



project  
**COMMON BOND**  
A Tuesday's Children Program



Those in the Project COMMON BOND community know how valuable this program is and why it is needed. Help Tuesday's Children continue to provide this uniquely powerful experience to young people from the U.S. and around the world by fundraising to sustain Project COMMON BOND!

This document provides a few ideas that combine fundraising with opportunities for you to share your powerful connection to Project COMMON BOND with your friends and family. Link up with your local Project COMMON BOND friends to make your fundraising efforts even bigger, better, and more engaging!



## Organize a Charity Event for Project COMMON BOND

We all have our favorite local hangout, flower shop, clothing store, eatery, coffee shop or watering hole. Stop in to say hi to your favorite barista or shopkeeper and ask if you can host a fundraising event. If you don't have a favorite spot, a quick online search will direct you to local shopping/food/drink establishments that are known to be fundraising-friendly.

Decide how you want to fundraise. Here are a few ideas:

- Charge at the door – you can ask for a straight donation or work with the location to offer a certain amount of free goods with entry (20% off merchandise, a free appetizer, free coffee, or 2 drinks per donation to enter, for example)
- Point-of-sale – decide with the venue what percentage of all purchases within a certain time frame can go to your fundraiser. Think of this as a happy hour for a good cause!
  - o Pro-tip – you can do this at any store that sells goods! Stop into your favorite flower shop, clothing store, etc., to see if they would be interested in this opportunity. Some stores will feature one item for a longer period of time (anywhere from a week to a month) to secure partial proceeds for an organization for those specific sales
- Host the Party – man the register, brew the coffee, keep shop, get behind the bar, and ask for 'tips' to go towards your fundraiser. You can line up other guest hosts to be spotlighted throughout an evening.
  - o Pro-tip – work at a fun company? As your boss if they want to guest host and invite all your coworkers to come out and support Project COMMON BOND while getting your boss to do all the hard work!

## Host a Dinner! Or Brunch or BBQ or Cocktail Hour...

Invite your friends and family over for a meal and conversation. Keep it casual, but tell them you are fundraising and want to 'charge' at the door. Use this event as a time to tell people about your connection to Project COMMON BOND and answer questions they may have. *You* have the experience and the powerful stories to share. Be proud and inspire your friends and family.



## Email and Post on Social

We see it all the time, people setting a fundraising goal and using the power of social media to achieve that goal. You can do it too! Start a fundraiser on the Tuesday's Children CrowdRise page and start posting. Share some of your favorite memories, photos, and takeaways from your time at Project COMMON BOND to inspire others to give, so we can continue to provide this opportunity to more young people from around the world.

Head to the Tuesday's Children CrowdRise page here: <https://www.crowdrise.com/tuesdayschildren>

Once you click the link, select the "FUNDRAISE FOR THIS CHARITY" button and then "START A NEW FUNDRAISER". This will allow you to create your own personal page with your goal. Once that's all set, send your page to everyone you know so that you can start raising some money! Emailing in small batches and direct messaging on Facebook and Twitter will likely work the best.

Below is a template email that you can use and personalize however you'd like, whether you are trying to reach a goal on CrowdRise or you simply want to ask your networks to donate.

Dear **Name**,

As you may know, I have participated in an amazing summer program called Project COMMON BOND for **X** years as a [[insert role here](#)]. My time at Project COMMON BOND was powerful and I'd like to share some more about it with you.

Inspired by 9/11 youth wanting to connect with others worldwide who have experienced similar loss, Tuesday's Children created Project COMMON BOND in 2008 as an international community to empower youth, foster positive personal growth, promote intercultural understanding and encourage community action. Since its inception, Project COMMON BOND has so far united over 28 different countries and more than 700 young adults whose lives have been transformed by terrorism and who are now striving toward tolerance, peace, positivity and empowerment.

My experience was [[please share a bit about your time at Project COMMON BOND](#)].

Project COMMON BOND continues to expand, as more young people here in the US and around the world are experiencing the loss of loved ones due to mass tragedy. I am reaching out to you to help continue to support the growth of this critical program. Every dollar contributes to the dignity and resiliency of a young person attending this program.

[[Option 1](#)] You can go to [www.tuesdayschildren.org/support](http://www.tuesdayschildren.org/support) to donate; please note my name and that this donation is for Project COMMON BOND in the "Leave a Comment" box.

[[Option 2](#)] I have set up a CrowdRise fundraiser to achieve my goal of raising \$**XX** for Project COMMON BOND this year. Click this link [[add your personal CrowdRise link here](#)] to donate today.

If you would like to learn more about my experience with Project COMMON BOND, I would be more than happy to share that with you. Thank you in advance.