



Tuesday's Children DIY Fundraisers: Frequently Asked Questions

What is a Tuesday's Children DIY fundraiser?

A Tuesday's Children DIY fundraiser is an opportunity to make a difference for families impacted by terrorism, military conflict or mass violence. Anyone and everyone can hold a fundraiser and there's no limit to what you can do! From bake sales, car shows, trivia nights and more, there are many ways you can get involved and support Tuesday's Children.

Where will the money I raise go?

All proceeds from Tuesday's Children DIY fundraisers directly benefit our programs and services that strengthen resilience, foster post-traumatic growth and build vital common bonds for families and communities. These include trauma and grief support, youth mentoring, mental health services, skills-building workshops, career resources, parenting advisement, youth leadership development, community-based family engagement events and volunteerism opportunities.

Is there a minimum fundraising goal for a DIY fundraiser?

There is no minimum fundraising goal for a DIY fundraiser. You are encouraged to set your own fundraising goal and increase it as your campaign grows. Every dollar makes a difference!

Will a Tuesday's Children representative attend my DIY fundraiser?

If you would like a representative from Tuesday's Children to attend your event, please email amanda@tuesdayschildren.org to coordinate. We will do our best to accommodate you, contingent on time, date and location.



Scan here to get involved.

Someone wants to support my campaign via check. Where can they send it?

Please make all checks payable to Tuesday's Children and write "DIY Fundraiser" and the title of your campaign in the memo line. Checks can be mailed to:

Tuesday's Children
390 Plandome Road, Suite 215
Manhasset, NY 11030
Attn: Amanda Duncklee

When will check donations show up in my account?

Check donations will show up in your account in approximately one to two weeks.

What should I do if I have a question about a matching gift?

Please visit [Matching Gifts: Multiply the Impact of your Donation](#) to learn more.

Promotions and Brand Guidelines

The activity will be promoted and conducted in a manner to avoid the appearance of Tuesday's Children endorsing any product, firm, organization, individual or service.

Tuesday's Children reserves the right to decline association with any third party when it believes that such association or DIY activity might have a negative effect on the reputation of Tuesday's Children.

The official name and Tuesday's Children logo should only be used as advised in Logo Guidelines, with approval by a representative of Tuesday's Children, and may not be altered in any way.

Advertising, promotion and associated materials must state that the proceeds of an activity will benefit Tuesday's Children, but should not imply or state that Tuesday's Children is the host, sponsor or endorser.

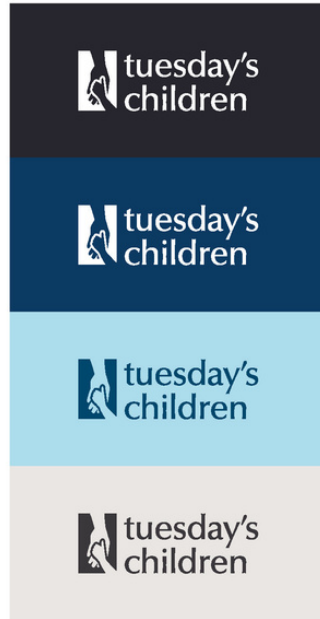
Promotional materials and/or advertisements cannot be purchased with Tuesday's Children funds and are the responsibility of the organizer.



Scan here to get involved.

Tuesday's Children Brand Quick Guide

THE LOGO



SIZE



1.25 INCHES

PRINT MINIMUM

1.25 in. is the smallest size the logo should appear in print.

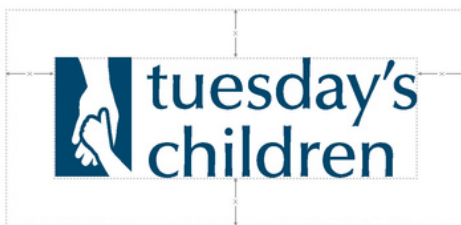


90 PIXELS

DIGITAL MINIMUM

90 pixels is the smallest size the logo should appear in digital applications.

CLEAR SPACE



MISUSE



DO NOT change the proportion of the wordmark to the hands icon



DO NOT use the hands icon alone without the full Tuesday's Children logo somewhere in the layout



DO NOT use the wordmark without the hands icon



DO NOT stretch the logo



DO NOT tilt the logo



DO NOT skew the logo



DO NOT change the colors of the logo



How to Build a Successful DIY Campaign for Tuesday's Children



Make your page as personal as possible. Be sure to include photos and mention why you are passionate about Tuesday's Children and why you're fundraising for us.



Call, text, or email your friends, family and coworkers and let them know about your fundraising efforts. Make it clear that you need their support in order to be successful. This is an important step.



Share information about your fundraiser on social media. Tuesday's Children makes this easy with our social media sample posts, which you can find in our Tool Kit. (We'll also gladly share your posts if you tag us.)



Ask your employer if there is an employee matching gifts program at work and ask your supporters to inquire with their jobs as well. Many companies match employee charitable giving, and it's a great way to meet your goal.



Set a goal that is realistic, but impressive!



Scan here to get involved.