

TEAM CRS TOOLKIT



Photo by Phoonsab Thevonghsa for CRS

**Your Guide to Successful
Community Fundraising**





Photo by Will Baxter/CRS

CRS MISSION STATEMENT

Catholic Relief Services carries out the commitment of the Bishops of the United States to assist the poor and vulnerable overseas. We are motivated by the Gospel of Jesus Christ to cherish, preserve and uphold the sacredness and dignity of all human life, foster charity and justice, and embody Catholic social and moral teaching as we act to:

PROMOTE HUMAN DEVELOPMENT

by responding to major emergencies, fighting disease and poverty, and nurturing peaceful and just societies; and,

SERVE CATHOLICS IN THE UNITED STATES

as they live their faith in solidarity with their brothers and sisters around the world.

As part of the universal mission of the Catholic Church, we work with local, national and international Catholic institutions and structures, as well as other organizations, to assist people on the basis of need, not creed, race or nationality.

TABLE OF CONTENTS

INTRODUCTION	3
CREATING AN EVENT OR CAMPAIGN	4
EVENT IDEAS	5
SAMPLE MESSAGES FOR SOCIAL MEDIA	6
FAQS	7

INTRODUCTION

WELCOME TO TEAM CRS!

Thank you for fundraising on behalf of Catholic Relief Services. For more than 75 years, CRS has been providing expertise and compassion to the very poorest of our brothers and sisters.

But we can't do this lifesaving work without your help. When you team up with friends, family and coworkers, you have the power to help create change in the world.

CRS has created an online fundraising platform—fundraise.crs.org—that helps you raise money to feed the hungry, heal the sick and respond to emergencies around the world. You can make a life-changing difference in three easy steps:



Create a page.

Set up a personal fundraising page at fundraise.crs.org. It's easy and takes only minutes!



Show your commitment.

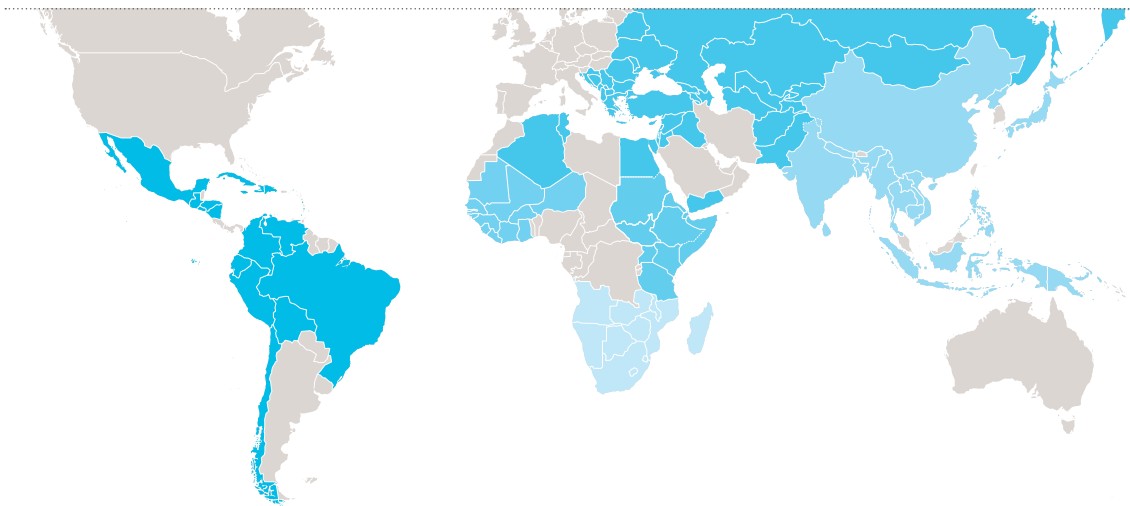
Choose your fundraising goal and make the first donation to show your family and friends that you are passionate and committed to the work of CRS.



Spread the word.

Share your campaign with friends, family, coworkers and across your social media! You'll be able to watch your compassion grow into generosity that saves lives around the world.

*CRS serves **114 countries** and more than **127 million people**.
With **1,953 valued partners**.*



GET STARTED

CREATING AN EVENT OR CAMPAIGN

We can't all go overseas to help the most vulnerable—but you can use your skills and talents to raise money in a way that's fun and effective. Honor a loved one with a memorial page. Run a 5K. Ask for donations in lieu of gifts. Host an event. The sky's the limit.

Here are a few tips to ensure your fundraising effort is as success.

1. Select your campaign type.



In Memory

Honor a loved one and help others at the same time by creating a CRS memorial campaign.



DIY Events

Fundraise your way. Whatever your passion, put it into use to help your neediest brothers and sisters overseas.



Milestones

Celebrate your special day and share your blessings overseas by asking loved ones to donate to your campaign.



Emergency Relief

Join with CRS to fundraise for disaster relief efforts around the world.

2. Set a goal.

How much money do you think you can raise? Most of our fundraisers set a goal of \$200, but you should be ambitious and realistic. You can always adjust your goal as you go. Your page will have a thermometer that will help you chart your progress!

3. Spread the word.

You created a page and it's ready to go! What do you do now? Spread the word! Don't be shy. Share your page with family and friends. Send them an email, a text, and share on Facebook, Instagram, Snapchat and Twitter. Tell people your story! Why are you supporting CRS? Make it personal—people want to know why you're doing what you're doing, so tell them! Upload pictures, a gif, make a video, or even livestream on your page.

4. Say Thank You!

Send a personal thank you email, handwritten note or even a text to everyone who supports you. They are helping you reach your goal—you couldn't do it without them—so tell them why you're grateful or their support! A simple thank you goes a long way and helps your family and friends feel like a part of your passion.

Need Help?

Our Community Giving Specialist, Grace Finn, is available for ideas and helpful information. She can answer any questions you may have. Email her at communitygiving@crs.org or call 800-235-2772, ext. 7242

EVENT IDEAS

Need some help getting started? Here are a few ideas. Get creative! Your only limit is your own imagination.

Memorial in Honor of a Loved One

Maybe your loved one enjoyed a game or activity? Use those special details to honor your loved one and keep their memory near.

Dress-Down Day or Dress-Up Day

Wear a uniform at school? Don't have casual Friday at your office? Create a dress-down or a dress-up day at your school or work place. Encourage people to make a donation to participate.

CRS Café

Serve up an international dish and charge a fee per plate. Not only will it be delicious, but you can share information about the countries that CRS works in!

Dance Marathon

Love to dance? Organize a dance-a-thon and charge a fee to enter. Encourage participants to reach a fundraising goal by asking their friends and families to sponsor them. The longer you dance, the more your raise for CRS!

Run/Bike/Swim for CRS

Register for a race and ask your coworkers, friends and family to sponsor you. Let your supporters know that their contributions will help CRS serve poor and vulnerable people in more than 100 countries.

Coffee and Doughnuts after Mass

Sell coffee and doughnuts after Mass and announce that proceeds go to CRS.

Sports Tournament/Activity

A surefire way to get people engaged is to weave in elements of a friendly competition. Organize a competition between clubs, classes—or even faculty and students—to see who can raise the most for CRS. And competitions are naturally conducive to social media activity. You can post and tweet updates on the progress of the competition, announce winners or simply rally team spirit, which also brings attention to the needs of our poorest brothers and sisters around the world.

Enter a Gaming Tournament

Do you love to game? Enter a livestream gaming tournament—or start your own! Get your friends together and create a tournament for your favorite game. Charge a fee to enter, and be sure to pick the prize for a winner!

Host a Birthday Party

Invite people over for a nice dinner, lunch or brunch party. Encourage everyone to make a donation to CRS.

Go Bold!

What would you do to raise money? Would you enter a hotdog eating contest? Bike 10 miles in a costume? Sing karaoke? Whatever you would do, do it!

What ideas can you come up with?!

Before getting started, read CRS' Guidelines for Fundraising. Our community giving specialist, Grace Finn, is available for ideas and helpful information. She can also answer any questions you may have. Email her at communitygiving@crs.org or call 800-235-2772, ext. 7242.



Photo by Julian Spath/CRS

ARE WE FRIENDS?



@catholicreliefservices



@catholicreliefservices



@catholicrelief

SAMPLE MESSAGES FOR SOCIAL MEDIA

Facebook

Campaign Launch

Today, I'm launching a campaign to raise money for Catholic Relief Services. CRS is called to save lives, address the root causes and effects of poverty, promote the sacredness and dignity of human life, and help build more just and peaceful societies outside the United States. It works in more than 100 countries and reaches over 127 million people in need!

My goal is to raise \$500 in two weeks. You can help by donating (insert page link here) and sharing this post with your friends! #TeamCRS

Progress Update

Just 1 week in and I'm already halfway toward reaching my goal! Thanks to everyone who has contributed so far. I just need 10 more people to give \$20 each! Will you help? Give at (insert page link here) #TeamCRS

General Thank You

I am so grateful to everyone who contributed to my campaign to raise \$500 to support CRS! Your donations helped me reach my goal—and are now helping the poor and vulnerable overseas! Check out my page to learn more! (insert page link)

Twitter

Celebration

Happy birthday to me! I'm celebrating this year by giving back. Join me! (insert page link here) #TeamCRS

In Memory

Help me honor (name) by supporting something she/he cared so much about. Donate to CRS in (name's) memory here (insert page link) #TeamCRS

Competition

The other team is leading! Help our team reach our goal of raising \$500 for @CatholicRelief (insert page link here) #TeamCRS

Thank you

(@Name) just donated \$X—thank you! Only \$xx until I reach my goal for @CatholicRelief (insert page link) #TeamCRS

Instagram

(Photo)

I'm raising money to support girls' access to education. Help me reach my goal! (insert page link) #TeamCRS

(Photo)

@CatholicReliefServices works to improve maternal and neonatal health. Let's make childbirth and childhood safer for everyone! Join me today (insert page here) #TeamCRS



Photo by Sam Tarling for CRS

Our commitments to delivering are nevermade in isolation. Our long tradition of working in partnership with others is essential to building a world free from poverty, violence and injustice.

FAQ

What kind of fundraiser can I host?

You can plan a campaign in memory of a loved one or to celebrate a special occasion. You can plan an event at work, in school, in your parish or community. Get creative! Your only limit is your imagination. Need some ideas? See our Event Ideas list. Make sure your event does not conflict with Catholic Relief Service' mission or Catholic social teaching.

How much money do I need to raise?

As much or as little as you want! Don't be afraid to be ambitious, but every little bit helps.

What will the money I raise be used for?

Your contribution goes towards feeding hungry families, protecting vulnerable children, helping farmers grow better crops, and providing health care and clean water to remote communities around the world. It also helps CRS respond immediately to emergencies. We reach people in more than 100 countries around the world without regard to race, religion or nationality. CRS maintains strict standards of efficiency, accountability and transparency: 93% of expenditures go directly to lifesaving programs.

How do I create my personal fundraising page?

Visit fundraise.crs.org to create your own personal fundraising page. Once you select your campaign—Memorial, Do It Yourself, Milestone or Emergency Relief—you'll follow the prompts to create your page. Once your page is created, you'll have access to your

dashboard. From there, you can manage your page, customize your page, see who has donated to your campaign, browse photos and video to use on social media, and find other resources.

How do I customize my personal fundraising page?

When you first set up your fundraising page, it will be filled with generic text. You may want to customize your page so potential donors know why you're passionate about CRS. You can edit the text and photos on your page from your dashboard. From the dashboard, click on the Edit Your Page link on the left. From there, you will be able to create a custom URL for your page, add a photo, change your fundraising goal, and edit page contents and settings.

How does CRS support my event or campaign?

CRS provides several resources to support your fundraiser, including:

- Help creating a personal fundraising page at fundraise.crs.org, which includes access to the dashboard, features and customization.
- Photo and video resources to use in promotional materials.
- News stories, program information and education resources available at crs.org.
- Fundraising Toolkit with tips and ideas to make your campaign or event a success.
- Use of CRS name and logo in connection with the event.
- Access to our Community Giving Specialist, Grace Finn. You can email Grace at communitygiving@crs.org or call her at 800-235-2772, ext. 7242.



Photo by Oscar Leiva/Silverlight for CRS

Does CRS provide any financial support to cover expenses associated with my fundraiser?

No, CRS does not fund expenses incurred in connection with your fundraising campaign or event. If you anticipate any expenses, we suggest you seek out local sponsors.

Can I use the CRS logo on my fundraising page and promotional materials?

Yes! You may use the CRS logo in connection with your fundraiser, subject to the following terms and conditions:

- You may not change or alter the logo in any way.
- If the event benefits more than one charity, the CRS logo should appear in the same size as the other charity's logo(s).
- CRS reserves the right to revoke the use of the logo at any time.

Can I use the CRS name on my fundraising page, promotional material or other event/campaign activities?

Yes! You may use the CRS name in connection with your fundraiser, subject to the following terms and conditions:

- Local sponsorships are a great way to offset costs associated with your fundraiser. However, if you solicit donations of goods and/or services for an auction or other event, clearly state that you are soliciting for an event that will benefit CRS, and that you are hosting the event—not CRS.
- All promotional materials must clearly state what percentage, or dollar amount, of the sales or admission price will be donated to CRS. You must state that "X amount is benefiting CRS" or "X% donation will be made to CRS" as opposed to stating that "a portion of the proceeds will support CRS."

Can I use some of the money from donations to cover my expenses?

Donations made to your fundraiser should not be used to cover expenses. But it is important to clearly state how much of funds received are donations.

- If you create a personal fundraising page and request donations, you have no expenses to cover and 100% of the funds you receive are donations—100% will go to CRS.
- If you sell goods, services or tickets to events, a percentage of the price may be reserved to cover expenses. **The balance remaining is considered the donation.** For example, if you buy doughnuts for 25 cents each and sell them at a fundraiser for \$1 each—and if you wish to cover the cost of the doughnuts—the actual amount donated will be 75 cents—for every doughnut purchased, 75 cents will go to CRS. Any donations collected through the CRS Fundraising Platform cannot be returned to an event host to cover expenses.

But you must always clearly state what percentage, or dollar amount, of the sales or admission price will be donated to CRS.

You must state that "X amount is benefiting CRS" or "X% donation will be made to CRS" as opposed to stating that "a portion of the proceeds will support CRS."

Are there any guidelines I should be aware of before planning my event or campaign?

Yes, please be sure to review and adhere to CRS' Guidelines for Fundraising.

Are donations collected through my personal fundraiser tax deductible?

Yes, but only for monetary donations given directly to CRS. This includes credit card donations made through fundraise.crs.org, checks made payable to CRS and cash donations linked to an individual. If you are sending multiple checks to CRS at one time, tax receipts will be sent to the name and address listed on each check. Cash donations should be converted to a check or money order, and include the name and address to which a tax receipt should be sent. CRS cannot provide tax receipts for goods, like items for an auction, or services, like advertisements and printing, donated to your event.

Can I count offline donations, like checks and cash, on my personal fundraising page?

Yes! When you're logged into your dashboard, click on "Donations" in the top navigation bar. Go to the "Add Offline Donation" tab to enter check and cash donations. You can include the donor's name so they are credited on your page. You will still need to send the check and cash to CRS at the address provided.

Who should donors make their checks out to?

Checks should be written directly to Catholic Relief Services. Please write Community Giving on the memo line.

What should I do if someone donates cash?

We advise you to convert all cash donations to either a check or money order before mailing to CRS. Tax receipts will only be sent to the names and addresses on the check or money order.

Will CRS accept nonmonetary contributions that I raise through my event, like clothing?

No. Unfortunately, CRS cannot accept nonmonetary contributions.

Where should I mail checks or money orders?

Please mail all offline donations such as checks or money orders to CRS as soon as you can. Mail them to:

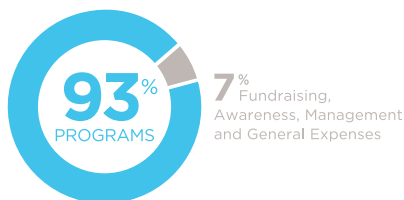
Catholic Relief Services
P.O. Box 17090
Baltimore, MD 21297

Is there someone I can talk to if I have a question?

Yes! You can contact our Community Giving Specialist, Grace Finn, at communitygiving@crs.org or 800-235-2772, ext. 7242.

Thank you!

2018 OPERATING EXPENSES



228 West Lexington Street, Baltimore, MD 21201-3443
877-435-7277 | crs.org | crsespanol.org