

2018 Craftathon Participant Package

Includes:

- Getting Started – Intro
- 15 Ideas for Raising Money for Craftathon
- Tips for Fundraising using Social Media
- Sample Email – to ask for donations
- Craftathon Pledge Form – to collect donations offline

Getting Started - Introduction

Hey there!

Thanks for signing up to participate in LGBT Youth Line's 3rd Annual Craftathon, an afternoon of crafting fun in support of LGBTQ2S youth in Ontario. We are excited that you will be crafting with us and we have prepared some resources to help you reach out to donors and fundraise for Youth Line. These resources include:

- **15 Ideas for Raising Money for Craftathon** - Asking folks for money can be a scary thing. Perhaps these 15 ideas will help.
- **Tips for Fundraising on Social Media** - Make the most of social media. These tips will get you started.
- **Sample Email to Ask for Donations** - Not sure how to email folks and ask them to donate? Use this template as a starting point and make it your own.
- **Craftathon Pledge Form** - Sometimes collecting online donations isn't possible. Use this handy Craftathon Pledge Form as an alternative.

Ready to get started? Links to all resources are below / included / attached to this email / can be found on our website here: <http://www.youthline.ca/craftathon/>

Have more questions?

Check out our Craftathon FAQs [link to website FAQs] for commonly asked questions or email us at craftathon@youthline.ca. We're here to support you!

14 Ideas for Raising Money for Craftathon

Note: Asking people to make donations can be a tough and scary thing. The activities on this list are ideas not a step-by-step guide. We suggest using the ideas that are comfortable and doable for you.

1. Share your pledge page on social media and ask folk to support you! Be sure to share a story about why Youth Line matters.
2. Host an event at your place or a place you have access to raise money for Youth Line – a house party, movie night, sit down dinner, tea and tarot, whatever your style is! Don't forget to thank those who come with an LGBT Youth Line thank you card, available from the Craftathon Committee.
3. Bake something and give it to coworkers, classmates, or friends – for a pledge!
4. Make something and raffle it off to the highest bidder on social media!
5. If your birthday is close to the Craftathon date, ask close family and friends to donate for your birthday instead of joining you out for drinks or a meal.
6. Ask the organizers of your favourite community events if you can put a “Pledge Jar” and pledge form at the front door.
7. Ask the owners of your favourite shops if you can put a “Pledge Jar” and pledge form at the cash!
8. Declutter your closet and sell the treasures you no longer need. Donate the funds to Youth Line!
9. Dye a bit of your hair a different colour of the rainbow for every \$20 you raise for Youth Line! Share pics on social media!
10. Offer to post a video of yourself singing soulfully or doing a goofy dance etc. once you reach your goal. Or offer to perform for your friends or coworkers.
11. Organize a scavenger hunt! Folks give a pledge to enter.
12. Ask friends who have access to tickets for sports, cultural or community events if they would donate a pair. Sell them and give the proceeds to Youth Line.

14 Ideas for Raising Money for Craftathon

13. Write an engaging story (it can be a true story or fiction). Post a new paragraph every time you make \$20 towards your goal.

14. Learn a new craft and post a new picture of your attempts/progress with every \$20 you make towards your goal.

Tips for Fundraising Using Social Media

1. Share a story about why Youth Line is important\
2. Highlight your goal amount
3. Post regular updates about your progress towards your goal
4. Thank and tag contributors as they pledge. This will remind your other friends that they want to be thanked too!
5. Divide your total goal into increments and do something fun as your reach each milestone.
 - a. Divide a \$200 goal into \$20 increments
 - b. Let your friends know you will dye your hair or paint your nails etc. a different colour of the rainbow for every \$20 raised!
 - c. You could also knit or make or draw something new for every \$20 raised, or post a video of yourself singing a silly song for every \$20 raised, or post a new cute photo of your pet with a sign saying “thank you” for every \$20 raised ... be creative!
 - d. Do it! and post a pic at \$20 raised, \$40 raised, \$60 raise etc. until you meet your goal!

*Be sure to take a picture or video of yourself crafting at Craftathon to share with your social media supporters!

Sample Email - To Ask for Donations

Hello friend,

I'm fundraising to support LGBT Youth Line's 3rd Annual Craftathon, a day of crafting fun in support of 2SLGBTQ youth in Ontario.

Youth Line means so much to me because I know about the valuable work they do for 2SLGBTQ youth.

I will be crafting with a team of friends on February 10th, 2018 and will make something to give to you if you donate more than \$20 (or whatever amount you decide) in support of Youth Line. Any amount helps me reach my goal of \$500 (you decide on this amount) for this awesome organization!

Ready to donate to help me in my fundraising? Donate now at <http://bit.ly/YLcrafts> or find out more about this event at www.youthline.ca/craftathon/

Thanks for your support!

