

FUNDRAISING



TOOLKIT 2020

CORPORATE TEAMS + CRAFT BREWERIES + A GOOD CAUSE

TO BENEFIT:





## WELCOME!

Thank you for supporting Children's Flight of Hope (CFOH) through Hops for Hope! Last year's event raised more than \$175,000 for CFOH, with \$75,000 coming directly from team fundraising. Your efforts have a huge impact on the success of this event - we couldn't do it without you!

As a 501(c)(3) nonprofit, none of CFOH's work would be possible without supporters like you. The number of children we can serve is directly tied to the success of our events and other fundraising initiatives, so team fundraising campaigns are an important part of our mission!

This toolkit includes ideas and resources to help you host a successful team fundraising campaign and get as many people involved as possible. This year, we are asking all teams to raise the required minimum of just \$1,000, but we know most of our teams will go above and beyond that amount! Please feel free to reach out to Lori Smith, Sr. Development Director at Children's Flight of Hope, at [lori@cfoh.org](mailto:lori@cfoh.org) or 919-466-8593 with any questions along the way.

## ABOUT CHILDREN'S FLIGHT OF HOPE (CFOH):

Mission: CFOH provides air transportation for children in need of specialized medical care.

Since our founding in 1991, CFOH has grown significantly, working with top children's hospitals around the country from our headquarters in Raleigh, NC. CFOH assists children with a wide variety of serious illnesses, injuries, and rare diseases throughout the duration of treatment. Without our travel assistance, many families would be forced to postpone care, drive thousands of miles, or forego treatment altogether.

CFOH arranges mostly commercial flights and a limited number of corporate-donated private flights to ensure clients can access treatment despite certain medical, financial, or logistical constraints. This service is provided completely free of charge. CFOH allows families to focus on what is really important: the health and well-being of their children.

In 2019, CFOH provided a record 1,336 flights. Although many of our patients are North Carolina residents, we've helped families from 42 states and 20 different countries!

Learn more about our mission at [www.cfoh.org](http://www.cfoh.org) and visit our Facebook & Instagram pages!



## FUNDRAISING IDEAS

### INDIVIDUAL TEAM MEMBERS



Each team member should sign up for their own MobileCause fundraising page and join your team. This will help track your overall team donations accurately and also provide accountability for each team member. Links will be emailed to team captains on May 1.

Find out if your company offers **Matching Gifts**- the easiest way for every employee team member to raise money! Inquire with your HR or Community Relations department ASAP as it may take some time to set up.



### GET THE WHOLE OFFICE INVOLVED

Hops for Hope is a beer event, but it's also a peer-to-peer fundraising event. It's time to get your peers engaged in the competition! The most successful teams get their entire companies involved, hosting office-wide fundraisers such as donating to wear jeans/casual clothes to work, hosting tailgate lunches with corn hole tournaments, online raffles, silent auctions and more. Get more fundraising ideas at: [www.mobilecause.com/fundraising-event-ideas/](http://www.mobilecause.com/fundraising-event-ideas/).

CFOH Staff are available to speak at your company meetings or lunches, and we have videos about our mission that we can send for you to share.

If your company has multiple locations, you can even spark some inter-office competition to see which group can raise the most. All the funds will count towards your team total in the end!



### ENGAGE YOUR BREWERY

Most breweries host give-back nights to donate a percentage of sales (typically 10-20%) in exchange for driving business to their venue. Ask your brewery to host a give-back night or to donate \$1/pint on a designated day/time. Foodtrucks will also often participate! Invite your entire office, friends and family to attend! Ask your brewery to add your custom beer to their taproom for a "sneak peak" and donate a portion of its sales too!

If you host a third party event, let us know the amount raised and we will add it to your team's MobileCause fundraising total. Please mail all checks to CFOH: 1005 Dresser Ct, Raleigh, NC 27609



## SOCIAL SHARING: ENGAGE YOUR NETWORKS

The power of peer-to-peer fundraising is in the number of donors. Over time, small and medium donations add up to make a huge difference!

Social media is a great way to share your campaign with a large audience, and people who already know you are even more likely to donate. Plus, it's a great way to raise awareness about CFOH and the main Hops for Hope event!

### H4H: PROVING FUNDRAISING AND BEER ARE BETTER WHEN SHARED!



## SOCIAL MEDIA TIPS

- Make it personal! The next page includes some sample posts, but people are more likely to give if they know why YOU care about the organization/event. Is it all for the kids? Are you looking to crush the competition? Is it for the love of beer? Include your own reasons for being involved to encourage your friends to give.
- Be sure to include your custom link and a clear call to action in your posts. You can also include pictures to help your posts get more attention. Throughout the competition, we'll send out sample images and stories about CFOH kids that you can share.
- Find out if your company will share your team MobileCause link and post updates on their social media channels. Even if you don't solicit donations, it can be a great public relations opportunity to show off your corporate social responsibility and the great work you're doing for CFOH!
- Tag @Children'sFlightOfHope and @Hops4Hope in your posts. We love to see what you're up to and will share the highlights! Use #HopsForHope and #NCCraftBeer to get even more views!



## SAMPLE SOCIAL MEDIA POSTS

- I'm competing in @HopsforHope to create an original beer with @YourBrewery and raise money for @Children'sFlightOfHope! Last year CFOH provided 1,336 flights for children traveling for life-changing medical treatment. It's a great event for a great cause, and I need your help to win! Please visit my page to learn more and donate today: *\*insert your custom MobileCause link here\** Every donation makes a difference and goes directly to CFOH!
- My team is competing in @Hops4Hope and needs your help to raise the most money for @Children'sFlightOfHope, a local nonprofit that provides flights for children to access medical care. Donate to our page: *\*insert your custom MobileCause link here\** to give children hope when they need it most!
- Please donate to my page: *\*insert your custom MobileCause link here\** to support my @Hops4Hope team as we try to raise the most money for @Children'sFlightofHope! My company, @TagHere, is paired with @YourBrewery to create a one-of-a-kind beer to compete for CFOH. Every donation makes a difference and helps CFOH fly more kids to access the medical care they need!

## SAMPLE SOCIAL MEDIA IMAGES

More photos will be provided throughout team fundraising.



TEAM FUNDRAISING + CRAFT BEER =



BENEFITING CHILDREN'S FLIGHT OF HOPE

