

THANKSGALA.ORG

Thanks a Million 2020

Fundraiser Toolkit[®]

Benefiting Thanks Mom & Dad Fund



SIGN UP TO START A TEAM OR YOUR OWN FUNDRAISER

Sign-up to start a fundraiser to help older adults by visiting www.thanksgala.org.

When you sign up you can start your own fundraiser or start a team to help you fundraise.



BUILD YOUR LIST

Build a list of family, friends, and colleagues. Reach out to people you think would want to help seniors and who have the resources to give (whatever the amount).



CELEBRATE SUCCESS

Have fun! Seniors need our help now more than ever. With your support they can get the critical services they need. Be creative and have fun and you will help seniors get the help they need.

Don't hesitate to reach out to our staff with questions or for support. We can help you brainstorm and even create materials for you to succeed!



SET A GOAL AND DESIGN YOUR PAGE

When you sign up you can set a team name and upload photos. Maybe you are fundraising in honor of someone or you are starting a team for your workplace. You can upload photos or logos share why you are fundraising when you set up your team page.

You can also set a goal. We think \$500 is a good amount to start but you can set a goal you think works for you.



REACH OUT

Contact the people on your list. You can share your campaign link on social media (Facebook, Twitter, NextDoor), send an email, or even text message and call. Just remember to include the link to your campaign and don't forget to check out our sample materials for you to share!

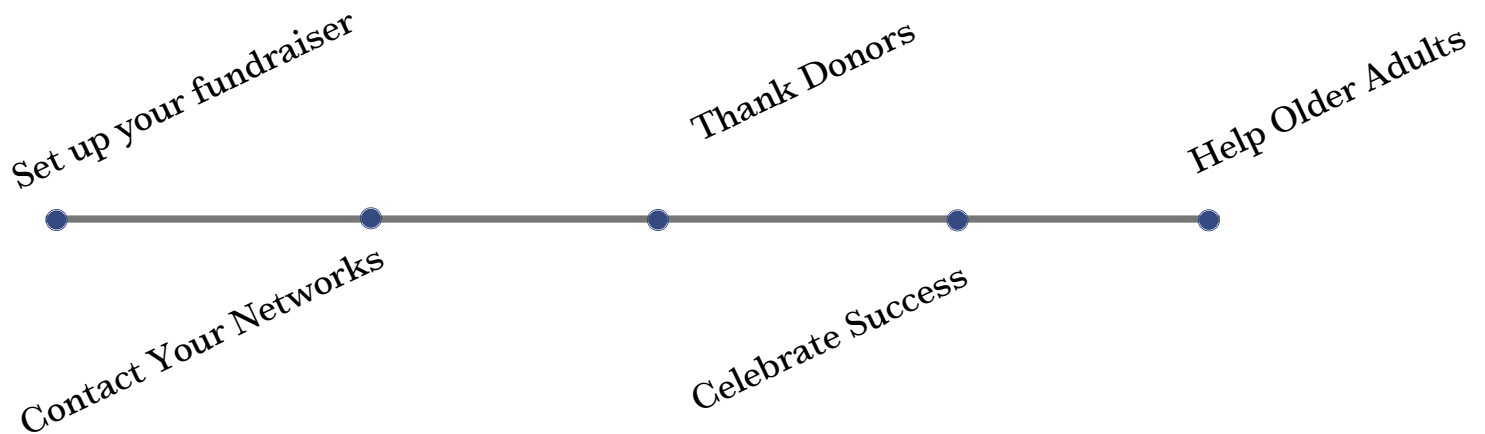


THANK YOU!

Thank you for joining Thanks A Million 2020 and the many others working to ensure older adults get the help they need. With your support seniors will receive critical services such as home-delivered meals, transportation services, and other support that is needed now more than ever before.

You have taken an important step to help older adults by signing up to start a fundraiser. You can use change the life of a senior by asking your friends, loved ones and colleagues to help with any donation (no matter the amount).

This toolkit will help you make the most of Thanks A Million 2020. If you need help or want to brainstorm with our staff, please don't hesitate to reach out to director@thanksmomanddadfund.org.



Tools & Tips

Social Media

Reach out through social media to your networks. Don't forget to include the link to your fundraiser. [You can use our sample posts](#) or draft your own. Share why you want to help older adults or if you are raising money in someone's honor why you want to honor that person.

Facebook, Twitter, Instagram are all good social networks. Are you active on Nextdoor or Reddit or in other groups? Reach out through those channels too!

Personalize your message. Are you raising money to honor someone who inspired you? Share with your networks why you want to help older adults.

Email, Texting, Calls

You can also reach out to people you think would join you in supporting older adults through emails, text messages, or phone calls. No matter the amount they can give seniors will benefit from their donations.

ABOUT THE THANKS MOM & DAD FUND®

America is rapidly graying. There will be 70 million older adults by 2030, more than twice the number in our population in 1990.

Founded in 2003 in cooperation with Atlanta Regional Commission and the Community Foundation of Greater Atlanta, The Thanks Mom and Dad Fund® was established to fund the vital services on which today's growing population of older adults depend - services which provide food, housing, medical care, transportation, and more.

In its first 10 years, the organization has raised more than \$1 million for vital senior services across the state of Georgia.

The Thanks Mom & Dad Fund® is a tax-exempt nonprofit organization, under the IRS tax code 501(c)(3).



®

“My parents showered me with the priceless gifts of unconditional love and constant encouragement to follow my dreams.”

- ACTOR MICHAEL KELLY HONORING HIS PARENTS