



PEER-TO-PEER FUNDRAISING GUIDE



Thank you for fundraising to support Foundation Communities' mission to create affordable housing where families succeed! Foundation Communities is a local, homegrown nonprofit. We offer affordable, attractive homes and free on-site support services for thousands of families with kids, as well as veterans, seniors, and individuals with disabilities. We offer an innovative, proven model that empowers our residents and neighbors to achieve educational success, financial wellness, and healthier lifestyles. We own and operate over 25 communities all over Austin and in North Texas.



OUR CAMPAIGNS

Each year we host three peer-to-peer fundraising campaigns so you can invite your colleagues, friends, and family to make a greater impact together.



I Live Here
I Give Here

Amplify Austin

Donate at AmplifyATX.org



That's mighty neighborly of you!

Amplify Austin

Hosted in March in partnership with I Live Here, I Give Here, Amplify Austin donations go directly to crucial support programs designed to meet FC residents and clients where they are. Many programs are offered right on-site where residents live and learn!

amplifyatx.org/organizations/



**BACK TO
SCHOOL
DRIVE**

**SET STUDENTS UP
FOR SUCCESS**
WITH SCHOOL SUPPLIES



Back to School Drive

Hosted in June through late July each summer, our Back to School Drive supports children who live at Foundation Communities by providing school supplies, technology, and healthy meals.

give.foundcom.org/btsd



Help make the holidays brighter

HOLIDAY ASSISTANCE

I'm a single mother.
I have 2 boys.

I was out of work for 8 months...
When I found work at a daycare
I had to quarantine multiple
times because my students or
their family had COVID. Thank
you so much for your support!!

HOLIDAY ASSISTANCE

Holiday Assistance Program

Hosted in November and December, our Holiday Assistance Program provides holiday gifts, household supplies, and rental assistance to hundreds of residents each year. You can help make the holidays brighter!

give.foundcom.org/holiday

GETTING STARTED

SET UP YOUR FUNDRAISING PAGE

Back to School Drive and Holiday Assistance Program

1. Follow the campaign link listed below and select “Become a Fundraiser” on the home page.
BTSD: give.foundcom.org/btsd - Holiday: give.foundcom.org/holiday



2. Start Fundraising as an individual or a team. If you represent a company, organization, or other group, you will select “Create a team” so each individual can create their own donation page. If your team already exists, select, “Join a team.”
3. Fill out your individual or team details or leave the default values in place. You can change these at any time by clicking “Manage” at the top right-hand corner of your donation/team page.
4. Upload your photo or company logo. For best quality, use a 300x300 pixel image. You can change this at any time by clicking “Manage” at the top right-hand corner of your donation/team page.
5. **You're ready!** Use the social links on your page to share your fundraiser with friends, family, and colleagues or share your personalized URL.



6. If you've created a team page, invite other fundraisers to join your team by:
 - * Sending them your custom URL and invite them to click the “Join Team” button on the left side of your page.
 - * From the campaign home page, select the “Join a Team” option to view a list of existing teams.

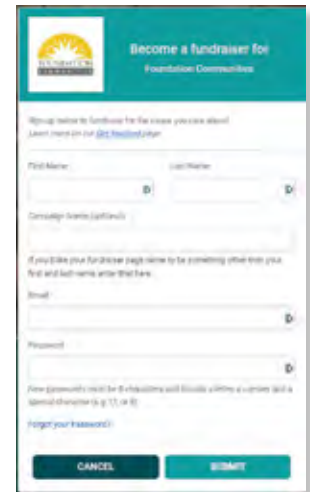


GETTING STARTED

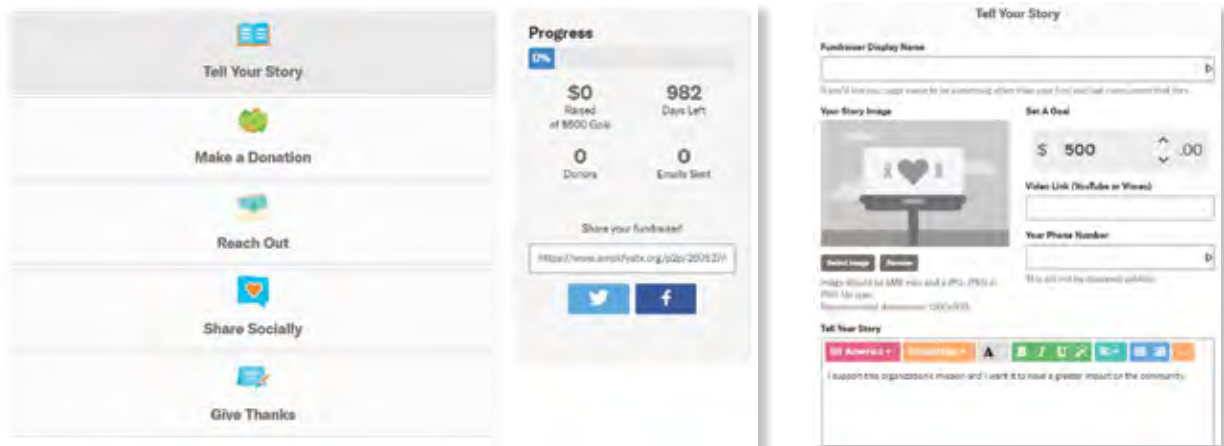
SET UP YOUR FUNDRAISING PAGE

Amplify Austin

1. Follow the campaign link listed below and click the “Fundraise” button on the home page.
amplifyatx.org/organizations/foundation-communities
2. Enter your name and email address, and create a password. If you have fundraised during Amplify in the past, enter your previously used password.
3. Click the “manage profile” button at the top of the next page to open your GiveGab dashboard.

A screenshot of a web form titled "Become a fundraiser for Foundation Communities". The form includes fields for "First Name", "Last Name", "Email", and "Password". There are also checkboxes for "I agree to the terms and conditions" and "I agree to be a fundraiser for this cause". A red arrow points to the "SIGN UP" button at the bottom right.

4. From the dashboard, select the “Tell Your Story” option to upload your photo, set a fundraising goal, and share a little bit about why you support FC!

A screenshot of the "Tell Your Story" dashboard and the "Tell Your Story" form. The dashboard shows a progress bar at 0%, a fundraising goal of \$0, and 982 days left. It also shows a "Share your fundraiser" link and social media sharing buttons. The "Tell Your Story" form includes fields for "Fundraiser Display Name", "Your Story Image", "Set A Goal" (with a goal of \$500), "Video Link (YouTube or Vimeo)", "Your Phone Number", and a "Tell Your Story" text area.

5. **You're ready!** Use the social links on your GiveGab Dashboard to share your fundraiser with friends, family, and colleagues.

GETTING STARTED

MESSAGING

- * On your page and in your messages, be sure to share why YOU personally care about the Foundation Communities mission. Take inspiration from our templates and social media posts. Putting your personal spin on the message will help make a stronger connection with your contacts.
- * Be inclusive and affirming. Please avoid language referring to “the needy” or “the less fortunate.” Consider using language like “our neighbors,” “our Foundation Communities neighbors,” or “Foundation Communities residents.” Consider how the support you raise benefits our whole community – not just residents and clients of FC. (E.g., When parents with limited means have support for holiday gifts, that means they can focus on covering rent and utilities, and this helps our neighbors remain in safe housing. When kids at FC have the technology they need to complete their schoolwork, they have the foundation they need to learn which helps them meet their full potential.)

See page 8 for Messaging Content.



GOAL

- * You can select a recommended goal from the list provided when setting up your page or enter a different goal that you've set.
- * Consider what is ambitious but achievable for you or your team. If 10 of your friends were to donate, how much might each of them give? \$25? \$50? \$100? Multiply that by 10 to set your goal.
- * TIP: Make the first gift yourself to show your commitment to the cause.

FUNDRAISING

WHO AND HOW TO ASK

- * Your contacts will be excited to help you on your mission and inspired by your passion. Try reaching out to friends, family, colleagues, classmates, neighbors, members of groups you're a part of (professional, social, or spiritual groups), and connections on social media.
- * Post your appeal – in your own words – on social media throughout the campaign.
- * Reach out to folks personally, though an email, phone call, or in person. The more personalized the contact, the more likely folks are to contribute.
- * Find out if your workplace has a matching gift program. Ask them to match the funds you raise to double your impact.



OUTREACH RESOURCES

- * Use these message templates to help you get started. Be sure to add your voice and personal connection to make the ask.
- * For Amplify Austin, we will provide messaging and additional resources specific to the year's theme.

FUNDRAISING

BACK TO SCHOOL DRIVE

Foundation Communities is a local, homegrown nonprofit helping families succeed through affordable housing and wraparound services. Their annual Back to School Drive supports the kids who attend free, onsite after-school programs right where they live. Will you help me set students up for success in the school year ahead? [Personalize your message by saying why you're supporting the Back to School Drive.]

All donations will go directly toward resources that support access to education, such as learning software, Chromebooks, healthy meals, and school supplies. Any amount is welcome! Donate at [insert your personalized link].

Back to school is just around the corner, and students in Foundation Communities' Learning Centers need your help to ensure they have essential access to technology to continue their education outside of school.

Foundation Communities' free, educational afterschool program has a track record of helping kids perform better in school. Your support for the Back to School Drive shows you believe every student deserves equal access to education.

Donate today to make your gift count! Provide the tools students need to stay connected to technology. Contribute at [insert your personalized link].

HOLIDAY ASSISTANCE PROGRAM

Foundation Communities is a local, homegrown nonprofit helping families succeed through affordable housing and wrap-around services. Their annual Holiday Assistance Program helps residents both address basic needs and provide special holiday gifts for their families. *[Personalize your message by saying why you're supporting the Holiday Assistance Program.]*

Your donation will help make the holidays brighter by providing gifts, household supplies, and/or rental support to our neighbors at Foundation Communities – allowing them to budget their resources on rent, groceries, medicine, and other necessities.

Any amount is welcome! Donate at [insert your personalized link].

Holiday wishes are as varied as the wisher. While Foundation Communities families may dream of owning a house or traveling to Paris, typically what they ask for during the holidays could be considered basic needs: bath towels, bed sheets, new clothes and shoes for constantly growing kids.

Foundation Communities is working hard to ensure folks have a safe and affordable place to call home, and the resources they need to thrive – from onsite food pantries to money management classes and more. With support from the Holiday Assistance Program, Foundation Communities residents can stay focused on their personal financial goals, while still enjoying the holiday season.

Will you join me in contributing to Foundation Communities Holiday Assistance Program to help make the holidays bright for a family? Donate at [insert your personalized link].

This is a season to reflect on the importance of family, friends, and neighbors and how critical it is to both give and accept support. We all have something to offer our community. *[Personalize with a message of thanks for support you've received this year.]*

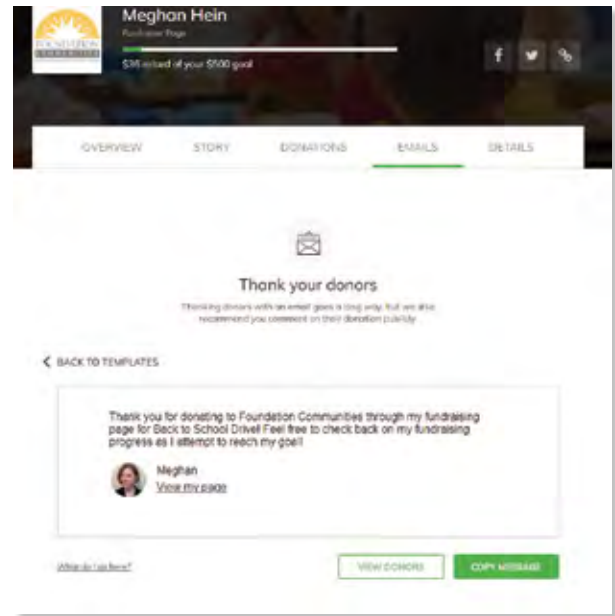
During this season of giving, one way to offer support is by donating to Foundation Communities' Holiday Assistance Program, benefiting residents at their affordable housing communities. Not only does your gift help families stretch their holiday budgets and provide gifts for their families, but it also lets folks know the community has their backs and their neighbors are thinking about them. Every dollar makes a difference. Visit [insert your personalized link].

FUNDRAISING

THANKING DONORS

Back to School, Holiday Assistance

- * See who has donated. You can view a full list of donations by going to your team/individual page, clicking “Manage” in the top right-hand corner, and selecting the “Donations” tab.
- * Share a thank-you email or comment. You can send an email to your donors by going to your team/individual page, clicking “Manage” in the top right-hand corner, and selecting the “Emails” tab. Alternatively, you can comment on their donation activity at the bottom of your page.
- * Get creative. Post a fun GIF on social media and tag your friends when they donate to say thank-you. Send a text or make a call for a more private option. Say thanks in person the next time you see them.
- * Highlight the impact. At the end of the campaign, sent a thank-you message to your donors to let them know where their donation is going and the impact it has.



THANKING DONORS

Amplify Austin

- * See who has donated. From your Fundraising Dashboard (accessible when viewing your Amplify Personal Profile), click on the “Give Thanks” tab. From there, you will be able to see a full list of donors who have supported your fundraiser. Select the donors you would like to thank, then click the box titled “Thank Selected Donors.”
- * Craft your thank-you message. Once you have clicked “Thank Selected Donors,” you will be prompted to craft your thank you email. You can use the pre-set message, or you can personalize your thank you to highlight what their support means to you! Once you click “Send Thanks,” your donor will receive an email and will be marked as “Thanked” on your dashboard.



FUNDRAISING

TAX DEDUCTIONS

Foundation Communities is a 501(c)3 tax-exempt organization and your donation is tax-deductible within the guidelines of U.S. law. Donations made through Classy will automatically receive a donation receipt through the email they enter. To claim a donation as a deduction on your U.S. taxes, please keep your email donation receipts as your official record.

DONATIONS BY CHECK

If your supporters prefer to give by check, please share this information with them:

- * Please make checks payable to Foundation Communities and include the campaign name [Holiday Assistance / Back to School Drive] and the fundraiser's name with your gift.
- * Mail checks to:
Foundation Communities,
ATTN: Day Fariss
3000 S IH35 Frontage Road, Ste. 300
Austin, TX 78704.



WHAT TO EXPECT FROM FOUNDATION COMMUNITIES

SUPPORT & RESOURCES

During the campaign, Foundation Communities will provide:

- * Tax receipts for donors. All donations made through your online fundraising page will automatically receive a tax receipt through the email address they provide.
- * Gift receipts for donations made via check or money order to "Foundation Communities."
- * Social media posts you can share or use as templates for your messaging. These will include videos and or images you can share.
- * Technical support or referral. If you're having challenges setting up or navigating your fundraising page, please call us! We'll be happy to help or connect you with support for the platform.



FOUNDATION COMMUNITIES CANNOT PROVIDE THE FOLLOWING:

- * Funding or reimbursement for expenses related to your fundraising efforts.
- * Donor lists for solicitation.
- * Guaranteed attendance of staff or volunteers at your events.
- * Prizes, auction items, or awards.



RECOGNITION

- * Donors who give to your page will be acknowledged in the same way as other donors to the campaign, typically based on donation amount and with respect to any requests for gifts to remain anonymous. This may include phone calls or notes of gratitude.



Thank you for being a champion of our work
and inspiring others to contribute with you.
We're here to help you every step of the way!

Amplify Austin

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