



BUILDing GENERATION Entrepreneur



November 1 - November 30

FUNDRAISER TOOLKIT

BUILD'S GIVING TUESDAY 2021 CAMPAIGN

Thank you for supporting BUILD! Here is everything you will need to run a successful fundraiser. We have found that the biggest key to success is to set a goal and give yourself a deadline to reach it. A three or four week campaign often works well, as we suggest in the timeline below.

PART ONE: NOVEMBER 1-8

- **Create your fundraising page** and, if you **have the means, get the party started by making the first donation.** We've found that asking people to donate is much easier when you've already "walked the walk" and given yourself!

PART TWO: NOVEMBER 8-16

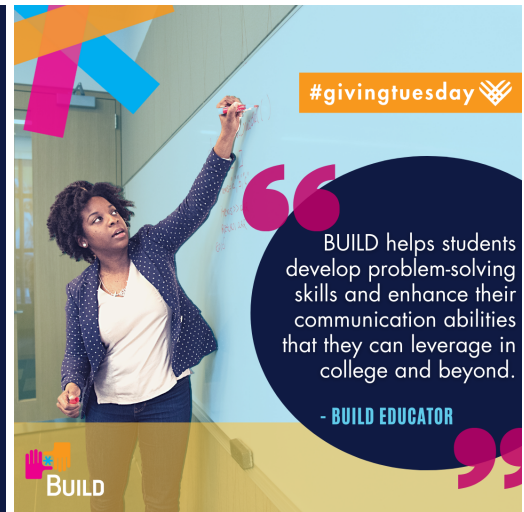
- **Start your fundraiser for Global Entrepreneurship Week (Nov 8-12) OR National Entrepreneurship Day (Nov 16):** Share [emails, texts, and social media posts](#) (or write your own!) with your network and ask them to be among the first to give.
 - This is an easy way to build momentum for your campaign and get the percent-to-goal bar moving. People are more likely to donate the closer you are to your goal, so this is a good way to "seed the tip jar" before sharing your campaign again on Giving Tuesday.

PART THREE : NOVEMBER 30, GIVING TUESDAY!

- **Get more momentum on Giving Tuesday:** Share the link to your fundraising page with everyone in your network!
 - Use these [sample emails, texts, and social media posts](#) or write your own! *(Don't forget about LinkedIn! If you have ever shared your professional skills with BUILD students, this is the perfect time to share that experience with your network while asking them to join you.)*
- **Say thank you to anyone who has donated to your campaign!** For extra credit, you can post on social media and tag your friends who contributed!
- **Post on social media at least one more time.** You can use these [sample posts](#) or write your own posts. (You might want to refer to these [quick facts about BUILD](#)).

PART FOUR & BEYOND: DEC 1-31

- **Continue to Post:** Thank your donors & share your campaign on social media if you haven't reached your goal. [Here are some sample posts](#) to keep your fundraising alive!
- **You can do it! Crush your goal!** Now is the time to create a sense of urgency around your campaign. Remind your friends that year end giving ends Dec 31 and let them know how much you have left to raise in that time.



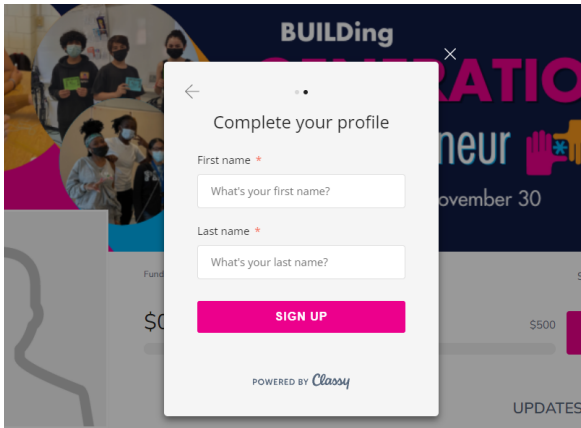
HOW TO SET UP YOUR FUNDRAISER

If you have participated in a BUILD fundraiser in the past, visit <https://support.build.org/campaign/build-giving-tuesday-2021> and log in (top right corner) using the same email address and password you used last time. Use the "forgot login or password" link if needed. See the last line on this page for instructions on how to join a team.

If this is your first time as a fundraiser visit <https://support.build.org/campaign/build-giving-tuesday-2021> Click on become a fundraiser. You can choose to fundraise on your own, or you can join a Regional team. and follow the prompts to create an account.



After you choose your Regional affiliation you are prompted to finish your account. Then you will see the screen below:



1, Start by entering your First and Last Name. Next hit “Sign Up”.

2. Set your fundraising goal. We have plugged in a default goal of \$500, but you can set yours at any level you'd like.

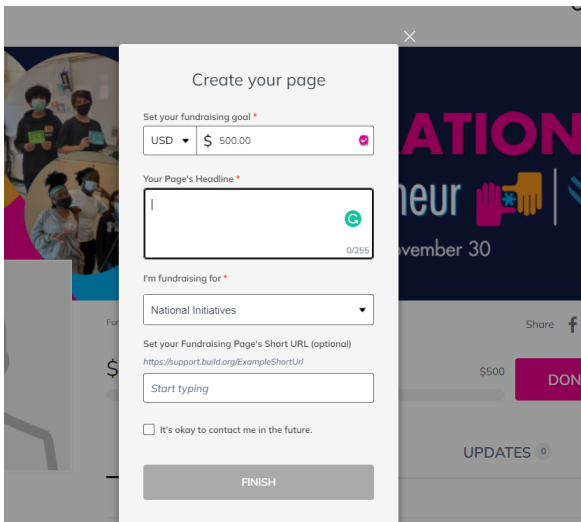
3, Title your page. Something simple like “Help John BUILD the Next Generation of Entrepreneurs!” will do just fine!

4. Choose your Regional affiliation.

****Remember!** Check the box that says “It’s okay to contact me in the future” so you can receive emails from us about the status of the campaign.*

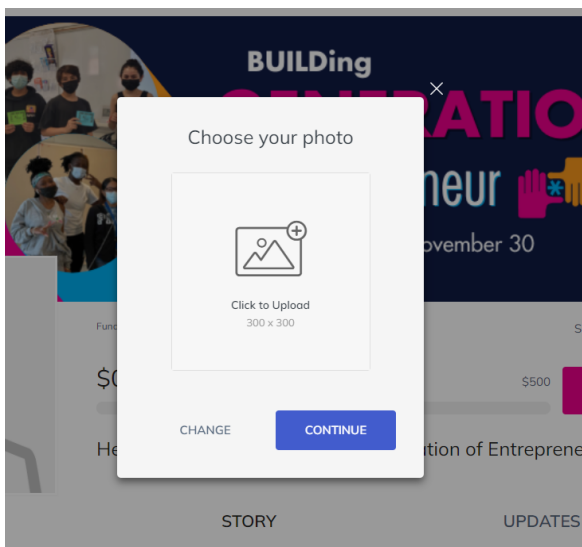
5. To finish your page, choose your favorite photo. Hit continue and you're done!

***Need to Make Changes?** You can come back and edit your story at any time. Just [log in](#) and go to “Manage” in the top right corner of the page. From there you will be able to change your photo, edit your appeal story, or adjust your goal if you need to. You can even thank your donors!



6. Add your appeal story. Tell your friends why you support BUILD. Feel free to write your own story or you can copy & paste [the language below](#). ... **In a hurry?** You can't leave this field blank, but you can type in “...” and come back to add the content later.

***Remember it's never too late to join a team!** Visit the team page for [Boston/ California /DC/ NYC](#) and hit the “join team” button. Now the money you raise will count toward your team's total goal.



SAMPLE APPEAL STORY:

I am proud to serve [on the board/be a mentor/be a supporter] of [BUILD Boston/ California /DC/ NYC], a four-year college and career readiness program that uses entrepreneurship to ignite the potential of youth in under-resourced communities to build **C**areer success, **E**ntrepreneurial mindsets, and **O**ppportunity. We are building entrepreneurial mindset and skills for youth in communities that are underserved, overlooked, and underestimated.

BUILD envisions a world where every student, in every public high school across America, is learning to think and act like an entrepreneur. Whether our youth go on to join organizations or create companies of their own, we need a generation of problem solvers that are able to adapt and pivot to meet the demands of a fast-changing digital society.

This [Global Entrepreneurship Week/ National Entrepreneurship Day,] I invite you to help me #BUILDGenerationE -a diverse new generation of entrepreneurial leaders and changemakers. Help me reach my goal of [goal amount] by Giving Tuesday by donating to support BUILD's youth entrepreneurs!

LAUNCH OUTREACH

Sample Graphics [Campaign Graphics Folder](#)



Sample Emails

Global Entrepreneurship Week/ National Entrepreneurship Day:

I am proud to serve [on the board/be a mentor/be a supporter] of [BUILD Boston/ California /DC/ NYC], a four-year college and career readiness program that uses entrepreneurship to ignite the potential of youth in under-resourced communities to build **C**areer success, **E**ntrepreneurial mindsets, and **O**ppportunity. We are building entrepreneurial mindset and skills for youth in communities that are underserved, overlooked, and underestimated.

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This [\[Global Entrepreneurship Week/ National Entrepreneurship Day,\]](#) I invite you to help me #BUILDGenerationE -a diverse new generation of entrepreneurial leaders and changemakers. Help me reach my goal of [\[goal amount\]](#) by Giving Tuesday by donating to support BUILD's youth entrepreneurs at [\[include fundraiser link here\]](#)

Giving Tuesday:

I am proud to serve [\[on the board/be a mentor/be a supporter\]](#) of [\[BUILD Boston/ California /DC/ NYC\]](#), a four-year college and career readiness program that uses entrepreneurship to ignite the potential of youth in under-resourced communities to build **Career** success, **Entrepreneurial** mindsets, and **Opportunity**. We are building entrepreneurial mindset and skills for youth in communities that are underserved, overlooked, and underestimated.

BUILD envisions a world where every student, in every public high school across America, is learning to think and act like an entrepreneur. Whether our youth go on to join organizations or create companies of their own, we need a generation of problem solvers that are able to adapt and pivot to meet the demands of a fast-changing digital society.

On Giving Tuesday, please join me in supporting BUILD's important work. Together, we can #BUILDGenerationE -a diverse new generation of entrepreneurial leaders and changemakers. Help me reach my goal of [\[goal amount\]](#) by Giving Tuesday by donating to support BUILD's youth entrepreneurs at [\[include fundraiser link here\]](#)

Sample Text Messages

Global Entrepreneurship Week/ National Entrepreneurship Day:

[\[Insert a greeting of your choice\]](#) It's [\[global entrepreneurship week / national entrepreneurship day\]](#), a time to celebrate the entrepreneurs in our life. I am raising funds for BUILD.org, an educational nonprofit which uses entrepreneurship to build Career success, Entrepreneurial mindsets, and Opportunity in under-resourced communities. I'm trying to raise \$500 to create a generation of problem solvers that are able to adapt and pivot to meet the demands of a fast-changing digital society. Will you join me? If you'd like to make a donation, here is a link to my page: [\[include fundraiser link here\]](#) Together we can #BUILDGenerationE!

Giving Tuesday:

[\[Insert a greeting of your choice\]](#) This year for Giving Tuesday, the global day of giving, I am raising funds for BUILD.org, an educational nonprofit which uses entrepreneurship to build Career success, Entrepreneurial mindsets, and Opportunity in under-resourced communities. I'm trying to raise \$500 to promote social equity and create a more diverse workforce for the future. Will you join me? If you'd like to make a donation, here is a link to my page: [\[include fundraiser link here\]](#) Together we can #BUILDGenerationE!

Sample Social Posts

Use one of the sample posts below or write your own post sharing your BUILD story. Bonus points if you share photos of your BUILD experience! Feel free to [tag BUILD](#) in your post!

Global Entrepreneurship Week/ National Entrepreneurship Day:

This #GlobalEntrepreneurshipWeek / #NationalEntrepreneurshipDay I'm honoring BUILD.org, an educational nonprofit which uses entrepreneurship to build Career success, Entrepreneurial mindsets, and Opportunity in under-resourced communities. Will you join me to #BUILDGenerationE -a diverse new generation of entrepreneurial leaders and changemakers and help me hit my goal of \$500 by #givingtuesday? A gift of any amount will go a long way! [\[include fundraiser link here\]](#)

Giving Tuesday:

Help me reach my #GivingTuesday goal of [\[goal amount\]](#) to support BUILD, an educational nonprofit which uses entrepreneurship to build Career success, Entrepreneurial mindsets, and Opportunity in under-resourced communities. Join me to #BUILDGenerationE - every dollar makes a difference! Together, we can support the next generation of entrepreneurs! [\[include fundraiser link here\]](#)

This #GivingTuesday let's #BUILDGenerationE with @BUILD.org, a diverse new generation of entrepreneurial leaders and changemakers. Help me reach my goal of [\[goal amount\]](#) to support their youth entrepreneurs [\[include fundraiser link here\]](#)

FOLLOW-UP SOCIAL MEDIA POSTS

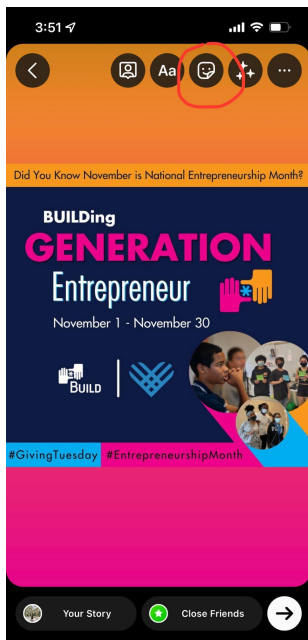
Post Idea: I'm at 50% to My Goal

We're almost there! I only have [\[\\$amount\]](#) left to raise in order to reach my goal and #BUILDGenerationE! Can you help me create a diverse new generation of entrepreneurial leaders and changemakers? Together, we can support @BUILD teachers, mentors and students this #GivingTuesday Every dollar makes a difference. [\[include fundraiser link here\]](#)

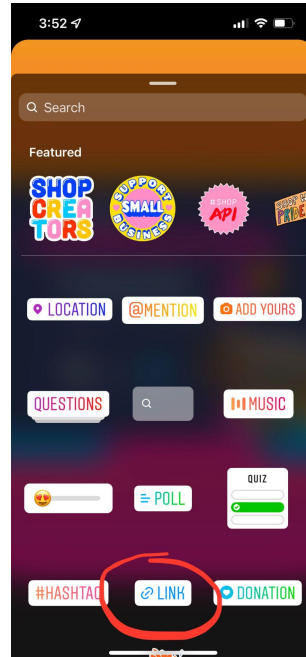
Post Idea: When You Hit Your Goal!

Wow! I've raised [\[\\$amount\]](#) in [\[X days/weeks\]](#) You've helped me reach my goal and together, we're creating a diverse new generation of entrepreneurial leaders and changemakers! Thank you! If you haven't donated yet, you can still join me to #BUILDGenerationE with @BUILD, @BUILD teachers, mentors and students this #GivingTuesday [\[include fundraiser link here\]](#)

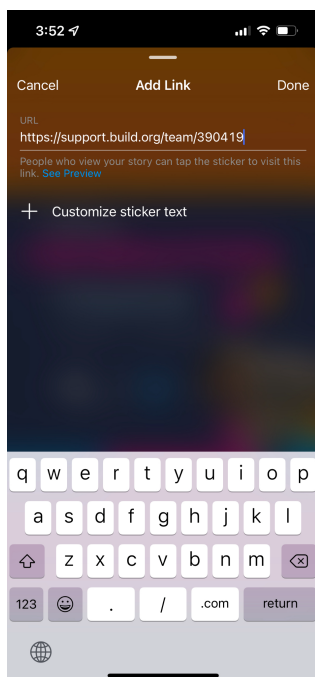
Instagram Donation Instructions



Step 1: Add photo to Instagram story and click on sticker options. (Circled in red).



Step 2: Click on LINK (Circled in red).



Step 3: Add [BUILD Giving Tuesday link](https://support.build.org/team/390419) OR your own personal fundraising link.



Step 4: Add other language like "Join me To #BUILDGenerationE - every dollar makes a difference!" and post!

FOLLOW & TAG US!

You can find BUILD online on Facebook, LinkedIn, Instagram, or Twitter. Feel free to tag us in your posts and follow our accounts for campaign updates!

Facebook

- [BUILD](#) (Main National Account)

LinkedIn

- [BUILD](#) (Main National Account)

Instagram

- [@buildorg](#)

Twitter

- [@BUILDNational](#)

ABOUT BUILD

BUILD's Mission:

- BUILD's mission is to ignite the potential of youth in under-resourced communities to build **C**areer success, **E**ntrepreneurial mindsets, and **O**pportunity. We help students become the **CEO** of their own lives.

BUILD's Vision:

- BUILD envisions a world where every student, in every public high school across America, is learning to think and act like an entrepreneur - with the ability to create, adapt, problem solve, pivot, communicate, collaborate and build successful lives.