



2009 Fundraising Toolkit

Dear Friend,

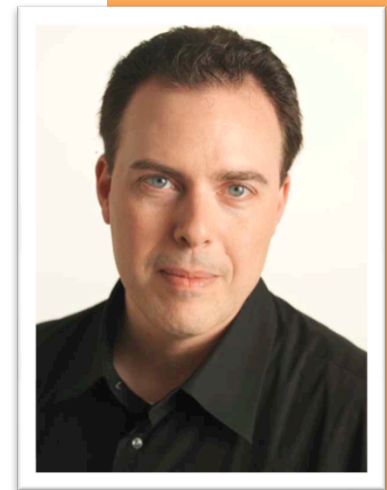
Thanks so much for your interest in supporting Modest Needs through a fundraiser or special event. To help ensure the success of your generous efforts, we've included in this toolkit a wealth of resources aimed at jump-starting your creativity and providing marketing support.

Modest Needs is recognized as a tax-exempt 501(c)3 charitable organization of the Internal Revenue Code. 100% of your contribution will be used for charitable purposes and thus may be deducted as a charitable contribution as allowed under federal and state law.

Should you have any questions, please feel free to contact us at fundraisers@modestneeds.org. Now let the fun begin!

Warmest regards,

Dr. Keith Taylor, Modest Needs Founder and President



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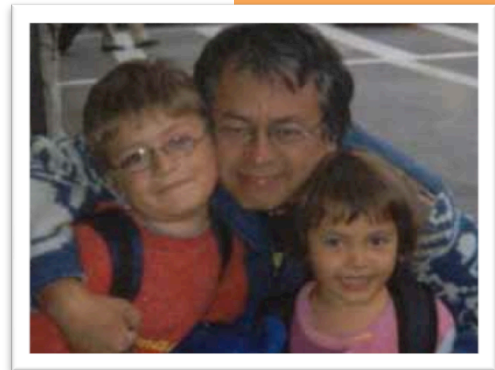
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Our Mission

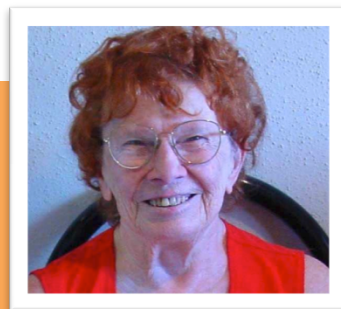
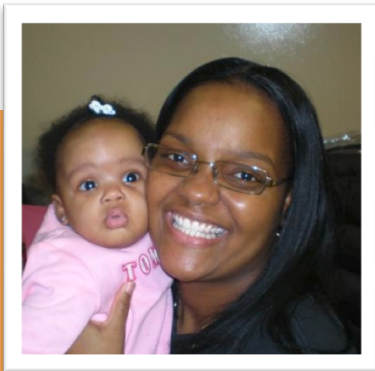
Founded in 2002, Modest Needs is an award-winning public charity with a simple but critical mission: we work to stop the cycle of poverty BEFORE it starts for the low-income workers whom conventional philanthropy has forgotten.

We do this by empowering people like you to help hard-working, low-income households afford the kinds of short-term emergency expenses that we've all encountered before: the unexpected car repair, the unanticipated visit to the doctor, or the unusually large heating bill, for example.

By working together in this very 'modest' way, Modest Needs' donors have stopped more than 7,000 low-income families from entering the vicious cycle of poverty and a lifetime of dependence on the public welfare system.

*Everyone has
the power to
become a
philanthropist.*

*Philanthropy is
about the size
of your heart,
not the size of
your wallet.*



Fundraising Ideas

Easy Street: Fundraising can be as simple as sending a short, heartfelt email to your friends and family, asking them to support Modest Needs and explaining why you're a fan of ours.

Back to Basics: There's a reason why bake sales and charity dinner-parties have been going strong for decades – because they're effective! Evite even offers online invitations for fundraisers and bake sales.

It's Your Birthday (or Wedding): In lieu of a gift, ask family or friends to make a donation.

Organize a Benefit: Are you friendly with a local restaurant or bar owner? How about a local band? Why not suggesting a night in which all profits come to Modest Needs?

Let Your Feet Do the Fundraising: Get sponsored in a charity walk/run for Modest Needs.

Going Once, Going Twice, Sold! Run a charitable eBay auction of some of your own items, or those donated by others: <http://givingworks.ebay.com/>

Double Your Money: Many employers offer matching funds programs that will turn \$20 into \$40 or \$500 into \$1,000. Inquire with your HR department to see about getting your gift matched. Or, if you own your own business, why not run a promotion donating a portion of proceeds to us?

Adopt a “-Thon” Approach: Get creative with the old-fashioned idea of telethons. How about a 24-hour blog-athon, dance-athon, yoga-thon, cook-athon, or knit-athon, for example?

Don't feel obligated to choose one of these options. Some of the most wonderful fundraisers are ideas that we never could have come up with ourselves!

7 Steps to a Successful Event

1. Brainstorm your idea – from a simple birthday party to a more elaborate community event.
2. Identify the people you'd be asking to participate, like your congregation, school, circle of friends, or co-workers, for example. For larger events, consider inviting local VIPs – politicians, actors, sports figures, musicians, and others in the public eye – to increase interest.
3. Set a fundraising target, a budget for your event, and a convenient date.
4. **Send us an email at fundraisers@modestneeds.org to let us know what you're planning.** We'd love to see how we can help.
5. Get the word out early to your invitees (2 months is ideal), and keep a record of attendees' names and emails for future reference.
6. Alert local media about 1-2 weeks before any event. Call or email the Associated Press and ask if they can list your event in the "daybook," a calendar that local media read to learn about upcoming events. Take photos at the event itself.
7. Afterward, send participants a thank-you letter that specifies the amount of money you've raised. **Be sure to let us know how it went by contacting us at fundraisers@modestneeds.org.**

Press Outreach 101

Feeling clueless about how to get your fundraiser or story some media coverage? Don't stress – it's easy! Local publications are often hungry for human-interest stories and good deeds by local residents.

Get to know your local media

Pay attention to which local news reporters cover what kinds of stories. Consider all types of media – your local TV news and newspapers especially.

Find your STORY, and make it newsworthy.

Reporters are looking for a unique – and, ideally, emotional – angle that will draw in their viewers. What inspired you to start your fundraiser? Are there families in your community who could use the type of assistance Modest Needs offers?

Keep your pitch short. Respect a reporter's busy schedule by including only the most compelling facts, quotes, and information. Emails should be no longer than 3 paragraphs.

Make the most of social networks.

Spreading the word via blogs, Facebook, and Twitter can be just as effective as placing a story in your local newspaper.

Your To-Do List

1. Research the best contacts at local newspapers, blogs, television stations, radio stations, and magazines. Find out if that person prefers to be contacted via email, fax, or phone.
2. Draft a simple email or media advisory conveying the details of your event or story angle. Be sure to include your contact information.
3. Call to follow up with the reporter or editor about 2 days after the pitch.

Sample Event Media Advisory

MEDIA ADVISORY

**MEDIA ADVISORY
FOR IMMEDIATE RELEASE**

MEDIA ADVISORY

[Your Name]

[Your email and telephone number]

[ORGANIZATION] ANNOUNCES ITS COMMITMENT TO LOW-INCOME FAMILIES IN CRISIS

[CITY/STATE, DATE]— Today [ORGANIZATION/GROUP] announced its [NAME OF EVENT] to benefit Modest Needs Foundation (<http://www.modestneeds.org>), an award-winning national charity dedicated to seeing low-income families through an unexpected financial crisis that threatens their self-sufficiency.

WHAT: [Event name and description]

WHERE: [Event location and address]

WHEN: [Event date and time]

WHY: For low-income families living paycheck-to-paycheck – a population suffering greatly in our area during this recession – a few hundred dollars can mean the difference between subsistence and poverty.

Founded in 2002, Modest Needs is charity with a simple but critical mission: to stop the cycle of poverty BEFORE it starts for the low-income workers whom conventional philanthropy has forgotten. Modest Needs allows people faced with short-term crises like car repairs or medical bills to apply for small grants to cover these unexpected expenses. Once Modest Needs performs a rigorous vetting process, it publishes these applications on its website and allows donors to contribute toward the family they believe to be most deserving. It welcomes donations as little as \$2. Working together in this very “modest” way, Modest Needs and its donors have rescued more than 7,000 families from the brink of poverty.

Visit modestneeds.org to learn how you can help stop the cycle of poverty BEFORE it starts for thousands of hardworking, low-income families.

Especially for Funded Applicants

If you've had an application funded by Modest Needs, you've already got a compelling story to tell. Offering to talk about your experience with Modest Needs – with press or even just among your friends and family – is a wonderful way to give back, for free.

Have you ever considered...

- Sending a letter to the editor of your local newspaper explaining how Modest Needs helped you through a rough time? Just keep it short – 250 words or less – and be sure to include your contact information.
- Make a video (starring you!) describing how a Modest Needs grant changed your life. Upload it to YouTube, and send it to us at fundraisers@modestneeds.org.



Success Story: The Shoemakers

This grateful couple, who received a Modest Needs grant to bring their son's body home to Memphis for a burial, contacted their local TV station and offered to share their very touching story to help spread the word for Modest Needs. As a result, we saw a remarkable increase in donations and applications in the Memphis area.



Tools and Ideas for Raising Awareness

Fundraising isn't the only way to support hardworking, low-income families on the brink of poverty. Letting others know about our work, and shining a light upon the struggles of the working poor, can be equally as meaningful.

1. Add a Modest Needs signature onto your emails.
2. Choose Modest Needs Gift Certificates as gifts: <http://www.modestneeds.org/giftcertificates/>.
3. Write up a paragraph on Modest Needs for your church or neighborhood bulletin.
4. Grab a Modest Needs button or banner for your blog: <http://www.modestneeds.org/tools/link/>.
5. Apply for a Capital One Modest Needs credit card that donates 1% of all your purchases: <https://www.cardlabconnect.com/ModestNeeds>.
6. Show off your Modest Needs pride via branded apparel at our CafePress store: <http://www.cafepress.com/modestneeds>.
7. Build a "lens," otherwise known as a web page, for Modest Needs at Squidoo.com.

Join us (and tell your friends about us!) on our Social Networking Platforms



[http://
apps.facebook.com/
causes/2480](http://apps.facebook.com/causes/2480)



@modestneeds



[youtube.com/user/
modestneeds](http://youtube.com/user/modestneeds)

Contact Us

For any fundraising or outreach-related questions, suggestions, or comments, please feel free to contact James Kleven, our Regional Executive Director, at fundraisers@modestneeds.org.

We look forward to hearing from you and thank you again for your support!

