

Your Fundraising Toolkit

Thank you for fundraising for Americares! Your support helps save lives and improve health for people facing poverty or disaster. Funds raised will deliver medicine and critical aid and strengthen local health centers so they can serve their communities in times of disaster and every day.

Our Mission

Americares is a health-focused relief and development organization that saves lives and improves health for people affected by poverty or disaster. Each year, Americares reaches 85 countries on average, including the United States, with life-changing health programs, medicine, medical supplies and emergency aid. Americares is one of the world's leading nonprofit providers of donated medicine and medical supplies.

For 45 years, we have met the health needs of our local partners and their communities. Our donors make it possible to get medicine and critical care to families and communities in need.

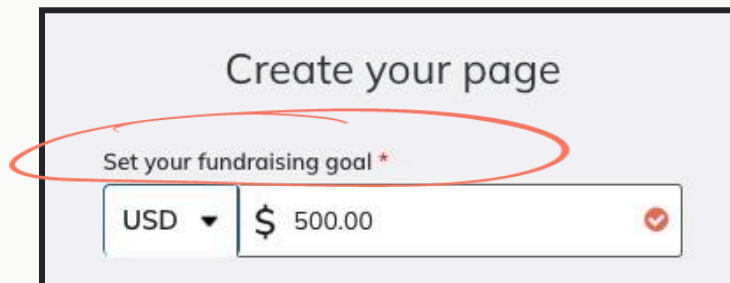
The Power of Your Donations

Any amount raised helps our mission to save lives and improve health.

<p>\$250</p> <p>Helps survivors of crises get access to essential health care services, medicines and supplies.</p>	<p>\$500</p> <p>Helps empower health care workers and first responders with the resources and training they need to save lives.</p>	<p>\$1,000</p> <p>Helps build stronger, more resilient communities in the aftermath of disaster.</p>	<p>\$5,000</p> <p>Helps fuel our lifesaving responses to poverty, disaster and other crises around the world.</p>
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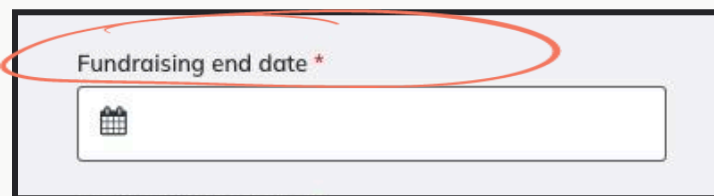
Setting Up a Fundraiser Page

1. **Become a Fundraiser:** Select one of our Campaigns that meets your goals. Celebrating a birthday? Want to honor someone? Or perhaps you've come here to help in a Disaster Response.
2. **Create Your Fundraising Page:** Simply click on the 'Start a Fundraiser' button and start fundraising quickly.
3. **Set your fundraising goal** - While there is a default goal, you can set your own!



The screenshot shows a form titled "Create your page". Below the title is a field labeled "Set your fundraising goal *". This field contains a currency selector set to "USD" and a value of "\$ 500.00". A red oval highlights the "Set your fundraising goal *" label and the input field.

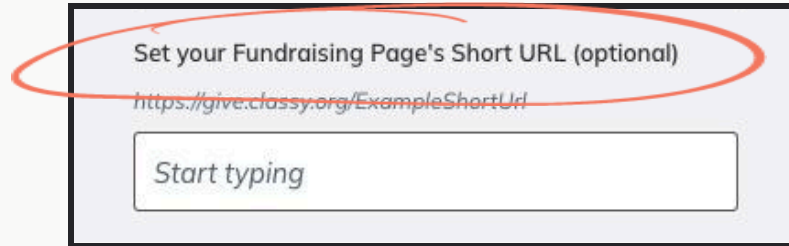
4. **Choose a fundraising end date**



The screenshot shows a form field labeled "Fundraising end date *". Below the label is a calendar icon and an empty input box. A red oval highlights the "Fundraising end date *" label and the input field.

5. **Add your headline** - Choose a catchy headline that tells people why you're fundraising for AmeriCares. Here are some examples:
 - a. "Help Me Bring Life Saving Medicine to Families in Need"
 - b. "Support My Effort to Delivery Health Care to Crisis Zones"
 - c. "Together, We Can Save Lives!"

- d. "Celebrate My Birthday with Americares!"
 - e. "Honor [Loved One] by Supporting Americares"
6. **Set a short URL** – This lets you easily share your page with your friends and family
- a. Example: *give.americares.org/yourfundraisersname*



7. **Personalize Your Page** – Upload a photo, tell your story, and explain why Americares mission is important to you. Adding your personal connection to the cause will inspire others to support your efforts.

To learn more about editing and personalizing your page, explore Classy's article on [How to edit a fundraising page](#).

Tell Your Fundraising Story

The most successful fundraisers share personal stories about why they support Americares. Consider adding:

- Why Americares mission resonates with you.
- How you've seen Americares make a difference.
- Why you believe health is a human right.

PRO TIP: Be the first to donate to your fundraising page to show your dedication to the mission. You're bubbling up your progress bar and removing any fear of donors being the first to "join the party"!

Key Messages

Here are a few key facts to share with your donors:

- AmeriCares saves lives and improves health for people affected by poverty or disaster so they can reach their full potential.
- Each year, AmeriCares reaches 85 countries on average, including the United States, with life-changing health programs, medicine, medical supplies and emergency aid.
- For every \$10 donated, AmeriCares can provide \$200 in aid.
- AmeriCares responds to emergencies quickly and effectively, delivering medicine, medical supplies and emergency funding.
- You can trust that your dollar will be put to good use. More than 98% of our resources support health programs.
- AmeriCares has consistently earned a four-star rating – the highest possible – from Charity Navigator.

Spread the Word

You're on your way to fundraising success! Now, it's time to spread the word and make progress toward your goal.

We suggest starting by creating a list of people you plan to contact.

1. **Start with your closest inner circle (Start Small)** – This is a great group to target for your first few donations, as they are more likely to respond to your outreach. It's always nice to get some quick wins in the beginning! Click on the Share buttons at the top of your Fundraising Page to begin. Don't forget to share your "Why" and your personal connection to our work.
2. **Cast a wider net** – Don't be afraid to look beyond your immediate connections and expand your list. Some people in your wider network may have a personal connection to our mission, which could spark some great conversations on top of a donation towards your goal!

Promote Your Fundraiser with Email and Text Messages

PRO TIP: Keep your message clear, direct and timely! Don't be afraid to add visual and personal elements to catch donors' attention and inspire immediate action.

Example 1:

Subject: Help me support Americares this Giving Tuesday

Dear [Name],

This #GivingTuesday, I'm excited to be raising funds for Americares, an organization that provides lifesaving medicine and critical aid to people in need around the world. Every dollar we raise will make a difference. And right now, your gift will have five times the impact thanks to a 5X match! Please consider supporting my campaign here: [Link].

Together, we can save lives!

Example 2:

Subject: Join me in making an impact!

Hey [Name],

For my birthday this year, I'm fundraising for Americares, an organization that delivers medicine and critical aid to people affected by poverty and disasters. I'm trying to raise [\$X] to support their efforts. You can make a huge difference by donating today: [Link]. Thank you!

Promote on Social

In addition to email and text messages, use social media to bolster your communication outreach. This is a great way to reach people outside your inner circle. To make this even easier, take advantage of your fundraising page's built-in social sharing options!

PRO TIP: All social channels are good social channels. Your Facebook network will vastly differ from your LinkedIn network, but each offers its unique value. Don't be shy about promoting your campaign across all of them to spread the word!

Example:

Post Example 1:

Help me support @Americares this #GivingTuesday! Every donation helps provide critical aid to people affected by disaster or poverty. Donate now: [Link]

Post Example 2:

I'm fundraising for @Americares because health is a human right! Join me in delivering medicine and supplies to families in crisis: [Link]

If you have any questions, please reach out to us at info@americares.org

Frequently Asked Questions

<p>What does the money I raise support?</p>	<p>Your gift makes it possible for Amicares to get medicine and critical care to people in need. Each year, Amicares reaches 85 countries on average, including the United States, with life-changing health programs, medicine, medical supplies and emergency aid.</p>
<p>Can I collect cash and check donations?</p>	<p>Stay organized by keeping track of any cash and check donations you receive! You can then either add the total as a single donation on your fundraising page or mail it to us directly:</p> <p>Please make checks payable to Amicares: Amicares 88 Hamilton Ave. Stamford, CT USA 06902</p>
<p>How do I thank Donors?</p>	<p>To thank your donors, you can leave a comment on your fundraising page to show your appreciation. Additionally, go to Manage > Donors to send emails directly from the platform. If you have their email addresses, consider reaching out personally for an extra special thank-you!</p>
<p>Will my donors get receipts?</p>	<p>Our donation platform, Classy, will automatically send a donation receipt to the email provided during checkout.</p>