



**Save the Date!**

**9 • 24 • 2020**

**Day of Giving**

**#DYFDay**

DYF Day 2020  
Fundraising Toolkit

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# About DYF Day

## When is DYF Day?

DYF Day is **September 24, 2020**, but you can start fundraising now.

## What is DYF Day?

DYF Day is a day of giving and a **peer-to-peer crowdfunding** campaign. Peer-to-Peer crowdfunding relies on peers reaching out to each other on behalf of an organization. All funds raised through the peer-to-peer campaigns will contribute to DYF's overall tally and goal. This is an opportunity for you to tell your story, reach your community, and raise money for DYF.

## What is the goal of DYF Day?

2020 has been a difficult year. Our goal is to raise as much money as we can in support of DYF to help us weather the storm and continue providing the encouragement and education that life with type 1 diabetes requires.

## What will happen?

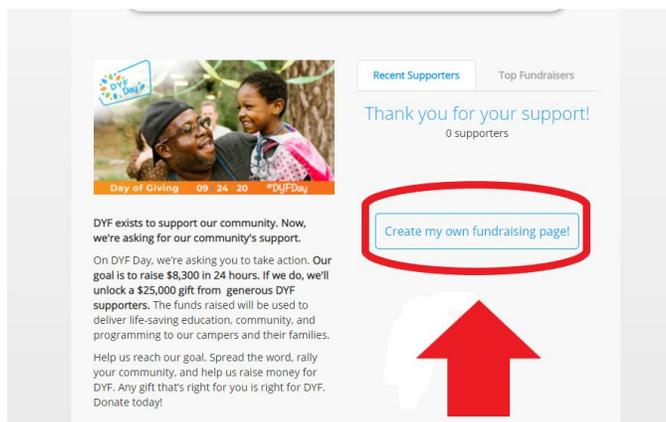
You will create a fundraising page. After creating your unique page, you'll share your campaign on social media, via email, and with your friends and family to raise money. We've provided an assortment of content that you can use to spread the word. Friends and family can donate right from your page. As donations roll in, a ticker on each peer to peer fundraising page displays progress, and all funds raised in peer to peer campaigns also contribute to DYF's overall tally and goal. You can share your fundraising page as soon as it is created, but don't forget to make a push on 9/24 to gather as many contributions as possible.

**In honor of our 83rd year, a \$25,000 gift from generous DYF supporters will be unlocked when we hit \$8,300!** To really feel the community spirit, there will be a [virtual campfire](#) at 6:30 pdt. Attendance at the campfire is optional, but we'd love to see you there!

# Setting Up Your Fundraising Page

You can create your personal DYF Day fundraising page in 2 minutes by following the steps below:

1. Visit [DYF.org/DYFDay2020](http://DYF.org/DYFDay2020).
2. Click “Create my own fundraising page!”



3. Enter your name and email address and click “Create My Page”.



4. You will receive an email from softerware.com entitled “Personalize your Crowdfunding page - do not share link”. (If you don’t receive it, check your junk and spam folders. If you still can’t find it, contact Marissa at [clarke-howard@dyf.org](mailto:clarke-howard@dyf.org) for assistance.) Retain this email so you can edit your page again later, if needed.
  - a. Open this email click on the “Personalize my page!” button to go to your personal fundraising page.
5. Once on your page, you can edit:

# DYF Day 2020

Supporting Diabetes Youth Families

Created by **MARISSA** 



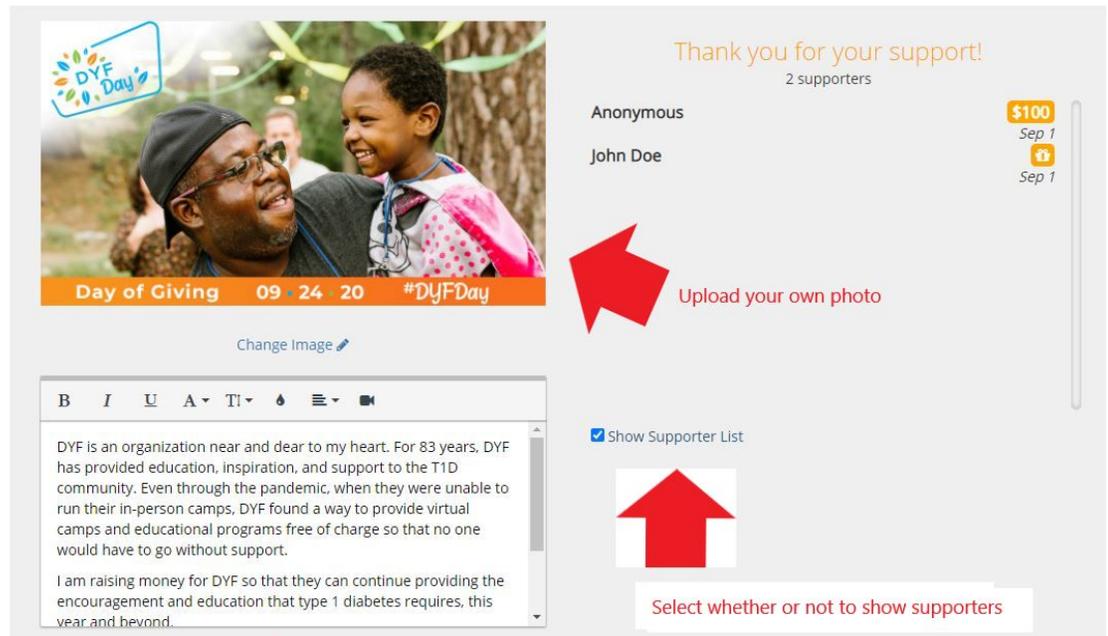
Edit your name here

\$0 of \$8,300  Goal



Edit your fundraising goal here

- a. **Your name** - This name will be visible to everyone who visits your page. If you like, you can edit your name to reflect your family or a group that you are fundraising with (ex: The Tomales Family or Summer '09 BMC Alumni).
- b. **Your fundraising goal amount** - Set the amount you would like to raise with your fundraiser. You can always set a reasonable fundraising goal and raise it later. For example, start at \$500. When you hit it, raise it to \$1,000. Your success is something you can share about, and it will encourage more donations. The sky's the limit with how much you choose to raise—and don't worry, the system will allow you to exceed your goal 😊.



Thank you for your support!  
2 supporters

Anonymous  
John Doe

\$100  
Sep 1  
Sep 1

Day of Giving 09 • 24 • 20 #DYFDay

Change Image 

**B I U A T** 

DYF is an organization near and dear to my heart. For 83 years, DYF has provided education, inspiration, and support to the T1D community. Even through the pandemic, when they were unable to run their in-person camps, DYF found a way to provide virtual camps and educational programs free of charge so that no one would have to go without support.

I am raising money for DYF so that they can continue providing the encouragement and education that type 1 diabetes requires, this year and beyond.

Show Supporter List

Select whether or not to show supporters



Write your own story telling people why they should donate

Save and Publish

Email me a new link for this page

- c. **Your photo** - A picture helps to personalize your page. It can be a picture of yourself, your family, your child at camp, or any other photo you desire to use. If you prefer, you can use one we've provided!
  - d. **Your story** - Edit and personalize the text we've provided or write your own compelling story to get your fundraisers to donate. Don't be shy in sharing details about how you became involved with the DYF, what our mission means to you, and why it's important for other people to support camp! Use words like "I" and "my" and make it heartfelt and personal.
    - i. **Optional video** - You can upload a video by clicking on the video camera icon! Selfie videos are an easy way to create a personal call-to-action. Reiterate why you are supporting DYF and why it's important that others join you.
  - e. **Select or deselect "Show Supporter List"** - You can decide if you want to list those who donate to your page or not. Even if you select to show supporters, donors can opt to be anonymous if they desire.
  - f. **Save and publish!** - That's it! Your page is ready to be shared.
6. You'll want to retain the emails that are sent to you when you set up your page, as they'll contain your personal page link. This is the link you'll include in your social media posts and emails requesting donations.

# What to Share

You can share your fundraising page as soon as you are finished creating it. **Be sure to include the link to your fundraising page in all emails you send and posts you create;** no one will donate if they can't find where to donate!

## Email

Email is the most effective method to share your fundraiser and will garner the most donations.

You'll receive an automatic email titled "Support my fundraising effort" from software.com. This email is generated from the fundraising platform. You can edit this email or write your own, just always be sure to include your page link. You can also utilize any of the [email headers \(click to access\)](#) or [sample text](#) we provide to draft your own emails.

To edit the automatic email:

1. Hit "forward"
2. Delete "Forward this message to your family and friends! (Delete this reminder first.)".
3. You can also edit the subject line and text, if you desire.
4. Send.

Fwd: Support my fundraising effort

Recipients

Fwd: Support my fundraising effort **Edit**

----- Forwarded message -----  
From: <clarke-howard@dyf.org>  
Date: Mon, Aug 31, 2020 at 5:56 PM  
Subject: Support my fundraising effort  
To: <clarke-howard@dyf.org> **Delete**

**Forward this message to your family and friends!**  
(Delete this reminder first.) **Delete**

**Diabetes Youth Families**

Day of Giving 09 24 20 \*DYF Day

Hello!

I'm raising money for **DYF Day 2020**, a cause I strongly believe in.

Will you please go to my webpage and donate?

Thanks for your help,  
**Marissa**

**Donate to my cause**

**Send**

## Social Media

Share your fundraiser on whatever social media platforms you use. We've created [this folder of images](#) and this [sample text](#) for you to use on social media when sharing your page. Posts should include #DYFDay. **Don't forget to include your fundraising page link in the post!**

You should also follow DYF's social media pages and share our posts, especially the day of! Follow us on Facebook [@DYFt1d](#), on Instagram [@DYF\\_t1d](#), and [on LinkedIn](#).

## When to Share

### Emails

We recommend sending out 2 - 4 emails during your fundraising campaign. Templates for the below emails can be found [here](#).

1. An announcement email sent whenever your campaign page is ready.  
(recommended)
2. A countdown email sent on **Monday, September 21st**.  
(optional)
3. A DYF Day email sent around **7am on Thursday, September 24th**.  
(recommended)
4. A DYF Day email sent around **5pm on Thursday, September 24th**.  
(optional)

### Social Media Posts

Post about your campaign as regularly as you are comfortable; it all depends on how frequently you regularly engage on your pages. We recommend you ramp up your posting as DYF Day approaches. **All posts should include your fundraising link.**

#### Sample Posting Schedule

**September 8 - 12:** post two times.

**September 13 - 19:** post three times.

**September 20 - 23:** ramp up your posts leading up to DYF Day.

**September 24:** post heavily on DYF Day to drive donations before fundraising wraps up at the end of the day. At a minimum, plan to post first thing in the **morning**, at **lunch time**, in the **afternoon**, and in the **evening**.

## DYF Day Virtual Community Campfire

Few things remind us more of our loving, supporting community than a good old-fashioned campfire! That's why we plan to wrap DYF Day up with a virtual community campfire at 6:30 pm pdt on Thursday, September 24th. This is also a wonderful opportunity for those who donated to your fundraiser to feel the impact of their gift. All ages are welcome; invite your friends and family to experience the magic of camp from their own homes!

You can register for the virtual campfire here:

<https://us02web.zoom.us/meeting/register/tZ0udumvrD4qH9P3SM-xZMRe-JBmLXx7rcMd>

We hope to see you there!

# DYF Day Email Templates

## Sample announcement email

**SUBJECT:** Please support my DYF Day fundraiser

**BODY:**

Hi Family and Friends,

I'm raising money for DYF, an organization near and dear to my heart.

For 83 years, DYF has provided education, inspiration, and support to the T1D community. Even through the pandemic, DYF found a way to provide virtual camps and educational programs free of charge so that no one would have to go without support.

I'm supporting DYF so that they can continue providing the encouragement and education that type 1 diabetes requires.

Please help me reach my goal and make a donation to my fundraiser before it ends on 9/24 by clicking this link ([insert your fundraising page link here](#)). Making a donation is safe, easy, and tax-deductible. Each gift will help DYF remain a vital resource for our T1D community.

If you're unable to donate at this time, I'd appreciate it if you'd share my page on social media or forward this email to people in your network.

Thank you so much!

Best,

[FIRST NAME]

## Sample progress email

**SUBJECT:** There's still time to help me reach my goal!

**BODY:**

Hi Family and Friends,

There are 2 days left until the end of my fundraiser and I hope you'll take this opportunity to support DYF!

This organization is important to me because [\(insert your personal connection with DYF\)](#).

I'm \$X away from my goal. If you are able, please consider making a donation of any size at [\(insert your fundraising page link here\)](#). Every dollar helps to support children, teens and families affected by type 1 diabetes.

If you're unable to donate at this time, I'd appreciate it if you'd share my page on social media or forward this email to people in your network.

Thank you so much!

Best,

[\[FIRST NAME\]](#)

## Sample DYF Day AM Email

**SUBJECT:** Today is the day!

**BODY:**

Hi Family and Friends,

Today is the day! I have until the end of the day to reach my goal.

It is important for me to support DYF because [\(insert your personal connection with DYF\)](#).

I'm \$X away from my goal. If you are able, please consider making a donation today. [\(insert your fundraising page link here\)](#) Every dollar counts to support children, teens and families affected by type 1 diabetes.

If you're unable to donate at this time, I'd appreciate it if you'd share my page on social media or forward this email to people in your network.

Thank you so much!

Best,

[FIRST NAME]

## Sample DYF Day PM Email

**SUBJECT:** There are only hours left to help me reach my goal!

**BODY:**

Hi Family and Friends,

There are only **x** hours left to support my DYF Day fundraiser!

If you are able, please help me raise money for this worthwhile cause. It is important for me to support DYF because **(insert your personal connection with DYF)**.

You can donate at **(insert your fundraising page link here)**. Thank you so much for your support. If you want to learn more about DYF, you can read about them on their website [www.dyf.org](http://www.dyf.org).

Gratefully,

[FIRST NAME]

# Social Media Templates

## Quick captions

- Support My DYF Day Fundraiser! (insert your fundraising page link here)
  - Join Me in Supporting children and families affected by type 1 diabetes! (insert your fundraising page link here)
  - Give to DYF to support children, teens, and families affected by T1D! (insert your fundraising page link here)
- 

## Sample Announcement

CAPTION: Hi Family and Friends, I'm launching a fundraiser for DYF, a nonprofit that provides community, education, and support to children, teens, and families affected by type 1 diabetes. This is important to me because (why). Donate and share this post to help me reach my [\$XXXX] fundraising goal by September 24th ! Donate here: [LINK]

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## Sample Update

CAPTION: Just [# hours/days] left to support my DYF Day fundraiser! DYF is important to me because (why). Every little bit helps. Click this link to give: [LINK]

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## Crowdfunding Campaign Last Call

CAPTION: I'm only [\$XXX] away from my DYF Day fundraiser goal supporting children, teens, and families affected by type 1 diabetes. Please give in these last couple hours if you can: [LINK]

## DYF Day Graphics Folder

For quick reference, the Google folder with all DYF Day graphics for your use can be found here:

[https://drive.google.com/drive/folders/1QxBsWCBxQIMb8L6gVSK3kSrU\\_pD9YWYk?usp=sharing](https://drive.google.com/drive/folders/1QxBsWCBxQIMb8L6gVSK3kSrU_pD9YWYk?usp=sharing)

## Questions?

Should you have any questions or concerns at any point throughout your campaign, please don't hesitate to contact DYF's Development Manager, Marissa Clarke-Howard, at [clarke-howard@dyf.org](mailto:clarke-howard@dyf.org) or (925)680-4994 ext. 107.