

Campaign Toolkit



WELCOME

We're going to help you launch your campaign, hit your fundraising goal and make a huge impact for social justice. We can't wait to get started! This step-by-step guide will help coach you to success, but remember, we're always here to support you too. Email us if you have questions.

sisepuede@doloreshuerta.org



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WRITE YOUR STORY

Express Your Purpose: Decide on a Campaign Theme



SPECIAL OCCASIONS

Instead of receiving gifts, you could ask family or party guests to donate to your campaign instead.



CREATIVE

Host an art show, collect change in your community or get imaginative and create your own campaign.

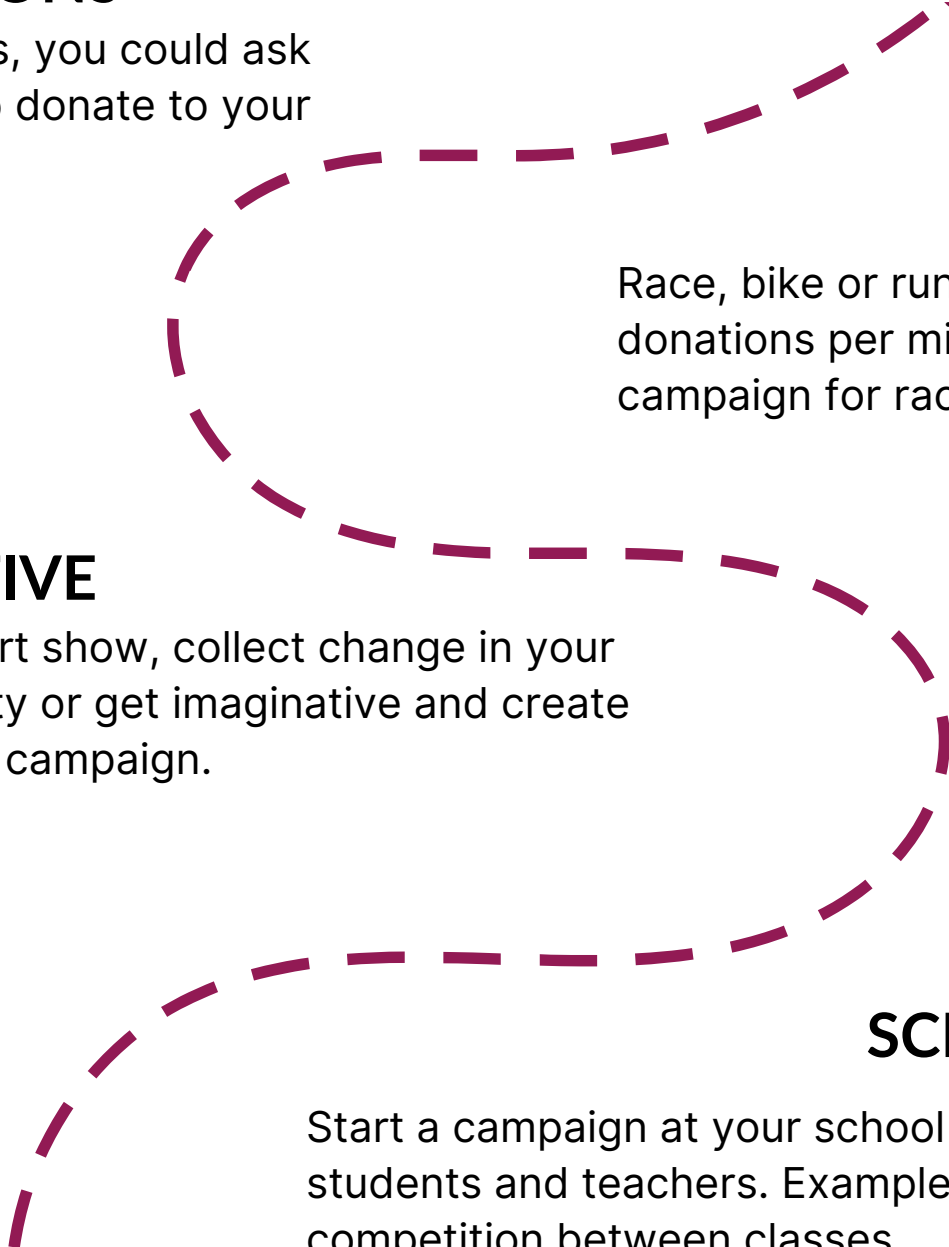
ENDURANCE

Race, bike or run to support DHF. Ask for donations per mile or to donate to your campaign for race day.



SCHOOL

Start a campaign at your school with students and teachers. Example; competition between classes.



COMMUNICATION PLAN

Launch your page

- Refine your message and be sure to **PERSONALIZE** your fundraising page with photos.
- Start with your **CLOSE CONTACTS**. Reach out to 10-15 people who you know are supportive of your goals. They should hear about your campaign first, in a personal message. The more personal your outreach is, the more likely they will make a meaningful gift.



Dear friend,

“

I hope you're doing well. I wanted to reach out to you about something important to me. I am running a campaign to support social justice with Dolores Huerta Foundation. The funds raised will directly contribute to the various Foundation programs and initiatives undertaken to champion social justice, equality, and community development.

Your contribution, no matter the size, can truly make a difference. Whether it's spreading the word or making a donation, every little bit counts towards making a positive impact.

If you're interested or able to contribute, here's the link to the campaign: [insert link]. And if you have any questions or want more information about what we're aiming to achieve, feel free to ask.

Thank you so much for considering it. Your support means everything!

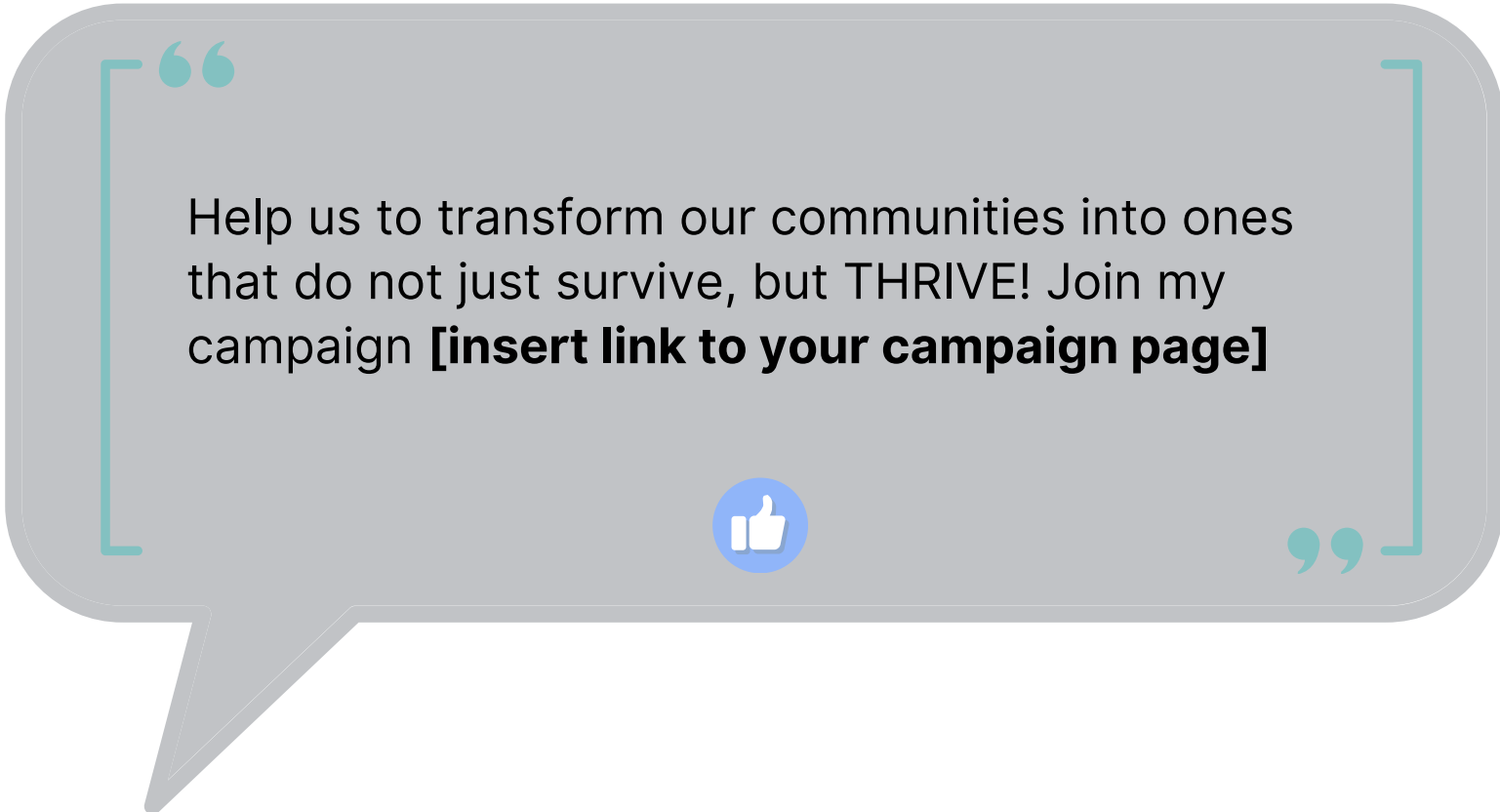
Best,
[Your Name]

”

SOCIAL SUPPORT

Announce Your Campaign

- Once you shared and gotten your closest contacts involved, officially launch your campaign on **SOCIAL MEDIA** (facebook, instagram, linkedin, twitter, etc.)



KEEP YOUR NETWORK UPDATED Post on social media once a week, vary your content. You can thank donors updating them on the progress you or your team have made, talking about your passion for social justice and ask them to get involved

KEEP GOING

Follow - Up

- **CONTINUE** updating your network and following up with potential donors.

“ Dear friend,

As you know, I've been raising money to support Dolores Huerta Foundation and its fight for social justice. Many of you have already donated to my campaign and I am so incredibly grateful for your support.

To check out my fundraising progress or to make a donation, click here [link to your fundraising page]

100% of online donations go directly towards DHF's mission of creating a more just and equitable society.

Thanks,
[Your Name]

”

Tell a Story

- It is important that not every message you communicate about your campaign is an ask for dollars. Tell a story about why DHF is important to you. Remind people why you have chosen to become a DHF Ambassador. Here are some **RESOURCES** you may want to use.



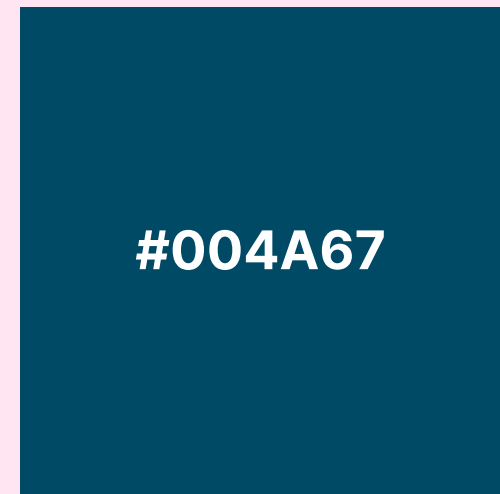
LOGOS



PICTURES

***You can create your own videos and pictures supporting DHF, talking about your campaign and inspire others**

OUR COLORS



SAY THANKS

The Final Push

- Post and share across your **SOCIAL NETWORK** that time is running out in your campaign!

“
 My @DoloresHuertaFoundation fundraising campaign is almost over! Help us bring social justice in our communities **[insert link to your campaign page]**
 ”

THANK your social network

“
 THANK YOU to those who donated to my DHF campaign, we helped to continue the fighting for a more equitable society **[insert link to your campaign page]**
 ”

Send and email

Dear friend,

“
 I wanted to take a moment to express my deepest gratitude for your recent donation to my campaign.

Your commitment to our cause has made a significant impact on Dolores Huerta Foundation ability to continue the work in empowering and advocating for marginalized communities.

It's because of kind-hearted individuals like you that we're able to make a real difference in our communities.

Please know that your support means more to me than words can express. Together, we're making the world a better place, one donation at a time. Thank you once again for your incredible generosity. I'm truly honored to have you as a friend.

Warm regards,

[Your Name]

 ”

CONTACT US

Have questions?

Our support does not stop with this toolkit. DHF team is here to help and to answer any questions you have.

P.O. Box 2087 Bakersfield, CA 93303

(661) 322 3033

sisepuede@doloreshuerta.org

Hours: Monday – Friday 9 am – 5 pm



THANK YOU!

The most important part from our end is to thank you for joining us in our mission to inspire and organize communities to build volunteer organizations empowered to pursue social justice.

