**CCC’s Annual Teen Fall Fundraiser**

We are so excited for CCC’s Annual Teen Fall Fundraiser, our biggest and most important fundraiser of the year! Throughout the LDP year, you have learned various leadership skills like program planning, budgeting, advocacy work, engaging in difficult conversations, and much more. You have also had the opportunity to connect with many children and families and learn about the various organizations that serve communities around Atlanta. It’s your turn to take everything you have learned and experienced and use it to fundraise for CCC.

**Fundraiser Landing Page:**

We have created a landing page for our fundraiser so that you can find everything we discussed today online. Here is the link: <https://www.cccprojects.org/ldp-fundraiser/> (or you can use the QR code below). You are encouraged to use the website to help you implement your fundraiser. You will find all the information you need there, and you will have access to downloadable templates for you to edit and use.



**Takeaway skills from participating:**

* Verbal expression
* Written expression
* Infusing creativity and personal interests
* Goal setting
* Implementing a fundraiser
* Interpersonal skills
* Advocating for a cause important to you

**Where the money goes:**

The money we raise during the fundraiser goes directly to our programs and the children and families we serve. Your fundraising dollars provide:

* Meals
* Educational activities
* Sports equipment/experiences
* Art activities
* Resources needed for book and personal care product distribution
* And much more!

**This year’s goals:**

* CCC’s Fall Fundraiser overall goal: $55,700
* Each teen’s minimum fundraising goal: $200
* Stretch goal in honor of CCC’s 30th Amy’s Holiday Party: $300
* 100% teen participation

**How it will work:**

* Decide on a personal fundraising goal (minimum of $200) and come up with a plan for how you are fundraising.
* Sign up to join us at Session 8 on **Sunday, September 29** in person or on **Tuesday, October 1** virtually. Parent participation is requested. We will share an overview of the fundraiser and ask you to share your fundraising plans and brainstorm your networks. There is also built in calling time.
* Your Result Tracker is due on **November 1**. Fill it out for every phone call (a minimum of 6 times) and once for each other option you use (social media campaign, text solicitation, email solicitation, and/or build your own fundraiser).
* We suggest that you:
  + Fill out the phone call part of the form on the phone/right after a phone call is done.
  + Fill out the email and text sections once you have sent your last communication.
  + Fill out the social media section once you are completely done with posting.
  + Fill out the build your own fundraiser section when you have completed your fundraiser.

**Fundraising Menu of Options:**

* Every teen is asked to make a **minimum of 6 phone calls.**
* To get to the rest of your goal, you can choose to:
  + Make additional phone calls
  + Run a social media campaign through Instagram, Tik Tok, or your or your parents’ Facebook accounts
  + Send emails and/or texts
  + Build your own fundraiser

**Options for donating:**

* Donors can go to our donation page and enter their credit card information here: <https://www.cccprojects.org/fundraiser-donation/>.
  + Make sure they include your name in the “LDP Teen Name” box.
* You can make the donation with them on the phone: <https://www.cccprojects.org/fundraiser-donation/>.
  + Do not write their personal information down on a piece of paper.
  + Put your name in the “LDP Teen Name” box.
  + Make sure to complete the transaction by pressing “donate” before hanging up. They will receive a confirmation email.
* Donors can donate via our Venmo charity account: @cccprojects1 (<https://account.venmo.com/u/cccprojects1>).
  + Make sure they include your name in the memo.
  + If they want a tax receipt, they should include their email in the memo, as well.
* They can write a check payable to CCC and mail it to PO BOX 500247 Atlanta, GA 31150.
  + Make sure they include your name in the memo.
  + If they want a tax receipt, they should include their email in the memo, as well.
* If you are building your own fundraiser and you are choosing to donate your proceeds from those services to CCC, then you can Venmo us, send a check, bring cash to your November session, or fill out the online donation form.

**Brainstorming Your Pitch**

1. What is CCC? How can you explain it to your potential donor? What is the mission and what do you do as part of the organization? You can read more about CCC on our website ([www.cccprojects.org](http://www.cccprojects.org)).
2. A pitch should be personal. Your pitch for the fundraiser should demonstrate the impact CCC makes on LDP participants and our outreach program participants. It should show the potential donors WHY they should care about donating to CCC. How does CCC improve people’s lives? What have you gained from participating in LDP?
3. What special moments or impactful experiences have you had at an LDP session or at an outreach program?

Special moments can include:

* Meeting and connecting with a child at an outreach program
* Running a station at a celebration/festival/GOAL program
* Having a meaningful conversation with a fellow LDP teen or mentor
* Volunteering at Amy’s Holiday Party

Write your own personal experiences here:

1. While you may not have time to include numbers in your initial pitch, they are important to your overall explanation of CCC, and to your fundraiser ask. What CCC data should you include in your pitch?

* As of September 1, 2024, there have been 26 community outreach programs.
* As of September 1, 2024, there have been approximately 5,350 engaging experiences for children and families.
* As of September 1, 2024, there have been approximately 585 teen volunteer opportunities.
* There are 296 teens in LDP 2024.

Is there any other data you want to include? Use our “Become a CCC Expert” page to research more data: <https://www.cccprojects.org/ldp-fundraiser/expert/> or use the QR code below to find the page.



1. Now, put your pitch together. Take everything you brainstormed above and write your pitch. Remember: be specific, detailed, and grateful.

**Brainstorm Your Plan**

Here are some guiding questions to help you come up with a plan.

1. Are you setting a goal higher than $200? If so, what is it?
2. In addition to making 6 phone calls, what else are you doing to reach your goal (minimum of $200)? You can always make more phone calls!
3. Are you running a social media campaign? How are you going to do it? What social platform(s) will you use?
4. Are you building your own fundraiser? What are you doing? How are you getting the word out?
5. Are you sending out emails and texts? How many? When are you going to send follow-ups?