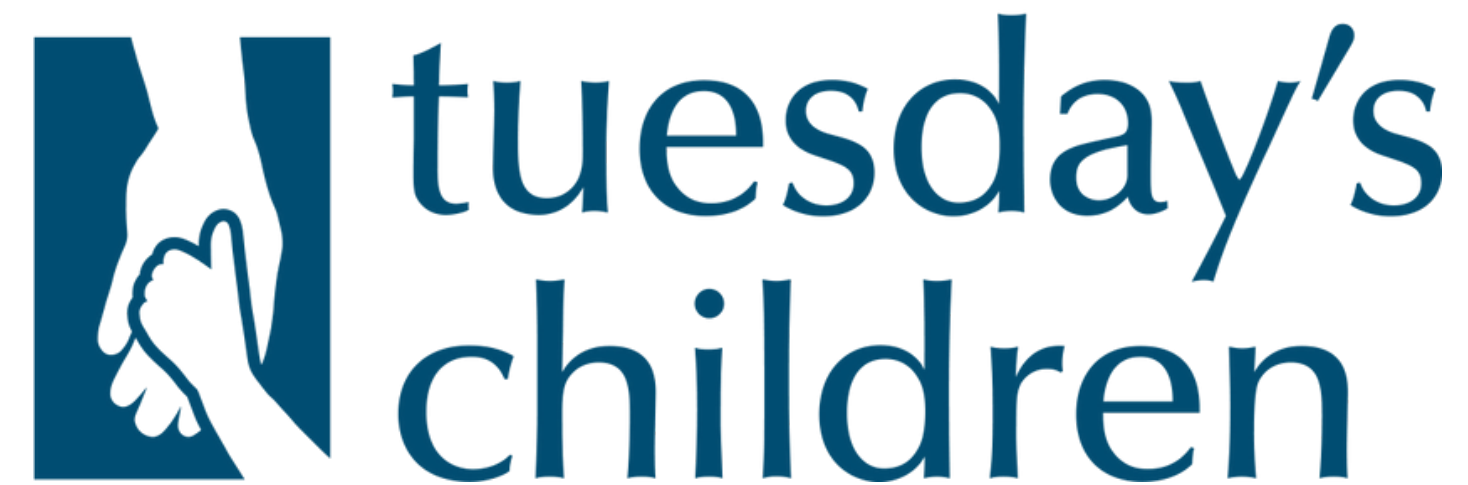


Tuesday's Children Tool Kit



ABOUT TUESDAY'S CHILDREN

MISSION

Tuesday's Children provides a lifetime of healing for families who have been forever changed by terrorism, military conflict or mass violence.

IMPACT

Through a time-tested, long-term approach, Tuesday's Children programming serves and supports our nation's Military Families of the Fallen; builds resilience and common bonds in communities worldwide recovering from tragedies; and keeps the promise to support all those impacted by Tuesday, September 11th.



GET INSPIRED!

New to nonprofit fundraising? Experienced? Somewhere in between? No matter what your status is, we're happy you're here and appreciate your interest in raising funds to support Tuesday's Children programs for families forever changed by terrorism, military conflict or mass violence.

We want your fundraising journey to be easy and fun, so this guide is designed to walk you through creating a successful supporter-powered campaign. First, we'll remind you exactly how impactful your efforts are.

WHO YOU HELP

Youth Mentoring Program: Penny and Erin

Penny, a surviving military child, was recently paired up with Erin, a member of Tuesday's Children Junior Board. The duo enjoys doing tie-die art and hosting show-and-tell with their dogs!



WHO YOU HELP

STOP (Survivors of Tragedy Outreach Program):

Michael, father of Kristina

who was killed in the 2018 Borderline
Bar and Grill massacre in
Thousand Oaks, California

"Since my daughter was killed, I've been on a strange journey trying to move forward in a life that was shattered. I discovered right away that talking to others who'd been through a similar experience was helping me. It assured me I wasn't alone in my struggle, and I found some hope in that."



FUNDRAISING SUCCESS STORY: NICHOLAS

On Saturday, September 11, 2021, Nicholas ran his first marathon in the 2021 Surf City Marathon in Huntington Beach, California.

Given the significance of the race being on the 20th anniversary of the 9/11 attacks, having grown up on Long Island and working as a young professional in New York City, he ran this marathon for a larger and more important purpose.

His peer-to-peer fundraising event raised \$2,900 in support of our work.



CREATE YOUR FUNDRAISER

- 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.

CREATE YOUR FUNDRAISER

- Share information about your fundraiser on social media. Tuesday's Children makes this easy with our social media sample content, which you can find a few slides down.
- 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!

SHARE ON SOCIAL MEDIA

Posting on social media is a great (and free!) way to get the word out about your event. Use pictures of the fundraiser's location, the Tuesday's Children logo or get creative.

If you need a little guidance, see the next two slides for sample posts. Don't forget to encourage your friends and family to post as well!

SHARE ON SOCIAL MEDIA



@tuesdayschildren



@tuesdayschldr



@Tuesday's Children

[tag]Tuesday's Children is a nonprofit organization that provides a lifetime of healing for families who have been forever changed by terrorism, military conflict or mass violence. Over more than two decades, they have delivered vital resilience-building programming to families and communities recovering from trauma and loss. But this mission is far from over!

Help me support Tuesday's Children through my fundraiser. [Insert details/location/date/time] We'll be donating proceeds to continue their mission!

SHARE ON SOCIAL MEDIA



@tuesdayschldr

Help me help @tuesdayschldr, a nonprofit that supports families impacted by terrorism, military conflict or mass violence, by supporting my fundraiser [insert location/date/time within character limit]. We'll be donating proceeds to continue their mission!

*Tweets can contain up to 280 characters

SAY THANK YOU

Don't forget to thank your participants for supporting your fundraiser and Tuesday's Children! It's also a great chance to update everyone on how much money was raised and ask for photos and stories that highlight the impact you made. We recommend this follow-up approximately one week after the event.

SAY THANK YOU

Dear [Recipient's Name],

Thank you so much for supporting our fundraiser to benefit Tuesday's Children! Together, we raised [amount] in support of families who have been forever changed by terrorism, military conflict or mass violence. From providing Long-Term Youth Mentors to children in Military Families of the Fallen to allowing youth impacted by trauma to heal and connect at Project COMMON BOND, every dollar goes to making a difference.

If you would like to learn more about Tuesday's Children, please visit tuesdayschildren.org. Donations and fundraisers like this make their work possible and any contributions are always appreciated.

Thank you again for your support!

Sincerely,
[Your Name]

Thank You for Supporting Tuesday's Children!

