

Tuesday's Children Tool Kit



Please be sure to adjust your printer settings accordingly to fit presentation to printable area.

ABOUT TUESDAY'S CHILDREN

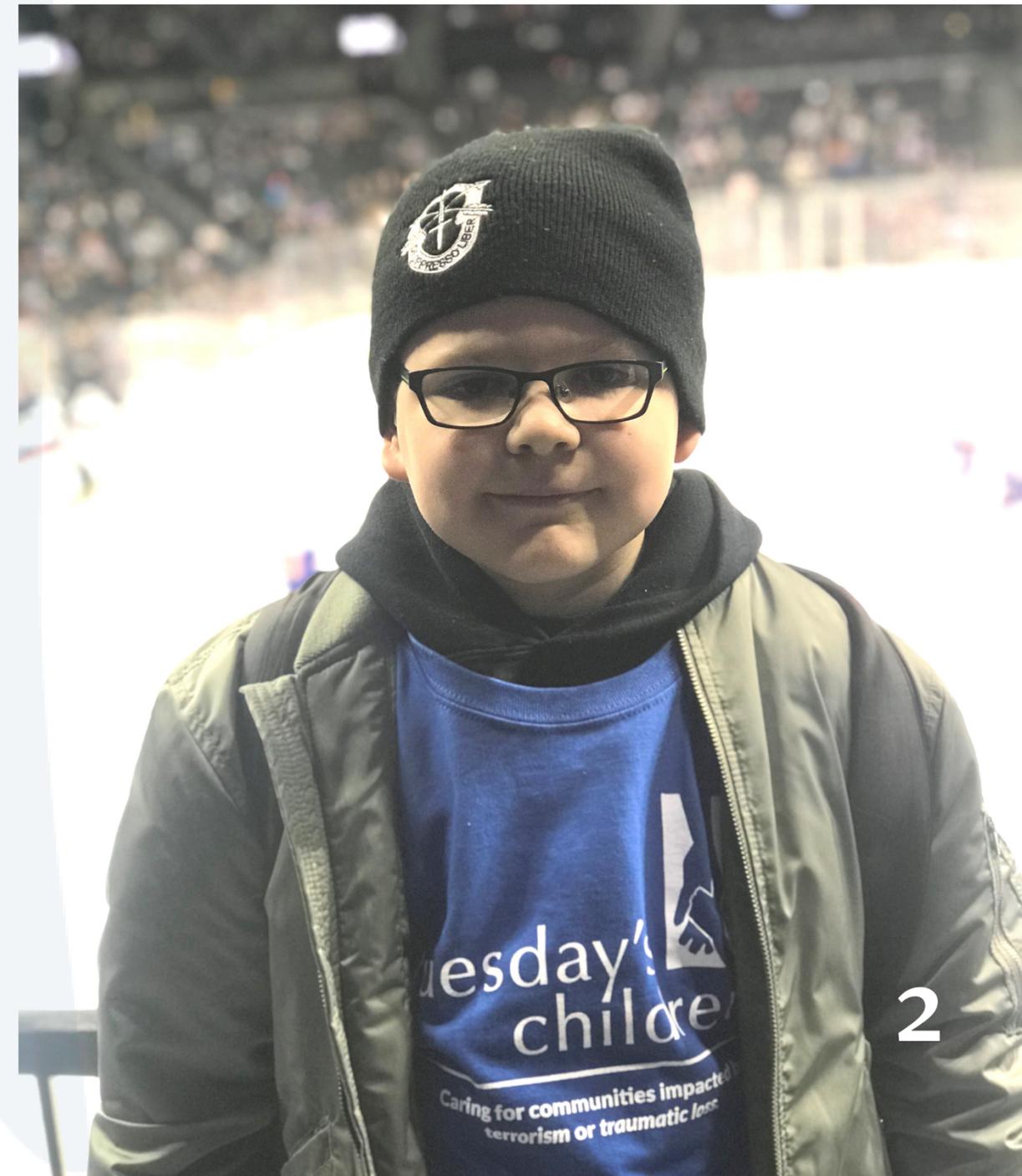


MISSION

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 money for Tuesday's Children and the families we serve.

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



WHO YOU HELP



Project COMMON BOND: Robert
Robert, a 9/11 family member and Gold Star child, started as a Project COMMON BOND (PCB) participant and is now a group leader.

"PCB was the opportunity to connect with others who have experienced a loss, who have experienced terrorism and violent extremism, and want to make something positive out of it."



FUNDRAISING SUCCESS STORY: TYRELL



Tyrell of Field Life Inc. was proud to collaborate with Tuesday's Children to bring people together on the Carolina Coast for a completely sanctioned car meet full of remembrance, racing and more. This family-friendly event, held in September 2020, raised \$3,500 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



@tuesdayschldrnr



@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. This year they are reflecting on 20 years of service, and look forward to continuing this mission in the years to come, but they need us!

Help me support Tuesday's Children by stopping by our fundraiser at [location] on [date and time]. We'll be donating a portion of the proceeds to them!

SHARE ON SOCIAL MEDIA



@tuesdayschldrnr

Help me help @tuesdayschldrnr, a nonprofit that supports families impacted by terrorism, military conflict or mass violence, by stopping by our fundraiser at [location] on [date and time]. We'll be donating a portion of the proceeds to them!

SAY THANK YOU



Don't forget to thank your attendees for supporting your event and Tuesday's Children! It's also a great chance to update everyone on how much money was raised and ask for pictures they took. 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 Gold Star children, those who have lost a parent as a result of military service, 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 www.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!

