

CLARKE'S VIRTUAL EVENT & FUNDRAISING TOOL KIT

A fun and simple way to make a difference for students who are deaf or hard of hearing and learning to listen and talk at Clarke.



Clarke Schools
for Hearing and Speech

Your How-To Fundraising Guide

Thank you for supporting Clarke!

We've gathered these resources to make virtual event fundraising easy and rewarding, and for you to customize your event to something that interests you. Safe experiences are our priority as you rally your friends, family and colleagues to join you this year to support Clarke.

Your fundraising efforts ensure Clarke's teachers of the deaf, speech-language pathologists, audiologists and early intervention specialists have the resources needed to provide children who are deaf or hard of hearing with the listening, learning and spoken language skills they need to succeed.



Fundraising Tips

Thank you for taking action for children who are deaf or hard of hearing!

Use these tips to hit your goals and beyond.



What's Your Clarke Inspiration?

Add photos or video to your personal Clarke fundraising page and share what motivates you to support Clarke children and their families.



Lead by Example

Make the first gift to your fundraiser and get your party started.



Tell Your Friends and Friends of Friends

Link your Clarke fundraiser to your Facebook page. With the click of a button, you can invite friends, give updates, receive donations and so much more.



You've Got Mail

Use the email templates in this tool kit to invite your network to participate. Use the sharing features on the Clarke fundraising page to generate some buzz and funds for Clarke!



Go Viral

Use your smartphone to record your personal story. Post it on social media. Link to your Clarke fundraising page. Feel the love!



Challenge Grant

New and increased donations will partially be matched thanks to a generous challenge grant from The Johnson Scholarship Foundation.



Highlight the Impact of Donations

We all love examples of how far donations will go. Share the impact of donations:

- **\$25**
Education items that support a child's curriculum and further enhance their experience with Clarke
- **\$250**
One family to attend a Mommy, Daddy and Me Series
- **\$500**
10 auditory-based speech and language therapy sessions for one student
- **\$1,000**
Books and materials to expand the early literacy program for families of children with hearing loss
- **\$5000**
Virtual education series for families

Event Ideas and Getting Started

Ideas for community engagement and fundraising

Go Virtual

Use your imagination to get your social network to give! **Be adventurous. Be active. Be creative.**

Get Your Network Together for a Good Cause

Design your event and suggest a minimum donation to Clarke as part of the invite. Here are some ideas:

- **Virtual Happy Hour:** Host a virtual happy hour with your friends or network.
- **Virtual Game Night:** Meet up for virtual Game Night. Options include classics such as Monopoly and Clue to newer games like Wingspan, Ticket to Ride and Codenames. Try E Board Game Arena, a free tool with no downloads necessary. Alternatively, suggest families play together and donate to Clarke.
- **Virtual Housewarming Party/Open House:** Have you moved to a new place over the past several months or perhaps finished a home improvement project? How about sharing your new digs with a Virtual Housewarming Party? If you are a caregiver of a former Clarke student, have the Clarke alum share their listening and speaking skills by leading the tour!

- **“No Show” Gala:** Think about the costs typically associated with attending a gala—the cost of tickets, a babysitter, valet parking, new clothes and dry cleaning. Add them up and suggest a donation.
- **Virtual Gourmet Gathering:** Ask your favorite local chef in your life to lead a Zoom cooking class.
- **Dog Walk:** Gather friends or neighbors and organize a neighborhood dog walk.
- **Teleparty (formerly Netflix Party):** Create your own movie night with a laptop, Google Chrome browser and Netflix. Navigate to [Teleparty](#) to install, open your movie in Netflix and send out the invite.

Start A Fundraiser

Whether you are hosting a mega virtual gathering or sending a few notes to friends, please reach out to us for assistance with technical support and to brainstorm through event ideas. Reach us at develop@clarkeschools.org to start a conversation.

It's easy:

1. Create an event or virtual activity of your choice and request donations
2. Take 10 minutes to make a fundraising page
 - a. Go to clarkeschools.org/StartAFundraiser

- b. Follow the instructions [here](#) to set up your page or view page six of this packet for assistance
3. Use the resources in this tool kit to engage your network in fundraising
 4. Have fun along the way
 5. Let your supporters know you appreciate them as much as we appreciate you!

Don't Stop Now!

Your event may have come and gone, however Clarke teaches children to listen and talk all year round!

- Become a [recurring donor](#) to make an even bigger difference!
- Follow Clarke on [Facebook](#), [Instagram](#) and [Twitter](#) to keep up with what's happening! Like and share our posts so that more friends and family learn about the programs and services that Clarke provides.
- Sign up for [Amazon Smile](#) and select Clarke as your favorite nonprofit! Every time you order from Amazon, Clarke will receive a donation.

Rally Your Network: Sample Email Messaging

Copy, paste, customize and send!

We recommend personalizing your emails with why you are invested in Clarke.

Sample Email Content for Invite

Subject: Join us in making a difference

Dear [NAME],

Maybe you've heard me to talk about [Clarke Schools for Hearing and Speech](#). Clarke helps children who are deaf or hard of hearing learn to listen and speak. Yep, you got that right! Maximizing the use of technology like hearing aids and cochlear implants, Clarke teaches hundreds of children with hearing loss each year to listen and talk!

Join me for [EVENT/FUNDRAISING NAME AND PARTICIPATION DETAILS].

You can learn more about my passion for supporting Clarke and make a donation here [INSERT DONATION PAGE URL].

Our family appreciates your help.

[NAME]

Sample Email Content for Follow Up

Subject: We hope you'll join us

Dear [NAME],

I hope you received my email about [EVENT/FUNDRAISING NAME]. I am hoping to raise [FUNDRAISING GOAL] for Clarke Schools for Hearing and Speech to help children who are deaf or hard of hearing learn to listen and talk!

Can you help? Your donation will enable more children to have lives filled with sports, singing, academic success in mainstream schools and so much more!

Join me on [INSERT EVENT DETAILS IF APPLICABLE] and make a donation here [INSERT DONATION PAGE URL].

Every dollar brings me closer to my goal.

Thanks so much!

[NAME]

Sample Email Content for Thank You

Subject: Thanks for your support!

Dear [NAME],

Thank you for your donation! Your support means a lot to us and to Clarke. In recent years, they supported over 1,400 children and families annually on their listening and spoken language journeys. You've played an important role in the success of students and families this year.

With appreciation,

[NAME]

Rally Your Network: Sample Social Media Messaging

Spread the word on social media and beyond! Follow and tag @clarkeschools and use the hashtag #ClarkeVillage.

TO TAG CLARKE: type an @ symbol, then clarkeschools and a drop-down will appear. Select Clarke Schools for Hearing and Speech to tag us.

Sample 1:

Make some noise for students who are deaf or hard of hearing who learn to listen and talk at @clarkeschools! Every act of generosity counts, and each means more when we give together! [ADD LINK TO FUNDRAISING PAGE]

Sample 2:

Together, let's make life-changing learning possible for students who are deaf or hard of hearing who learn to listen and talk at @clarkeschools! Every dollar makes a difference! [ADD LINK TO FUNDRAISING PAGE]

Sample 3:

Join me in supporting children who are deaf or hard of hearing who learn to listen and talk at @clarkeschools. The possibilities are endless, and the outcomes are exciting! [ADD LINK TO FUNDRAISING PAGE]

Sample 4:

When you donate to @clarkeschools, you're investing in bright futures! Support [INSERT EVENT/CAMPAIGN NAME], and at the same time fund life-changing programs and services for children who are deaf or hard of hearing who learn to listen and talk! [ADD LINK TO FUNDRAISING PAGE]

Sample 5:

Every dollar makes an impact and moves me closer to my fundraising goal of \$[XX]! Your donation will help children who are deaf or hard of hearing at @clarkeschools realize successful futures in a hearing world. [ADD LINK TO FUNDRAISING PAGE]

Sample 6:

Join me in making a donation in honor of the achievements of students who are deaf or hard of hearing who learn to listen and talk at @clarkeschools! [INSERT PERSONAL STORY] [ADD LINK TO FUNDRAISING PAGE]



Create your own Fundraising Event Page

To get started visit clarkeschools.org/StartAFundraiser or provide us with the information below, and we will create an online donation page curated especially for your fundraiser. Email us with questions at develop@clarkeschools.org.

- **Event Name**

100 character max

- **Fundraising Goal:**

Think of something that is doable with a REACH!

- **Suggested Minimum Gift**

\$25 is our suggestion

- **Photos:**

- **Logo Photo:**

For the best quality, use a 300x50 pixel image

- **Hero Photo:**

For the best quality, use a 2000 pixel wide image

- **Background Photo:**

For the best quality, use a 1280 x 720 pixel image

- **Photo editing resource:**

www.resizepixel.com

- **Call to Action Example:**

- In lieu of in-person events this year, we are asking our family and friends to support Clarke by making a year-end gift. Your generous gift makes a difference in the lives of children like [INSERT CHILD'S NAME] who are deaf or hard of hearing and learning to listen and talk at Clarke.

- **Thank You Message Examples:**

- Thank you for your donation to Clarke. [INSERT NAME OF CHILD] benefits daily from Clarke services. Your confirmation email is on the way.
- Your donation helps Clarke continue to provide programs and services for children who are deaf or hard of hearing. This means the world to our family and of course to [INSERT CHILD'S NAME].



Example Fundraising Event Page: “Siena’s Squad”

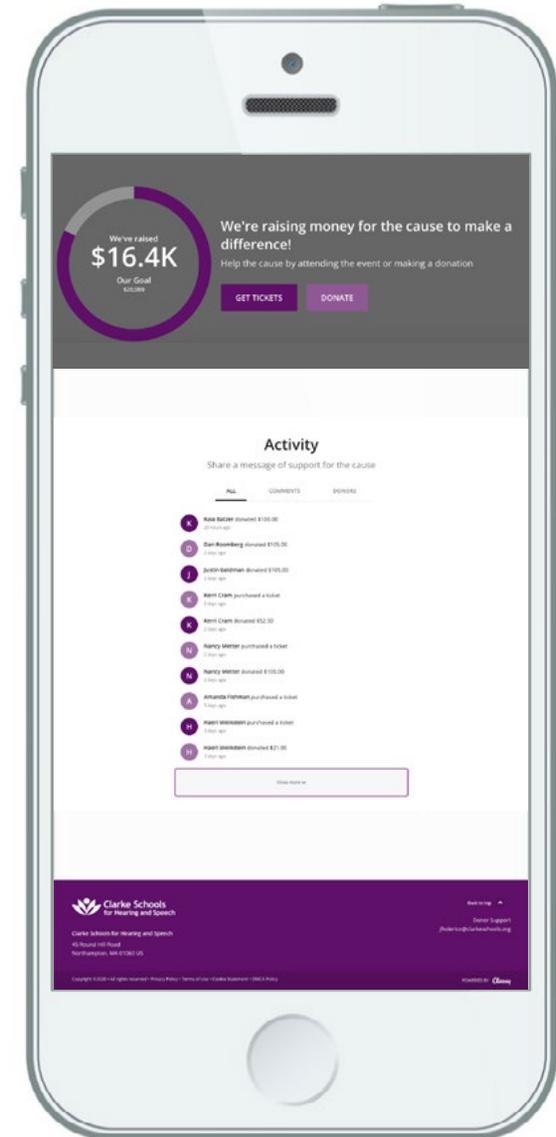
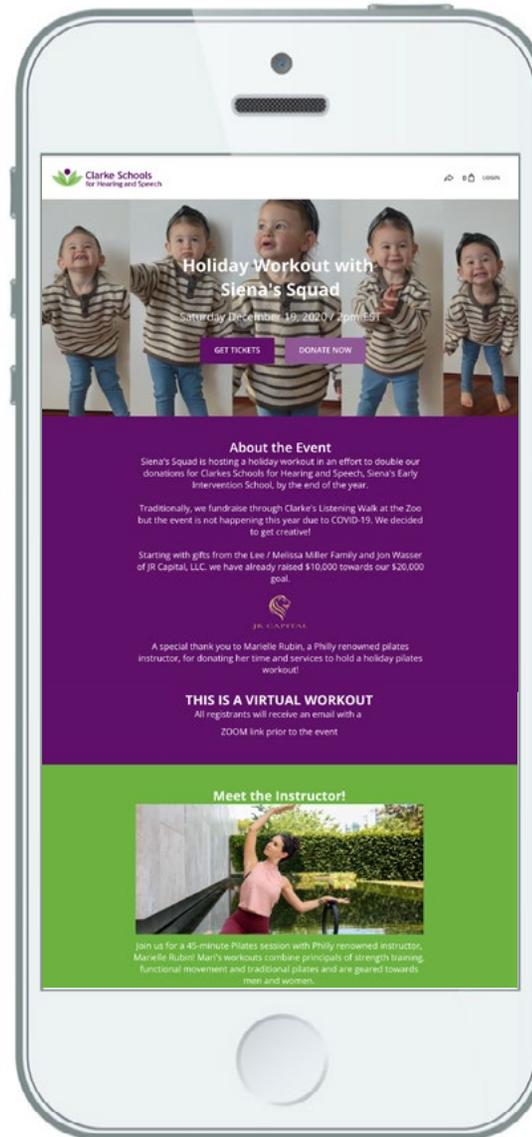
“We’re raising money for the cause to make a difference!”

—Mother of Siena, a Clarke student

A Clarke family from Philadelphia and their community came together with the goal of raising \$20,000 inspired by Siena’s early intervention and subsequent journey.

This example showcases a virtual event that included corporate philanthropy, personal networks and the strong desire to raise money for Clarke.

Whether your goal is \$200 or \$20,000, we appreciate your efforts to raise funds to support Clarke.



Get Creative: Templates, Videos and Graphics to Share

Download and share the resources below on social media!

Invitation

Download this [invitation template](#), add your event details and share!



Videos

Visit clarkeschools.org/vimeo to use videos from Clarke's library to help your network understand Clarke's mission and your passion.



Graphics

Download these social media graphics to share!

- [Support Clarke with our family](#)
- [Support children who are deaf or hard of hearing](#)

Clarke Logos

Download Clarke's logo for use in your fundraising efforts

- [Full color logo](#) (for use on white background)
- [White logo](#) (for use on colored backgrounds)



Let's Do This: The Day of Your Fundraising Event

HIP HIP HOORAY, you've reached event day!

Join us to celebrate Clarke and your accomplishments. Have fun and recognize what you, your family and your friends have achieved.

Blooming with Pride

[Sport your Clarke gear](#). Take pictures! Post, tag, repeat!

Make it a Power Hour, or Two

Bring your team together and thank them for their support. Encourage them to share Clarke and their event or fundraising experience with their network.

Share Your Accomplishments

Post photos and videos from your event or fundraising experience. Use the hashtag **#ClarkeVillage** and tag Clarke in your posts:

- **Facebook** @ClarkeSchools
- **Instagram** @ClarkeSchools
- **Twitter** @ClarkeSchools
- **LinkedIn** @Clarke Schools for Hearing and Speech

Hint: Tag local media outlets in your posts. They may repost, retweet or even feature Clarke on the news!

