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# **FUN** DRAISING TOOLKIT





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## WELCOME

**On behalf of the National Center for Missing and Exploited Children® (NCMEC) and those we serve, thank you for lending your time, passion and resources to support our mission.**

Fundraising is an opportunity to join a purpose-driven community that is committed to keeping children safe. This toolkit is a roadmap to leverage the power of the NCMEC mission and to inspire donors to contribute. It will equip you with helpful tips and easy steps to help you reach your fundraising goals.

From bake sales to 5ks and golf tournaments, NCMEC fundraisers are always discovering new ways to provide support. There are endless ways to get involved. We are grateful for your support and are eager to follow along with your fundraising journey!



## ABOUT NCMEC

The National Center for Missing & Exploited Children's mission is to help find missing children, reduce child sexual exploitation and prevent child victimization.

### SINCE NCMEC WAS CREATED:



**5 MILLION**

calls have been answered on our 24-hour toll-free hotline 1-800-THE-LOST

**BILLIONS**

of missing child posters have been distributed throughout the United States

NCMEC has assisted law enforcement in recovery of

**348,000**

missing children



**77,000**

families have been provided resources



**379,000+**

law enforcement and health care professionals have been trained

**21.7M**

reports received on our CyberTipline® in 2019 alone

Our prevention resources are used in  
**ALL 50 STATES**  
and more than 180 countries



**65.4M**

files of suspected child sexual abuse materials received by our CyberTipline® in 2019

## YOUR IMPACT

### WHERE DOES THE MONEY GO?

By becoming a fundraiser, you'll raise awareness and funds to support the many programs that NCMEC provides to children, families, law enforcement, social service agencies and others when they need help with a missing, exploited or recovered child. Your participation in these events will help NCMEC do what we do best: protect children against abduction, abuse and exploitation – because every child deserves a safe childhood.

**\$1**

Helps distribute safety materials  
to a child headed back to  
school

**\$5**

Helps provide clothes and  
toiletries for survivors of child  
sex trafficking

**\$10**

Helps distribute posters of  
missing children to millions of  
people online

**\$20**

helps pay for the initial therapy  
visit for families to heal, rebuild  
and reconnect

“

Our mission of riding to raise funds for missing child posters pales in comparison to NCMEC's work of counseling and consoling other families who are in need – I'd ride my bike any day rather than be faced with their nightmares. And I thank God that you all are here.

*Ride for Missing Children Participant*

## FUNDRAISING INCENTIVES

We can't thank you enough for your fundraising efforts, but we can certainly try! NCMEC provides a fundraising incentive program to energize the community's fundraising efforts, acknowledge your hard work and encourage you toward your next fundraising milestone. Prizes are based on individual fundraising

### **\$250**

- \$25 gift card to NCMEC store

### **\$700**

- \$25 gift card to NCMEC store
- NCMEC swag, handouts and other giveaways to support your fundraising campaign

### **\$1,500**

- All of the above
- Specialty thank you certificate signed by NCMEC CEO

### **\$5,000**

- All of the above
- #HOPE blanket

Note: If you are participating in an official NCMEC event such as Miles for HOPE, check the event page for event-specific fundraising incentives.



## CHECKLIST

**Let's get started!** This checklist captures some of the key strategies to help you meet your fundraising goals. The following pages contain details, tips and tricks that will help you to check off each of the below activities. If at any point you have questions, reach out to us. We are here to help!

- ☐ **Set your fundraising goal.** Setting a goal helps to give your campaign focus, measures your progress and keeps you motivated. Goals lead to results.
- ☐ **Create a fundraising page.** Customize your fundraising page with a personal note as to why you are raising funds and what their donation means to you and to NCMEC's mission.
- ☐ **Donate to yourself.** Start your campaign off with some momentum by donating to yourself. Plus, it shows donors you are truly committed to the cause.
- ☐ **Email your family and friends.** Reach out to your contacts two to three times. It can sometimes take a few reminders before the donations come in.
- ☐ **Send letters to family and friends.** Snail mail is often seen as more personal and meaningful than digital forms of communication. Write a letter to those you are close to, communicating your why and your ask.
- ☐ **Expand your reach through social media.** Social media is meant for sharing information. It is the perfect place to share your fundraising goals and milestones with a broader community.
- ☐ **Host an event.** Fundraising events can be as big or small as you want them to be. They are a great way to raise awareness and encourage donations to your campaign.

# EMAIL OUTREACH AND SNAIL MAIL

Don't wait to reach out to your network of friends and family. Both email and snail mail are excellent ways to reach your community far and wide with a personal message. Although most communication takes place online these days, many individuals still appreciate the personalized touch of a handwritten letter. Snail mail is also a great way to reach people who want to give but are not engaged through email and social media.

The first step is to create your contact list. Remember, the more people you contact, the more likely you are to get donations. After you have compiled your list, begin to craft your message. An effective message will contain the following components:

- An explanation of why you are participating in the event as a fundraiser. What does this event mean to you? What does this cause mean to you?
- A direct ask, for example "Please donate now to support my efforts."
- A link to your fundraising page or instructions on how to donate
- A thank you note



## SAMPLE EMAIL

Dear Friend,

**I need your help.** I have just decided to (run/ride) in the National Center for Missing & Exploited Children's (NCMEC) (Miles for the Missing 5k/Miles for Hope) this year and **I am asking you to support me.**

There are over **400,000 reports of missing children made to the FBI every year.** Missing children are vulnerable to sex trafficking, sexual abuse and even murder. I'm (running/riding) to help NCMEC bring these children home and out of harm's way as quickly as possible.

**I love and care about kids and I want to keep them safe, and I know you do too—so please help me support this very important mission by donating to my fundraiser: (insert link to personal fundraising page).** Funds raised will go towards helping find missing kids, reducing the amount of online child sexual exploitation and preventing future victimization.

Since 1984, NCMEC has circulated billions of missing child posters and has helped law enforcement in the recovery of more than 327,000 missing children. If you want to learn more about their amazing work, visit their website at [MissingKids.org](https://MissingKids.org).

**Once again, please help me reach my fundraising goal of (\$\$) and make a donation of (\$\$) to the National Center for Missing & Exploited Children today: (insert link to personal fundraising page).** I would be very grateful to you, and so would the families and children served by this wonderful organization.

Thank you for your support and I hope that you and your family are all safe and healthy!

Sincerely,

Your Name



## SAMPLE EMAIL

Dear Friend,

I hope this letter finds you and your family all safe, happy and healthy.

This year, I have decided to participate in the National Center for Missing & Exploited Children's (NCMEC) annual (Miles for the Missing 5k/Ride for the Missing) as both a (runner/rider) and a fundraiser and I am asking you to support me.

There are over **400,000 reports of missing children made to the FBI every year**. Missing children are vulnerable to sex trafficking, sexual abuse and even murder. NCMEC works to help the families of these children find and protect their kids. This is why I've decided to personally (run/ride) and raise funds for this very, very important organization.

Today, I am reaching out to see if you could help me reach my fundraising goal of (\$\$).

By donating (\$\$), you will help NCMEC find missing kids, reduce the amount of online child sexual exploitation and prevent future victimization of children.

Since 1984, NCMEC has circulated billions of missing child posters and has helped law enforcement in the recovery of more than 327,000 missing children. If you want to learn more about their amazing work, visit their website at [MissingKids.org](https://MissingKids.org).

To make a donation please go online and visit my page at **(insert link to personal fundraising page.)** Or you can also send a check to the address below. Be sure to put **(my name + fundraiser)** in the memo line.

Attn: Development  
333 John Carlyle Street  
Suite 125  
Alexandria, VA 22314

Thank you for your support, and I hope that you and your family continue to do well.

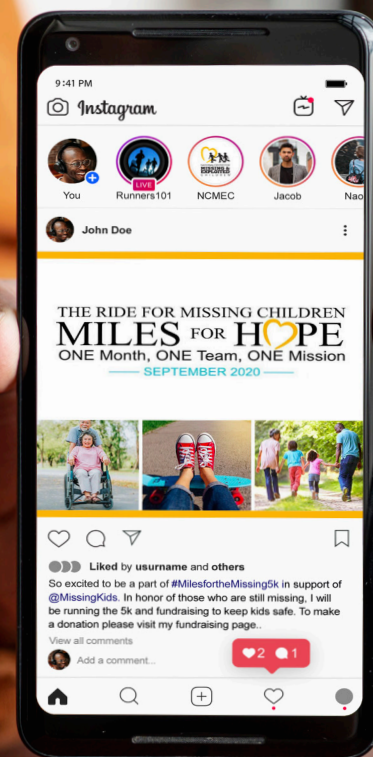
Sincerely,

Your Name



NCMEC is an organization that has touched my life by the way that they serve as a central line of hope for countless families. NCMEC empowers, comforts, fights and sticks with people until the very end. For that reason I choose to stand with NCMEC in their relentless mission to find missing and exploited kids!

*Courtney H.*



## SOCIAL MEDIA

**Social Media is a key component of successful fundraising!** Through social media, you have a chance to bring people into your training experience (through endurance events like a 5k or bike ride) while also raising awareness about the cause. With an abundance of platforms to choose from including Facebook, Instagram, Twitter, LinkedIn, Snapchat and YouTube, there is no shortage of channels to reach your audience. Social media is a great way to recognize your donors, ask for donations, share your story and provide training updates. The more people feel like they're a part of your journey, the more they want to help!



### BEST PRACTICES

- **Include a photo/video when posting and use emojis!** They are fun and make your post stand out!
- **Do a Facebook/Instagram Live** to talk about your fundraising campaign and what this event means to you.
- **Leverage important dates** to boost your posts such as your birthday, Missing Children's Day (May 25) or International Children's Day (June 1)
- **Tell your story and let your passion shine through.** Don't forget to tag @missingkids and to use these hashtags so the NCMEC fundraising community can keep up with your hard work: #NeverStop #MilesforHOPE #MilesfortheMissing #RideforMissingChildren
- **Post multiple times** and be sure to respond when someone comments on your post or asks a question. This helps to increase interest and engagement.

### SAMPLE POSTS

Thanks to everyone for the support! I cannot tell you how much I appreciate your generosity, kind words and encouragement. As of today, I have raised 50% of my goal. Help me meet my \$5,000 goal. Every dollar counts. Every mile matters. #MilesfortheMissing (Add URL)

Bake sale at the Fairfax Community Center in support of the #RidefortheMissing. All funds generated will go straight towards @missingkids and their mission to keep kids safe. Come out to show your support or visit my donation page: (link to your fundraising page)

# FUNDRAISING EVENTS & ACTIVITIES

**When it comes to fundraising, the sky is the limit!** No matter how big or small your fundraiser is, every bit helps. You are making a difference and helping to keep kids safe. To get your creative juices flowing, we have included some examples of successful fundraising ideas below.

## CREATIVE FUNDRAISING IDEAS

### Trivia Fundraiser

Host a trivia night at your home or in collaboration with a favorite restaurant or bar. Tickets benefit your cause.

### Bake Sale

Collaborate with your office, church or community center to host a bake sale. Many grocery store chains will allow for nonprofit organizations to set up bake sales at the entrance of their stores.

### Clothing Swap

Organize a clothing swap party where your attendees bring an agreed upon amount of clothing and accessories to trade. Create a cover charge to be donated to your cause.

### Car Wash

Recruit some friends to hold a car wash. Many gas stations will allow you to host your car wash on their property at no cost.

### Yard Sale

Clean out your closet while raising funds for a great cause.

### Birthday Fundraiser on Facebook

Don't forget about social media! Leverage your birthday to set up a fundraiser on Facebook. In one year alone, Facebook birthday fundraisers brought in over \$300 million in donations!

### "Jeans Day" at Work

If your employer allows solicitations at work, ask if you can have a "jeans day" where employees who donate to your fundraising can wear jeans.

### Restaurant Night

Find a restaurant willing to donate 20% of sales and invite your network for a night on the town.

### Donation Class

Ask a yoga, fitness or dance instructor to host a class in exchange for donations to your cause.

## VIRTUAL FUNDRAISING IDEAS

### Silent Auction

Thanks to an abundance of free online platforms, it is simple to host a silent auction online. Increase donations by collecting donated gift cards and items from local businesses for guests to bid on virtually.

### Virtual Gaming Tournament

Offer a selection of popular online games and charge a small entrance fee to join the virtual event. Organize a multi-stage tournament to determine the final winner for bragging rights or a small prize.

### Live Streaming Fundraising

Many platforms including Facebook, Instagram and YouTube include a live streaming option. This is a great way to reach your audience with important details about your fundraiser. Highlight why you are fundraising for NCMEC, your goal amount, updates on achieving your goal and details about how to donate. After your live session has ended, be sure to share it to your feed for others to view.

# SETTING UP FOR SUCCESS: TIPS AND TRICKS

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- 1. Don't be afraid to ask.** If one thing will hold you back from meeting your fundraising goal, it is the fear of asking. When you share your fundraising campaign with others, you are sharing your passion, story and reasons for supporting a cause. In asking them to donate, you offer them the opportunity to join you in making a difference. Many people are surprised to find that their community wants to be involved but doesn't know where to start. Your ask could be the opportunity they're waiting for!
  - 2. Make it personal.** Include your personal voice in your fundraising page, emails and letters. Think about when you first learned about missing and exploited children – were you sad? Angry? Confused? Bring people into your learning experience and tell your story! Practice telling your story by asking yourself the following questions:
    - c.** What does Miles for the Missing mean to me?
    - d.** What are some statistics or facts I've learned about missing and exploited children that shocked me?
    - e.** Why do I believe it is important to raise awareness of and support missing and exploited children's issues?
    - f.** What are my goals this year? Am I increasing my speed, running my first 5k or trying to beat my fundraising goal?
  - 3. Framing is key.** Frame your ask to potential donors as an opportunity to support you while also making a direct impact on the fight to keep children safe.
  - 4. Make your ask specific.** Ask for a dollar amount and don't be afraid to ask high. Giving them a suggested amount takes out the guess work and makes it easy for them to donate based on their budget. An example might be "Donate \$5, \$25, \$50 or anywhere in between!"
  - 5. Let your supporters know what their donation supports.** It is important to communicate how their donation will make a difference. Any amount helps in NCMEC's mission to find missing children, reduce child exploitation and prevent victimization.
  - 6. Follow up.** People are busy and things slip through the cracks. Send reminders to potential donors and don't be afraid to ask again.
  - 7. Say thank you.** Nothing is more important than taking the time to genuinely thank all those who supported your fundraising campaign. This is an ongoing activity. Be sure to thank your supporters when they donate, but also when the event has ended. Whether you write a heartfelt note, or make a personal visit, take it as an opportunity to express gratitude and update your supporter on the event.

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With so many challenges facing our nation right now, we cannot forget the missing children who still dearly need our help. Our fundraising efforts and community relationships are the most important parts in reaching the goal of locating a missing child and returning them to their family.

Mary K.

# FUNDRAISING GUIDELINES AND POLICY

Please review the following fundraising guidelines and policies that you agree and adhere to when conducting an independent fundraiser to benefit NCMEC:

## 1. As the independent fundraiser, you are responsible for ensuring:

- You obtain all applicable permits/licenses for your event
- Fundraising promotions do not suggest in any way that NCMEC is the organizer, sponsor, host or partner in your event or that NCMEC endorses any product, organization or service
- Fundraising promotions reference NCMEC only in the following manner: "proceeds from XYZ event will benefit the National Center for Missing & Exploited Children."
- No changes are made to the NCMEC logo; logo use is limited specifically to the fundraiser; and all use of NCMEC's logo ceases 10 days after your fundraiser
- You notify NCMEC if another organization will benefit from your fundraiser
- You notify NCMEC if you intend to solicit local businesses for your fundraiser to ensure that such solicitations do not conflict with existing NCMEC relationships
- You forward NCMEC all proceeds from the fundraiser within 30 days of the event
- You indemnify and hold harmless NCMEC and its employees, agents and representatives from any and all claims, demands, suits, threats of suit and payments relating to or caused by my fundraiser

## 2. NCMEC is unable to provide the following in connection with your fundraiser:

- Insurance or liability coverage
- Reimbursement of any fundraising/event expenses
- Access to NCMEC's mailing list of potential donors/vendors
- Assistance in soliciting donations or conducting social media or other publicity for fundraisers
- Attendance by a NCMEC staff member or representative
- NCMEC's tax-exempt number in connection with any purchases for your event
- Guidance on how to adhere to any applicable laws or regulations
- Responsibility of any nature for any injuries, loss or damages associated directly or indirectly with the fundraiser, your work on the fundraiser or any participants in or property relating to the fundraiser, including but not limited to expenses, insurance or liability coverage



It has been a privilege to come alongside NCMEC and fundraise to support their mission. Their approach to correcting the injustices of child exploitation is nothing short of inspiring. I believe strongly in their work, as it not only empowers survivors and families, but illuminates the impact each individual is capable of contributing.

*Katie L.*



## FAQ

### → Is there a fundraising commitment?

There is no fundraising minimum to start your own third-party fundraiser. On the other hand, some official NCMEC events, such as the Ride for Missing Kids, do require a fundraising commitment. Check the event website for specific details on fundraising commitments.

### → Where should I send my collected donations?

All electronic donations can be made through your fundraising page. Checks and cash can be sent to the address below complete with your first/last name and the title of your fundraiser in the memo line. Checks should be made out to NCMEC.

NCMEC  
Attn: Development  
333 John Carlyle St.  
Suite 125  
Alexandria, VA 22314

### → Who will issue tax receipts to donors?

If an individual donates online, they will receive an instant and automated receipt. For donations received through the mail, receipts will be mailed to the individual indicated in the letter within 2-3 weeks.



## RESOURCES

Here's a list of links that will be helpful as you begin your fundraising journey:

### Facts and Figures

Please take a moment to explore our webpage where you can learn more about our history, mission and impact. Reviewing this information may help you communicate the cause to potential donors.

#### [NCMEC Website](#)

#### [Impact Statistics and Key Facts](#)

### NCMEC Logo and Shareables

After your third party fundraiser has been approved, you may display the official NCMEC logo in your promotional materials. For questions regarding the approval process, reach out to the nearest event manager listed below.

Please also take advantage of these free and shareable resources for your fundraising events.

#### [About NCMEC](#)

#### [Prevention Tip Sheets](#)

#### [NCMEC Videos](#)

### NCMEC Contact Information

Have questions? Need some help? Please contact your nearest event manager and we would be happy to chat!

#### **Washington DC**

Cecilia Fix  
[cjfix@ncmec.org](mailto:cjfix@ncmec.org)

#### **New York**

Danielle M. Sir Louis  
[dmsirlouis@ncmec.org](mailto:dmsirlouis@ncmec.org)

#### **Texas**

Savannah Lovelace  
[smlovelace@ncmec.org](mailto:smlovelace@ncmec.org)

#### **Florida**

Callahan Walsh  
[cwalsh@ncmec.org](mailto:cwalsh@ncmec.org)

**You are now equipped with everything you need to reach your fundraising goals!** By supporting NCMEC as a fundraiser, you are joining a national community dedicated to the safety of children.

Remember, we are here for you. If you have any questions or want to share a success story we would love to hear from you!

Together we can continue to spread a message of #HOPE because every child deserves a safe childhood.