

# WithAll VOLUNTEER FUNDRAISING GUIDE



## THANK YOU!

Dear Volunteer,

Thank you so much for hosting a fundraiser to benefit WithAll!

At WithAll, we provide simple and accessible tools that help individuals and partners empower eating disorder prevention and strengthen support for recovery.

Whether on proactive paths or in crisis moments, we offer resources to help all create and recover health. Learn more at [withall.org](http://withall.org).

This important work could not be done without you and those supporting your fundraiser. This guide has been designed to give you the resources needed to host a successful fundraiser. But, if you have any questions along the way, don't hesitate to contact Lindsay at [lcrye@withall.org](mailto:lcrye@withall.org).

Thank you so much for the work you are doing to help create a world without eating disorders!

Sincerely,

**THE WITHALL  
DEVELOPMENT TEAM**

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# ABOUT WITHALL

## How to share about our work at your event



### VISION & MISSION

Our vision is a world without eating disorders. Our mission is to provide effective, accessible resources that empower the prevention of eating disorders and strengthen support for recovery.

### WHAT WE DO

- 1) reduce the risk of eating disorders through upstream prevention
- 2) help people break through practical barriers in pursuing recovery
- 3) help family and friends feel better supported while navigating a loved one's recovery from an eating disorder.

### OUR SPECIFIC ACTIVITIES INCLUDE:

#### THE “WHAT TO SAY” INITIATIVE

We believe eating disorders can be prevented, but prevention resources need to be easier for the public to find and apply to their daily lives. In March 2019, we launched “What to Say”, a new initiative dedicated to equipping adults with simple tools to help kids develop healthy relationships with food and body.

Motivated by decades of research that shows what we say to children about their bodies and food matters, “What to Say” intends to make it easy for adults to be proactive in reducing eating disorder risk and strengthening kids’ mental health. We’ve started this initiative with [5 healthy food and body phrases to say to kids](#), as well as a [coaches challenge](#).

Learn more and join the initiative at [whattosaynow.org](http://whattosaynow.org).

### FINANCIAL ASSISTANCE PROGRAM

For people pursuing recovery from an eating disorder, financial hardship can make completing essential treatment challenging or unattainable. Living expenses that seem small in comparison to the cost of treatment, such as rent or transportation, can be overwhelming obstacles, especially when individuals are often navigating time off from work or school for treatment. We issue one-time grants up to \$500 to help quickly remove the simple—but very real—financial barriers. We’re excited to be expanding our Financial Assistance Program to help more people stay on the path to recovery.

Apply for a grant at [withall.org/get-support](http://withall.org/get-support)

### WHY IT MATTERS

Eating disorders can be prevented, but there aren’t enough preemptive efforts. Although people can recover from an eating disorder, many people do not have the support they need to achieve recovery. This lack of support stems from the fact that eating disorders remain too isolated and misunderstood, even at a time when understanding about mental health is growing. Everyday we see the tragic consequences of stigmatization,, from kids trying to change how they look instead of focusing on how amazing they already are, to the loss of life from an eating disorder. It’s time for solutions to eating disorders to be a bigger part of the movement for better mental health.



# FUNDRAISING IDEAS

Here are a few ideas of how you can fundraise on behalf of WithAll. Click the links for tips on how to execute each event idea. What is not on the list? Share it with us so we can add it!

## ONLINE

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- Host a [Facebook Fundraiser](#)
- Host a [Crowdfunding Fundraiser](#)
- [14 Other Online Fundraising Ideas](#)

## EVENTS

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- [Compete in a sporting competition and ask people to sponsor you by donating to WithAll.](#)
- Host a 5k, exercise class or similar sporting event with proceeds going to WithAll
- Host a game night such as Bingo or Bunco with proceeds going to WithAll.
- Host a sale (bake sale, craft sale) with proceeds going to WithAll.
- Work with a business to set up a day/time frame when a percentage of their sales goes to WithAll.
- [48 Other Fundraiser Ideas](#)

## WAYS TO RAISE MONEY AT YOUR EVENT

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- Charge for tickets
- Get sponsors
- Host a competition, raffle or silent auction
- Ask for donations



# FUNDRAISING TIPS

## BEFORE THE FUNDRAISER

- **Make a plan.** Decide what type of event you would like to host, how you will execute it, and your target audience for the event.
- **Set your goals.** How much money would you like to raise? How many people would you like to participate?
- **Contact WithAll.** Contact Lindsay at [lcrye@withall.org](mailto:lcrye@withall.org) and let her know the date, ask any questions, and get the materials you need for the fundraiser.
- **Partner with others.** **Ask others to sponsor** or donate needed items, volunteer at the event, or promote the fundraiser.
- **Make it fun.** What will attract people to your event? Perhaps a ‘fun activity’ can take place so that participants are able to gain an understanding of the mission, vision, and value of WithAll.
- **Advertise & Promote.** See pages 6-7 for tips and templates you can use to promote your fundraiser. Social media is a powerful tool that will spread the word and, ultimately, get folks excited about the event and contributing to WithAll.
- **Practice Makes Better.** Rehearsals are a great way to, make sure everyone knows what their roles and responsibilities are before and during the event.

## DURING THE FUNDRAISER

- **Remain Actively Engaged.** During the fundraising event, remember to congregate with potential donors / attendees, answer questions, help other volunteers, and double-check that all of the “logistical pieces” are in place.
- **Have fun!** You did it! All the planning is done and your fundraiser is here. Be sure to enjoy the moment with friends who care about supporting you and WithAll's mission.

## AFTER THE FUNDRAISER

- **Debrief.** Check-in and reflect on the event with volunteers, staff and vendors. What went well? Where are there areas for improvement?
- **Follow-Up.** Make sure you return any rented items, and fulfill any promises made to supporters.
- **Thank your supporters.** Be sure to thank those who donated, sponsored and volunteered. For ideas on how to effectively thank sponsors, see page 9.
- **Send donations to WithAll.** In addition to receiving the donations, we'd love to hear how the event went and see photos! See page 8 for how to handle donations from your fundraiser.

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# PROMOTION TIPS: SOCIAL MEDIA

Social media is a very powerful platform to spread the word about your fundraiser. By using these social media sites, details about your fundraiser can reach hundreds (and thousands) people beyond your personal Facebook friends and Twitter/Instagram followers with the simple click of a button. Below are some additional ways that social media can help you let more people know about your event!

## 1) CREATE AN EVENT ON FACEBOOK:

Facebook gives you the option to create private and public events. If you select the public option, your event will be visible to people on and off of Facebook, as well as people outside of your friends list. This option ensures that people without a Facebook account can access the same event details that social media users can via a simple Google search.

Alternatively, you can make a private event, which only allows guests that you explicitly invite to the event to access details about your fundraiser. That being said, Facebook does give you the option to also allow people on your guest list to invite other people to the event, which offers a targeted way to share the message with a wider audience.

## 2) CHANGE YOUR PROFILE OR COVER PHOTO:

Temporarily change your profile or cover photo to an image that provides the title of the fundraiser, date/time, and/or a website address at which additional details can be found.

## 3) PUT A LINK IN YOUR INSTAGRAM, FACEBOOK AND/OR TWITTER BIO:

All three of these social media sites allow you to put a link to a website of your choice in the bio section of your profile. Feel free to put a link to the WithAll site or any other online resource that provides details about your fundraising event and/or cause.

## 4) PIN A TWEET ON TWITTER:

A “pinned” tweet will become the first tweet that people will see when they view your Twitter feed. This is a great way to make sure that your fundraiser post does not get buried amidst other tweets and is easily accessible to all people who visit your Twitter page. [Click here](#) to learn how to pin a tweet.

## 5) COME UP WITH A CREATIVE, CATCHY HASHTAG

On Instagram, for example, users can search for a hashtag in the same way that you can search for other Instagram users. When someone searches your unique, memorable hashtag, they will find an archive of all posts that had this descriptor.

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# PROMOTION TIPS: OTHER IDEAS

## 1) Send an email:

Email is a highly effective method to reach large groups of people quickly, especially those who do not have social media accounts. Encourage email recipients to forward your message to people they think may be interested in your fundraising event. Be sure to include links to relevant websites and attach flyers that provide more details about your event, eating disorders, and/or WithAll.

Feel free to use the email template below or contact staff at WithAll for advice about drafting an effective email.

## 2) Post flyers:

Place flyers that provide the relevant event details, such as a brief description of the fundraising cause and event details, on bulletin boards at businesses and establishments that are located in close proximity to your fundraiser location. Be sure to get permission from the establishment before posting any advertisement materials.

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# EMAIL INVITATION TEMPLATE

Dear [INSERT FIRST NAME],

Please join me for the [INSERT NAME OF EVENT], a [OPTIONAL: BRIEF DESCRIPTION OF EVENT] at:

TIME:

DATE:

LOCATION:

I care about WithAll's work because [WHY YOU CARE]. WithAll believes eating disorders are too common and terribly understood. Their programs are working to prevent eating disorders and walk alongside those recovering from eating disorders and their loved ones. Together, we can help this organization serve more people and bring much needed attention and support to this important issue.

[INSERT WHY THIS EVENT WILL BE FUN AND WHY THEY SHOULD COME]

I hope you will consider [INSERT PRIMARY WAY TO DONATE (IE. PURCHASING AN EVENT TICKET)] and/or making a monetary donation that is within your financial means. Your support will help WithAll continue their life-saving efforts to increase eating disorder awareness, prevention, and recovery.

I hope to see you soon!

Thank you!

[INSERT YOUR NAME]

P.S. If you are unable to attend the event but would still like to support the impactful work of WithAll, please consider making a donation that best fits your financial capacity. To do so, please [INSERT DIRECTIONS TO DONATE (IE. WITHALL FUNDRAISING PAGE, ETC.)].





# HANDLING DONATIONS

## ONLINE DONATIONS

There are a few ways donors can give to WithAll online-

- 1) **Facebook Fundraiser**- Donations made through Facebook will be mailed directly to WithAll by Facebook.
- 2) **WithAll Website**- If donors would like to make a donation online via credit card, direct them to [withall.org/donate](https://withall.org/donate). Be sure they note in the comments section of the form the name of your fundraiser so we can credit the donation to your event.
- 3) **Other Donation Sites**- Some volunteers use [EventBrite](#) or a similar platform to collect donations or tickets. The site will send you a check which you can then forward to WithAll.

## IN-PERSON DONATIONS

If you will be collecting donations in-person at your fundraiser, connect with WithAll to receive donation envelopes.

**WithAll donation envelopes makes collecting donations easy for you by:**

- 1) Gathering the contact information needed for WithAll to send a receipt for their tax records.
- 2) Providing an envelope for cash & check donations (checks should be made out to WithAll).
- 3) Gathering the needed credit card information for WithAll to process their donation post event.
- 4) Allowing donors to send their donation directly to WithAll post-event.

**After the event**, total all the donations and contact WithAll with the total and to coordinate delivery of the donations. If all donations are checks, the donations can be mailed.

# THANKING SUPPORTERS

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Once you have received all the donations, it is time to thank your donors. WithAll will send an official tax receipt for their charitable contribution, but a thank you from you as well is important.

## TIPS

- If you promoted your fundraiser on social media, post afterwards to thank everyone for their support.
- Choose your method. Ways to thank a supporter include an in-person thank you, a phone call, a handwritten note, an email, or a social media message.
- Thank them for their time and whatever contribution was made; whether it's \$1 or \$1,000.
- If you spoke with a donor at a fundraiser, try to remember something you spoke about and mention it in your 'Thank You' (notebooks are your best friend; anything you can write down while speaking with them will be helpful later).
- Be sincere. People will know if you're "going through the motions".
- Thank them within 2 weeks of your fundraiser.

## TEMPLATES

### Email or Note

Dear (Name):

Thank you so much for your gift of (Amount) on (Date) at the (Event Name)! Your support is invaluable and I, personally, am grateful for you.

Thanks to champions like you, the (Event Name) was able to raise (Total Amount) to support WithAll's mission to prevent eating disorders and support recovery. You are providing resources for coaches and parents to use so they can help the young people in their lives have healthy relationships with food and their bodies. You are providing grants to those seeking treatment, ensuring they don't lose their homes, utilities, transportation, and other necessities while getting well. You are a superhero.

Thank you again for all that you have done for WithAll!

Sincerely,

(Signature)

### Phone Call or In Person

"Thank you so much for your gift during (Event Name)!"

"Your gift prevents those seeking wellness from losing their homes, heat, and transportation while doing their hard work."

"I appreciate you and your generosity."

(The idea behind the suggested language is to express deep gratitude and let the donor know what their gift is doing, making them feel like the superhero. When speaking with someone, keep it conversational, be yourself. Connecting with your donor in deep gratitude is more important than the exact words you use.)