



National
Multiple Sclerosis
Society
Northern California
Chapter



The Kids' Guide To FUNDRAISING



Fundraising is Not Just for Adults

The Northern California Chapter invites you **AND** your children to **JOIN THE MOVEMENT** for a world free of MS. This helpful guide will provide you with suggestions on how to talk to your children about fundraising; ideas for how to empower them to make a difference in the lives of people living with multiple sclerosis; and tips for kid-friendly projects they can be in charge of.

We hope you will find everything you need to be successful in your fundraising efforts. Thank you for helping to raise critical funds for programs and services for the 84,000 people affected by MS in Northern California, as well as funding MS research.



National Multiple Sclerosis Society
Northern California Chapter
1700 Owens St. Suite 190
San Francisco, CA 94158
1-800-344-4867

What is a Philanthropist?



Anyone who gives their time, talent, resources, or takes action for a cause is a philanthropist - even children. Sit down with your child and explain the definition of a philanthropist. Provide examples of how they or someone in your family have accomplished acts of philanthropy.

EXAMPLES OF PHILANTHROPY

- A child offered his resources when he donated his allowance to the National MS Society
- A family took action by participating at Walk MS
- A mother gave her talent when she volunteered as a nurse at Bike MS

What are We Fundraising For?



Explain to your child that when they donate money to an organization, like the National Multiple Sclerosis Society, they are philanthropists. Your child may easily grasp the concept of a non-profit if you explain that it is essentially a group of philanthropists that joined together for a common cause.

The MS Society is a group of individuals that want to do something about MS now! Educate yourself on the MS Society and explain, in age appropriate terms, what multiple sclerosis is. Your child may surprise you with how much they understand!

Set a Goal



Once your child understands what they are fundraising for, discuss with them how much they would like to raise. Goals add excitement to fundraising and give added motivation for your child. Set the goal high enough to be challenging, but don't set it so high that they can't reach it. If you set a goal and reach it quickly, set a higher one! Encourage your child to share their goal when asking for donations.



How to Ask for a Donation

Most adults are nervous about fundraising when they first start, so it should be no surprise that children would be, as well. Sit down with your child and discuss the proper ways to ask for donations and what to say when approaching someone. Learning good manners and how to interact appropriately with adults will build confidence in your child.

- Determine the appropriate audience for your child's fundraising. Together, make a list of people to approach - family, close friends, neighbors, etc.
- Work with your child on what to say when approaching someone about donating. Your child will be more confident if they understand why they are fundraising and where the money goes. Practice asking for a donation with your child and make sure they are comfortable.
- Encourage your child to share their goal and how close they are to it when asking for a donation.
- Stress good manners and being polite when asking for a donation.

Receiving a Negative Response



If someone declines to donate, children may have a hard time understanding and may feel rejected. Address this up front by explaining reasons someone might say no, such as financial constraints or having already given to another cause. Teach your child that the appropriate response should be “Thank You. Maybe next time.”

Determine the Best Fundraising




There are multiple approaches to fundraising with your child including online, letters, face-to-face, and at events. Talk through ideas with your child and determine what approach would fit them best. Allow your child to brainstorm ideas on their own. Remember that whatever your child gets excited about often gets their full attention. With this in mind, make sure the approach they choose is something they are excited about.

ONLINE: Assist your child in sending an e-mail announcing their fundraising, their goal, and how people can donate. The National MS Society provides participants with a number of helpful online fundraising tools upon registration in the “My Participant Center,” including a personal webpage with secure online donation capabilities. Sit down at the computer with your child and set up their webpage to assist in requesting donations.

LETTERS: When writing a letter with your child, resist the urge to write it for them. The more authentic and heartfelt the letter, the more touching it will be. Make sure to include a way for the reader to respond, either by including a self-addressed stamped envelope or by directing them to donate online.


FACE-TO-FACE: This type of fundraising is often the most effective way to raise donations, especially when it is a child asking. Determine with your child who to approach in this manner and ensure that they can articulate what they are asking for. Again, resist the urge to do the asking for them. You can certainly step in if needed, but allow your child to steer the conversation.

After Receiving a Donation



One of the most important steps in teaching your child about fundraising comes after the donations are received. Teach your child the importance of saying thank you for what people have given to them. Have your child write and send a short note or picture to everyone that donated, no matter how large or small the gift.

Now the Fun Part



SELL SOMETHING! Help your child set up a lemonade stand, sell handmade crafts made by your family or purchase Society related items, such as orange bracelets, to sell.

HAVE A PARTY! This year, ask everyone to make a donation to the Society instead of bringing a gift to your child's birthday party. Explain to your child how much money is often spent on gifts from friends and family and how much that is in relation to their fundraising goal.

HOLD A THEMED DINNER PARTY! Invite family and friends to a themed dinner party hosted by your child for donations. Allow your child to determine the menu, plan the decorations, and do the cooking (supervised, of course!). It will certainly be a night to remember!

HOLD A GARAGE SALE! Clear the clutter around the house and garage. Often times you can raise hundreds of dollars by getting rid of unwanted things. Donating the money to the Society kills two birds with one stone.

OFFER YOUR SERVICES! Have your child spread the word that they are available for yard work, dog walking, babysitting, or any other service they can offer to friends, family, and neighbors. Perhaps instead of charging a fee, your child could ask for donations to the Society and see how generous people can be!



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