my page to help out and to learn more about the project and Five Acres (include your webpage URL here).

Thank you for your help!

(your name)

Send

Here's an idea!

The **#UNselfie**, or a selfless selfie, is a powerful way to show how you are giving back and why it's important to you.

How do I #UNselfie?

1. Take a “selfie” with a caption (or have it on a card in the picture) explaining how or why you and/or your friends are giving back

2. Always use hashtags when posting:

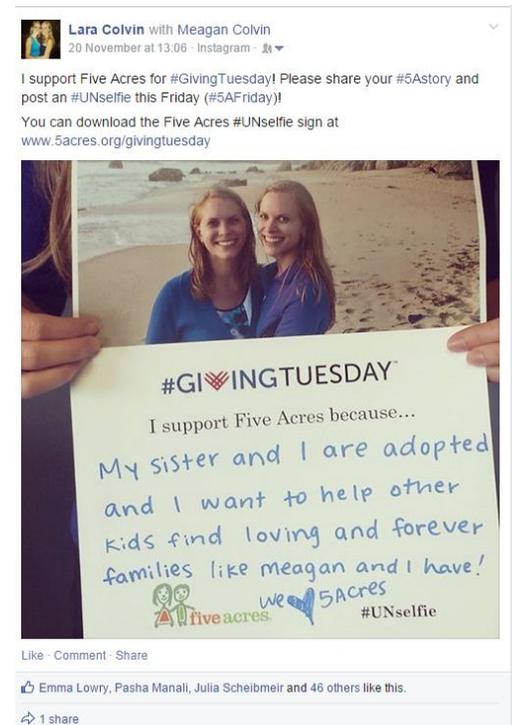
#UNselfie

#5acresJPN

#B2Sangels (for Back to School Angels – August-September campaign)

#GivingTuesday (for Dec 1, 2015 campaign)

3. Post it to Instagram, Facebook and/or Twitter and share with friends!



How to Raise \$200 in 2 weeks – Tips & Tricks:

1. **MYOGF: Make your own gift first.** It can be \$10 or \$25 – whatever you can give. It's less intimidating once you've already made a gift, and others will be more likely to join in supporting you.
2. **Ask your mom, dad, grandma, grandpa, aunt, uncle, teacher, neighbor, baby sitter...** you get the idea! The more people you reach out to, the faster you'll reach your goal.
3. **Don't just ask once.** Give yourself those two weeks and send periodic updates to your supporters letting them know your progress toward your goal and how their support can make a difference.
4. **THANK** your donors who gave. Who knows, they just might give again!
5. Send a final thank you update letting everyone know when you've reached your goal. They will love to know you were successful and that their support matters.



I



I support Five Acres
because...

