

## ONE DAY. 3,000+ VOLUNTEERS. MEMORIES THAT LAST A LIFETIME.

United Way's largest single-day volunteer event returns on June 21, 2023. Join us as we mobilize over 3,000 United Way volunteers across Erie County to use their time and talents to give back to nonprofit organizations that work tirelessly to support the health, education and financial stability of our community every day.

**New!** New this year – Day of Caring volunteers and community members can also choose to register as Day of Caring fundraising champions. Proceeds from this peer-to-peer campaign will benefit both United Way and project host organizations!

United Way is here to provide you with everything you need to know to become a Day of Caring Fundraising Champion.

<b><u>Event Details</u></b>	<b>2</b>
What is Day of Caring?	2
Our Mission	2
Event FAQs	2
<b><u>Getting Started</u></b>	<b>3</b>
<b><u>How to Raise Money</u></b>	<b>4-6</b>
Best Practices	4-5
Inspiration	5
Fundraisers	6
<b><u>Fundraising Worksheet</u></b>	<b>7</b>
<b><u>Letter Templates</u></b>	<b>8-9</b>

## Questions?

Contact Suzette O'Brien | [dayofcaring@uwbec.org](mailto:dayofcaring@uwbec.org) | 716-887-2744



# DAY OF CARING

United Way of Buffalo & Erie County

---

## EVENT DETAILS

### What is Day of Caring?

Day of Caring is United Way’s signature volunteer event. Through this one-day event, over 3,000 participants will grow their understanding of community needs, deepen their connection with people and organizations that are driving positive change in our region, and make a hands-on impact on the lives of our most vulnerable neighbors.

### Our Mission

United Way of Buffalo & Erie County brings people, organizations and resources together to create systemic community change. Together, we are working to break the cycle of hardship that affects 40% of Erie County families.

Volunteerism is one of many ways that United Way carries out its mission and new this year: volunteers and community members can choose to be Day of Caring fundraising champions!



## DAY OF CARING FUNDRAISING FAQs

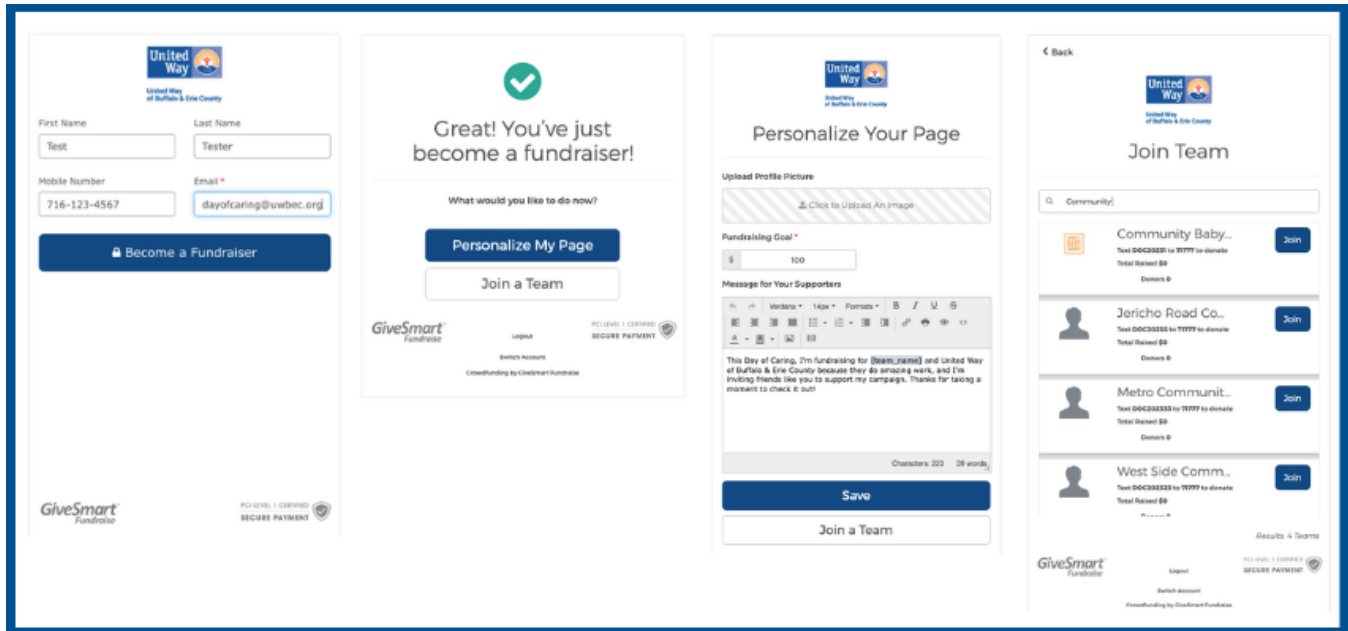
<b>Who can fundraise?</b>	Anyone can participate in fundraising! Volunteers are encouraged to be Day of Caring fundraising champions and so are community members.
<b>Who benefits?</b>	That’s up to you! Fundraise on behalf of the project you’re volunteering at or one that connects with you.
<b>How are proceeds shared?</b>	Nonprofits and United Way of Buffalo & Erie County will share a 50/50 split of the money raised for that specific project.
<b>Fundraising Minimum</b>	There is no fundraising minimum required for volunteers or community members.
<b>Fundraising Goal</b>	While project fundraising totals are reached through a team effort, your personal goal is up to you!
<b>Fundraising Incentives</b>	The fundraising minimum to receive a Day of Caring momento is \$100. Day of Caring fundraising champions who raise \$2,500 will receive all fundraising level prizes and be added into a raffle drawing for a grand prize. There will also be flash prizes throughout May and June.
<b>Fundraising Deadline</b>	June 30, 2023

## GETTING STARTED

Maximize your impact and invite your community to join your efforts.

**Step 1- Sign up!** Visit our Day of Caring event page at [fundraise.givesmart.com/vf/DOC2023](https://fundraise.givesmart.com/vf/DOC2023)

Click Become a Fundraiser to get started! Complete the short registration form to join. From there, you can personalize your profile. If you're fundraising on behalf of a specific project, you'll also have the chance to join that project's team!



## Step 2- Ask!

The number one reason that people give is because they are asked. Don't be shy about telling everyone you know that you are participating in Day of Caring. The national value of a volunteer hour is \$31.80. Ask your networks to sponsor an hour or more of your time! If you're not volunteering, they can give an hour of *their* time.

Use this plan to raise \$500 in only 5 weeks:

When?	Who To Ask?	Watch Your Total Grow!
Week 1	Use your team online page to sponsor yourself	\$52
Week 2	Ask 4 family members/friends for \$32 each	\$128
Week 3	Ask 4 co-workers for \$32 each	\$128
Week 4	Ask your boss to sponsor 2 volunteer hours	\$64
Week 5	Ask your company to match the value of 4 volunteer hours	\$128
<b>Your 5-Week Grand Total</b>		<b>\$500</b>



**DAY OF CARING**

United Way of Buffalo & Erie County

---

### **Step 3- Follow Up!**

Always follow up! Many people will need more than one request to donate and most will appreciate the reminder. Include fun facts and an update on how close you are to reaching your goal. Send a thank you letter, note, or message to your donors. For your sponsors, consider including a crazy picture of you from the event so they remember you next year.

### **Step 4- Reach your goal? Keep going!**

The more you raise, the more we can support the needs of our neighbors. Stay tuned for more info about special fundraising challenges and incentives for reaching fundraising benchmarks!

### **Step 5- Have Fun!**

Remember to post a photo after your event to your social media accounts to show your supporters that you did it!

## Tips to fundraise

You've registered to participate in Day of Caring, you have the date circled on your calendar, now what? Start fundraising today! Before you know it, you will have your goal amount raised and be on your way to supporting the great work being done in your community.

### BEST PRACTICES

#### 1. Start Early!

Although it may seem like you have all the time in the world to fundraise, this event will be here sooner than you think! The sooner you start fundraising, the more money you will raise for your nonprofit and the sooner you will reach your goal.

Remember, you will have the chance to win some amazing prizes based on how much you've raised.

#### 2. Create an Email Schedule!

It is easy to be keen when you start fundraising, but lose steam a couple weeks in. To make sure you are reaching out to your potential donors consistently, create an email schedule, with specific dates and diverse content. This ensures that you will be switching up your messaging, so your potential donors are not receiving the same ask repeatedly. Keep it interesting.

##### Suggested topics for your emails:

- Research your non-profit and provide mission related blurbs to add to your emails. This keeps your potential donors updated on WHY you are doing this and how it is helping.
- Include updates on where you are in the fundraising process and how much more you need to reach your goal.

#### 3. Get Help From Your Support System!

If your friends and colleagues are not able to donate, that's OK! There is lots they can do to help you reach your goal; Ask them to share your personal fundraising page on social media. Provide them with "info cards" about the event that include your fundraising website and ask them to distribute it. Ask them to reach out to the people in their lives that may have a connection to the mission, and would consider donating.

##### **Know your Facts!**

Be sure you can talk about Day of Caring's mission and how funds you ask for will make a difference. People give because they are asked, they care, and the person asking is passionate.

#### 4. Make a Video!

As opposed to writing post after post on your social media forums, consider switching it up! Make a video detailing what you are doing and why you are doing it; most viewers will watch a video before they will read a post. It is easier to communicate the mission of the non-profit profit you are supporting when you are speaking about it – the video makes it more personal.

#### 5. Use Your Community Connections!

- Get something donated from a business in your community (gift certificate, swag bag, service, etc.)
- Create a raise-athon week!
- In your email and on social media use wording similar to this “Everyone who donates to me this week, will go in a draw to win \_\_\_\_\_”
- At the end of the week, get someone to take a video of you drawing a name, and post it! That person wins something, and you’ve made some extra money!

Add the event logo to your e-mail signature. You can also include a hyper-link to your team’s fundraising website and encourage everyone to visit it and support your efforts.

### FUNDRAISING INSPIRATION

#### Hour Sponsors

The national value of a volunteer hour is \$31.80. Ask your networks to sponsor an hour or more of your time! If you’re not volunteering, they can give an hour of *their* time.

#### Corporate matching

Many companies match charitable contributions their employees make. See if your company will match donations, total funds raised or the value of your volunteer hours. If they only match employee giving, have as many co-workers give as possible.

#### Corporate donations

Don’t forget you can ask area businesses to support you.

#### Office campaigns

- You can put together some mini-fundraisers to benefit your cause
- Bake sale – sell cookies at your desk.
- Baskets – keep a donation plate on your desk or in a common area





**DAY OF CARING**

United Way of Buffalo & Erie County

## FUNDRAISERS

Fundraisers are really just excuses to have a party! Think of something that you and your friends and/or family like to do and make it a benefit to support Day of Caring.

### Key Elements

Start planning early

- Promote your event
- Use social media and e-vites to spread the word quickly and cheaply
- Be sure to send out reminders as your event approaches
- Tell each guest to bring a friend or two
- Decide if you'll be charging a flat rate or simply asking for a suggested donation
- Include a silent auction or raffle to increase donations at your event
- Pass around a jar at the event and ask people to donate their change

### Don't know what to plan??

We've included some great ideas for you below. Not everything on this list will appeal to you. Pick something that sounds like fun and start planning! If you need help on how to plan a great fundraiser, let us know. We are here to help!

- Babysitting by Donation
- Bachelor/Bachelorette Auction
- Bake Sale
- BBQ Cook Off
- Clothing Swap Night
- Be a Designated Driver- Ask for donations
- Benefit Concert
- Bingo Night
- Board Game Tournament
- Bowling Tournament
- Car Wash
- Chili/Spaghetti Cook Off
- Craft Show
- Dinner Party
- Dodgeball Tournament
- Dog Wash
- Garage Sale
- Holiday Bazaar
- Karaoke Night
- Kick Ball Tournament
- Movie Night
- Pancake Breakfast
- Pet Sitting
- Pizza Party
- Poker Tournament
- Raffle
- Scrapbook Party
- Sell Something on Ebay
- Silent Auction
- Snack Basket at Work
- Softball Tournament
- Trivia Party
- Volleyball Tournament
- Wine & Cheese Party





**DAY OF CARING**

United Way of Buffalo & Erie County

## FUNDRAISING WORKSHEET

Use this form to make a list of all possible donors to your fundraising effort. Once you have listed everyone you can think of and assigned an “ask” amount to each one, start fundraising and keep track!

Donor Name	Relationship to Me	Ask Amount	Received?
1.			
2.			
3.			
4.			
5.			
6.			
7.			
8.			
9.			
10.			
11.			
12.			
13.			
14.			
15.			
16.			
17.			
18.			
19.			
20.			



**DAY OF CARING**  
United Way of Buffalo & Erie County

---

## FUNDRAISING EMAIL TEMPLATE

Hello Family and Friends,

I have signed up to do something amazing! I am volunteering for Day of Caring in support of United Way of Buffalo & Erie County. Day of Caring is United Way's largest single-day volunteer event taking place June 21, 2023. Over 3,000 United Way volunteers across Erie County will use their time and talents to give back to nonprofit organizations that work tirelessly to support the health, education and financial stability of our community every day.

I am asking for your help to further support United Way and **(Insert project host organization name)**, the nonprofit organization at which I'm volunteering. I am committing to raise at least **(Insert your goal)** to advance their missions.

How can you help? By making a 100% tax deductible donation to my website here: **(Insert your team fundraising link here)**. Your donation will be split evenly between the two organizations. Together we can end the cycle of hardship affecting 40% of Erie County families.

Did you know that the national value for one hour of volunteer time is \$31.80? Please consider sponsoring an hour or two of my Day of Caring project!

You may also send checks or money orders made out to United Way of Buffalo & Erie County. Please include my fundraising team name **(Insert team name)** to ensure it is attributed to my campaign.

**(Insert name and address)**

Please help me support the great work that these organizations are doing.

Sincerely,

**(Your name here)**



**DAY OF CARING**  
United Way of Buffalo & Erie County

---

## REMINDER EMAIL TEMPLATE

Hello Family and Friends,

Thank you to everyone that has donated! So far I have raised (\$XXX).

There is no fundraising minimum, but I committed to the mission of Day of Caring and every dollar supports the health, education, and financial stability of families in Erie County.

You can help by making a 100% tax deductible donation to my team's website here: (insert your fundraising link here)

You may also send checks or money orders made out to United Way of Buffalo & Erie County for my (Insert fundraising team name). Be sure to include my team name in the memo:

(Insert your name and address here).

Please help me support the great work these organizations are doing. If you have already donated or want to help more, please feel free to pass this email along!

Thank you for uplifting United Way and (Insert project host organization name)

Sincerely,

(Your name here)