

CROWDFUNDING TOOLKIT:

Thank you again for signing up to fundraise for Harbor Care's **Thanksgiving Community Dinner**—we're thrilled to have you on board! Your support helps us bring warmth, dignity, and hope to our neighbors in need this holiday season.

To help you make the most of your fundraiser, we've put together this toolkit with general tips and ready-to-use resources. Feel free to personalize everything to match your voice and style—this is your fundraiser!

1. **Make It Personal:** Share why you care about Harbor Care and this campaign. *A personal story helps people connect emotionally and inspires them to give.*
2. **Set a Clear Goal:** Let people know how much you're trying to raise and what their gift will help accomplish. *Example: "I'm trying to raise \$500 to help feed families this Thanksgiving."*
3. **Use the Giving Levels:** Remind donors that even small gifts make a big impact
 - \$25 – Feeds a veteran a comforting holiday meal
 - \$50 – Provides a special Thanksgiving dinner for a mother and child
 - \$100 – Covers an unforgettable holiday meal for a family of four
4. **Share Often:** Post your fundraising link on social media, send emails, and text your contacts. *Don't be afraid to share more than once—people often need reminders!*
5. **Say Thank You:** Thank your donors both publicly and privately. *A quick message or social media shout-out goes a long way.*
6. **Use the Toolkit:** The provided messages and images are here to make sharing easy.
7. **Be Positive & Hopeful:** Remind people that their gift helps spread joy and dignity in a world that can feel heavy. *You're not just raising money—you're raising hope.*
8. **Ask Again (Gently)** If someone hasn't responded, it's okay to follow up with a friendly reminder. *People appreciate being asked—they just need a nudge!*

Included in Your Toolkit:

- Intro email & text message templates
- "Last Chance to Give" email & text message
- Thank-you email
- 5 social media posts with suggested images/graphics

Use these tools to let your contacts know you're fundraising to help feed our community this Thanksgiving. Be sure to edit all yellow highlighted fields with your own information. And remember—this is your fundraiser, so feel free to adapt the templates to fit your voice!

Introductory Email: How to Use This Template

Kick off your fundraising campaign by sending a personalized email to your friends, family, and supporters. Below is a ready-to-use email template—just copy and paste it into your email program, and be sure to update all the yellow highlighted fields with your own information (like your name, fundraising goal, and personal page link).

This message helps explain why you're fundraising, how their gift will make a difference, and how they can easily support your efforts. Feel free to adapt the language to match your voice—this is your fundraiser, and your personal touch will inspire others to give!

If you'd rather send a text instead of an email, we've included a text message version right below the email template.

Subject:

Help Me Reach My Thanksgiving Fundraising Goal!

Body:

Hi [Name],

This Thanksgiving, I'm raising money for Harbor Care's Community Dinner, which provides warm, nourishing meals to veterans, families, and individuals in need. I'm hoping to raise \$[insert goal] to help make the holiday season a little brighter for those who need it most.

Your support—whether it's \$25 to feed a veteran or \$100 to feed a family of four—can make a real difference.

If you're able, please consider donating through my fundraising page: [Insert personal fundraising link]. Thank you so much for your kindness!

Warmly,

[Your Name]

Text Message Option:

Hi! I'm raising money for Harbor Care's Thanksgiving Community Dinner to help feed veterans and families in need. My goal is \$[insert amount]—just \$25 feeds a veteran! Can you help? Here's my page: [Insert link]

Last Chance to Give Email: How to Use This Template

As Thanksgiving approaches, this email is a great way to make a final appeal to your network and encourage last-minute donations. Use the template below to remind your friends and family how close you are to your goal—and how their support can make a meaningful impact.

Just copy and paste the message into your email program, and be sure to update all the yellow highlighted fields with your own information (like your name, goal amount, and personal fundraising link). Feel free to personalize the message to reflect your voice and story.

If you'd rather send a quick text instead, we've included a text message version right below the email template.

Subject:

Final Days to Give — Help Me Reach My Goal!

Body:

Hi [Name],

Thanksgiving is almost here, and I'm in the final stretch of my fundraiser for Harbor Care's Community Dinner. Your support can help provide warm, nourishing meals to veterans, families, and individuals who need it most this holiday season.

Every gift makes a real impact. I'm so close to reaching my goal, and I'd be incredibly grateful for your support.

You can donate here: [Insert personal fundraising link]

Thank you for helping make this Thanksgiving special for our community!

Warmly,

[Your Name]

Text message version:

Hi! Thanksgiving is almost here & I'm close to my fundraising goal for Harbor Care's Community Dinner. Just \$25 feeds a veteran! Can you help? Donate here: [Insert link]

Thank You Email: How to Use This Template

Once your fundraiser wraps up, it's time to thank the generous people who helped you reach your goal. Use the email template below to express your gratitude and show donors the impact of their gift.

Just copy and paste the message into your email program and be sure to update all the yellow highlighted fields with your own information (like your name and personal fundraising link, if you'd like to include it again). Feel free to personalize the message to reflect your voice and appreciation.

If you'd prefer to send a quick thank-you text, we've included a text message version right below the email template.

Thank you Email:

Subject:

Thank You for Supporting My Fundraiser!

Body:

Hi [Name],

Thank you so much for your generous gift to my fundraising page for Harbor Care's Thanksgiving Community Dinner. Your support means the world—not just to me, but to the veterans, families, and individuals who will enjoy a warm, nourishing meal this holiday season because of you.

Together, we're helping create a Thanksgiving filled with comfort, dignity, and community. I'm truly grateful for your kindness and generosity.

Warm wishes,

[Your Name]

Text message version:

Hi! I just wanted to say a heartfelt thank you for supporting my fundraiser for Harbor Care's Thanksgiving Community Dinner. Because of you, someone in need will enjoy a warm, nourishing meal this holiday season. I'm so grateful for your kindness!

Social Media Posts: How to Use These Templates

Social media is one of the most powerful tools you have to spread the word about your fundraiser. Below are five ready-to-use post templates you can share throughout your campaign—from announcing your fundraiser to making a final push and thanking your supporters.

Feel free to copy and paste these posts directly into your social media platform of choice. Be sure to update all the yellow highlighted fields with your own information (like your fundraising goal and personal page link), and don't hesitate to personalize the language to match your voice and style.

You're also encouraged to add your own photos and share a personal story about why this campaign matters to you. A heartfelt post can inspire others to give—but please keep your content appropriate and respectful, in line with Harbor Care's values and mission.

Tips for Posting:

- Post regularly—don't be afraid to share your fundraiser more than once! People often need reminders.
- Aim for 1–2 posts per week, especially during key campaign moments like launch week, mid-campaign, and the final push.
- Mix it up—use different post templates to keep your message fresh and engaging.
- Tag Harbor Care and use campaign hashtags to help amplify your reach.

POSTS - Select a post and use alongside the included kit images (or your own) to help increase visibility.

Post Option 1: Why I'm Fundraising

I'm raising money for Harbor Care's Thanksgiving Community Dinner because I believe everyone deserves a warm meal and a sense of community during the holidays.

Help me reach my goal of **\$(insert amount)** so we can make this Thanksgiving special for our neighbors in need.

Every donation helps provide food, comfort, and hope.

[Insert personal fundraising page link]

#HarborCare #ThanksgivingCommunityDinner #GiveHope #FeedNH

Post Option 2: Personal Connection

I'm fundraising for Harbor Care because [insert personal reason—e.g., "I've seen firsthand how much this dinner means to people who are struggling" or "I want to give back to my community this holiday season."]

My goal is to raise \$[insert amount] to help provide meals and connection to those who need it most.

Will you help me get there? Donate here: [Insert personal fundraising page link]

#HarborCare #FeedNH #ThanksgivingForAll #FundraiserGoals

Post Option 3: Level-Based Giving Ask

This Thanksgiving, you can help Harbor Care serve warmth, dignity, and hope—one plate at a time.

- \$25 – Feeds a veteran a comforting holiday meal
- \$50 – Provides a special Thanksgiving dinner for a mother and child
- \$100 – Covers an unforgettable holiday meal for a family of four

Every gift brings us closer to a table full of food, friendship, and community.

Help me reach my goal of \$[insert amount] and make this season brighter for those in need: [Insert personal fundraising page link]

#HarborCare #ThanksgivingCommunityDinner #GiveHope #FeedNH #HolidayGiving

Post Option 4: Final Push

I'm so close to reaching my goal of \$[insert amount] for Harbor Care's Thanksgiving Community Dinner!

If you've been thinking about donating, now's the time. Just a few more gifts will help me cross the finish line and make a real impact.

Let's make sure everyone has a place at the table this Thanksgiving.

[Insert personal fundraising page link]

#HarborCare #ThanksgivingCommunityDinner #FinalPush #GiveHope #FeedNH

Post Option 5: Thank you post: (HC staff we will be sending out photos a few days after the event to all fundraisers!)

Thank you to everyone who supported my fundraiser for Harbor Care's Thanksgiving Community Dinner!

Because of you, we helped spread joy, warmth, and hope to those who needed it most.

I'm so proud to be part of this community!

#ThankYou #HarborCare #FeedNH #Gratitude

Thank you for being part of this movement.

Your efforts—no matter your fundraising goal—help bring warmth, dignity, and hope to our neighbors this Thanksgiving. Every gift makes a meaningful impact, and every share helps spread the word. We're so grateful to have you on this journey with us.

Let's make this season brighter, together.

FAQ:

1. What if I don't reach my fundraising goal?

That's okay! Every dollar raised helps Harbor Care provide warm, nourishing meals to those in need. There's no penalty for not reaching your goal—your efforts still make a meaningful impact.

2. Can I customize the toolkit materials?

Yes! We encourage you to personalize the email and social media templates to reflect your voice and story. The more authentic your message, the more likely people are to connect and give.

3. How do I update my fundraising page after it's published?

You can edit your page anytime using the link in the "Personalize your Crowdfunding page" email you received when you signed up. If you can't find it, check your spam folder or reach out to Louise Cook (l.cook@harborcarenh.org) for help.

4. When should I start sharing my fundraiser?

The sooner, the better! We recommend launching your fundraiser at least two weeks before Thanksgiving and posting regularly to keep momentum going. Use the toolkit's templates to make sharing easy.