



# ONLINE FUNDRAISING TOOLKIT



# VALLEY OUTREACH

## BACKGROUND

Valley Outreach is a nonprofit organization based in Stillwater, Minnesota, dedicated to providing essential services to individuals and families. Founded in 1983 as the St. Croix Valley Food Shelf, it has evolved to offer a comprehensive range of support, including a food shelf, clothing program, and personalized client support services.

Our mission is to help people move their lives forward through basic needs services and personalized support, fostering a vibrant and resilient community where everyone's needs are met. Valley Outreach is committed to racial equity and inclusion, ensuring that all individuals receive services in a welcoming and non-judgmental environment.

Over the years, Valley Outreach has expanded its services and facilities, including the introduction of the SuperShelf model promoting healthier food options. Every year, we help thousands of individuals and families access life's essentials to foster stability and dignity in their daily lives.



# JUSTGIVING

## FUNDRAISING TOOLKIT

**JustGiving** is an online fundraising platform that allows individuals and organizations to raise money for charitable causes. Users can create personalized fundraising pages to collect donations and share their campaigns through social media, email, and more!

**Fundraisers**—yes, that’s you!—are the driving force behind a campaign’s success, igniting excitement across digital channels and expanding its reach through your own social networks.

And the best part? Making an impact is simple—just share the latest updates anytime, anywhere, using the platforms you already know and love.

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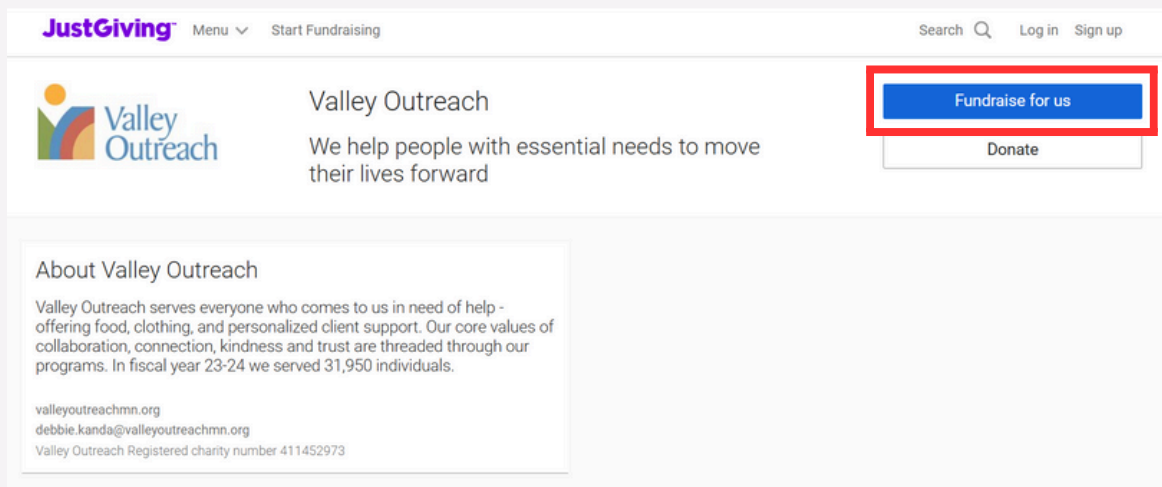
## In this Toolkit, you’ll find:

1. Setting up your JustGiving page
2. How to find your unique URL
3. Fundraising checklist
4. Sample captions
5. Sample graphics
6. Sample emails
7. FAQs

# JUSTGIVING

## SETTING UP YOUR PAGE

1. Head over to **[justgiving.com/valleyoutreach](https://justgiving.com/valleyoutreach)**
2. Click the “Fundraise for us” button in the top right corner

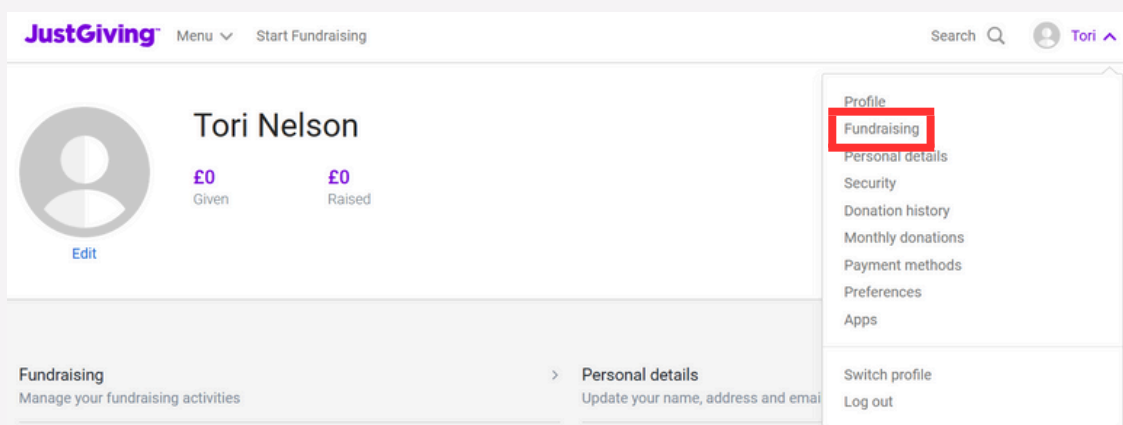


3. On the next page, click the “New to JustGiving? Sign Up” button to create your account.
4. Follow the prompts to answer a few questions and personalize your fundraising page
5. Set your fundraising goal—enter the amount you hope to raise
6. Make your page stand out with a custom title and a short message about why this cause matters to you. There is an AI tool built into the platform to help write your story!
7. Add a cover photo or video to give your page a personal touch. Personalized pages typically raise 30% more!
8. Finally, review everything on the summary page, then hit “Launch page” to go live!

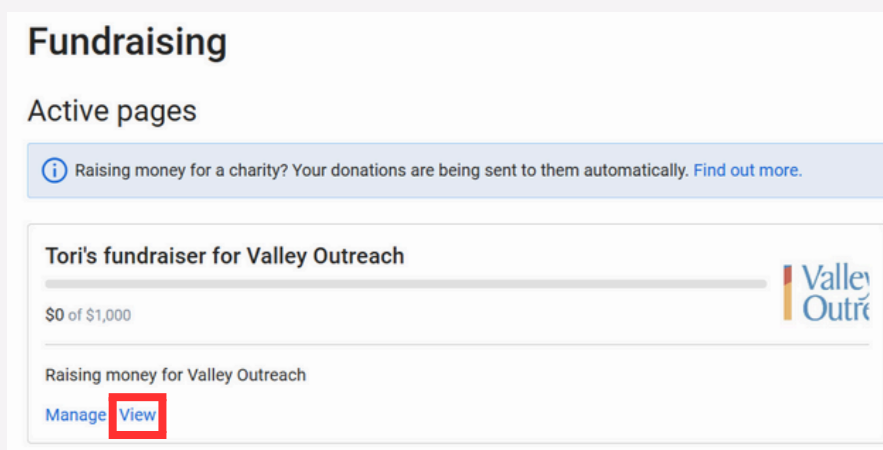
# YOUR UNIQUE URL

## HOW TO FIND IT

1. Log-in to your **JustGiving** account
2. Click your profile icon & select “Fundraising”
  - a. Note: your profile may initially display your “Given” and “Raised” amounts in British Pounds. However, once you receive your first donation, it will automatically update to USD.



3. Under your Valley Outreach fundraiser, select “View”



4. Scroll down until you see the “Help (Your Name)” box
5. Click the “Copy link” button & you’re ready to share your fundraiser!



# FUNDRAISING

## CHECKLIST



## GETTING STARTED

☐

### LIKE & FOLLOW

Follow Valley Outreach on social media for real-time content.

☐

### OWN YOUR URL

Include your unique URL (located on your fundraising page) with every post!

☐

### CRAFT YOUR CONTENT

Draft & schedule posts ahead of time, using your creativity to inspire others to join in.

☐

### YOUR STORY

Take time to reflect on what you love about Valley Outreach & why you chose to fundraise for us.

☐

### PERSONAL DONATION

Kick off your fundraising by starting with a personal donation. Your donors will follow your lead!

# FUNDRAISING

## CHECKLIST



## SHARE, SHARE, SHARE

☐

### START THE BUZZ

Help generate engagement by sharing content on your social media.

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### EMAIL ENCOURAGEMENT

Send messages to friends and family, asking them to join in on the fun.

☐

### REPOST CONTENT

Repost previous Valley Outreach social media content that resonates with you!

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### POST A PERSONAL PLEA

Take a video sharing why you're passionate about Valley Outreach & fundraising.

☐

### GO LIVE!

Get brave & do a "live" video on social media, encouraging other to join our fundraiser.

# FUNDRAISING

## CHECKLIST



## LET'S CELEBRATE

☐

### ATTITUDE OF GRATITUDE

Thank everyone who helped out, gave a gift, or shared a message. Hugs, high fives, likes, and a classic “thanks a bunch” are all welcome!

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### THANKS A MILLION

Share thank you content using the sample graphics or create your own.

☐

### SHOWCASE THE SUPPORT

Tell the story of how the funds raised will positively impact Valley Outreach.



# SAMPLE CAPTIONS

## GETTING STARTED

I'm fundraising for @ValleyOutreach. Check out my @JustGiving page and please donate if you can. Thank you!

<<insert unique URL>>

Everyone deserves dignity. @ValleyOutreach gives hope to families facing tough times - and you can help!💛

Please donate or share: <<insert unique URL>>

We're halfway to our goal! 🎉

Every dollar supports Valley Outreach's vital programs - from food shelves to clothing closets.

Let's keep the momentum going <<insert unique URL>>

I'm fundraising for @ValleyOutreach, an amazing local organization helping people in need with food, clothing, and support services. Every donation, big or small, makes a difference. 🙌  
👉 <<insert unique URL>>

I'm raising money for @ValleyOutreach because no one should have to choose between groceries and rent. Join me in supporting our community - let's raise (insert target amount) together!

Donate here: <<insert unique URL>>

# SAMPLE CAPTIONS

## STORYTELLING & THANK YOU

Sometimes, all it takes is one unexpected crisis to turn life upside down. At Valley Outreach, people come through the doors carrying heavy burdens, but they leave with food, clothing, support, and a renewed sense of dignity.

I'm fundraising so that help is always there when someone needs it most.

Please consider donating or sharing. Your kindness truly goes further than you know. 🧡

<<insert unique URL>>

We did it – and it's all thanks to you!

Together, we raised (insert amount) for @ValleyOutreach. That means more meals, clothing, and support for neighbors who need it most.

So grateful for this community!

Thanks to your kindness, we raised (insert amount) for @ValleyOutreach! Every single donation, share, and encouraging word helped us reach this point – and I could not have done it without this amazing community

Thanks for standing with @ValleyOutreach and for believing in the power of showing up for one another. Your generosity is hope in action.

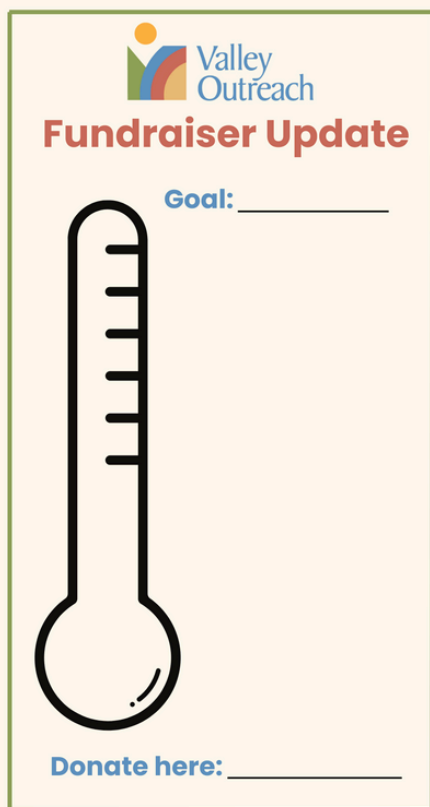
# SAMPLE GRAPHICS

## POSTS



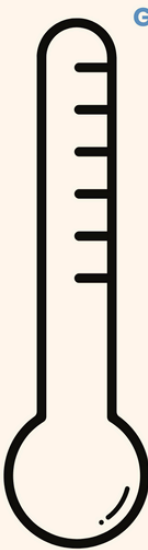
# SAMPLE GRAPHICS

## STORIES



Valley Outreach  
**Fundraiser Update**

Goal: \_\_\_\_\_



Donate here: \_\_\_\_\_

- Add your goal & donation link
- Fill in the thermometer based on your donations
- Add any additional text



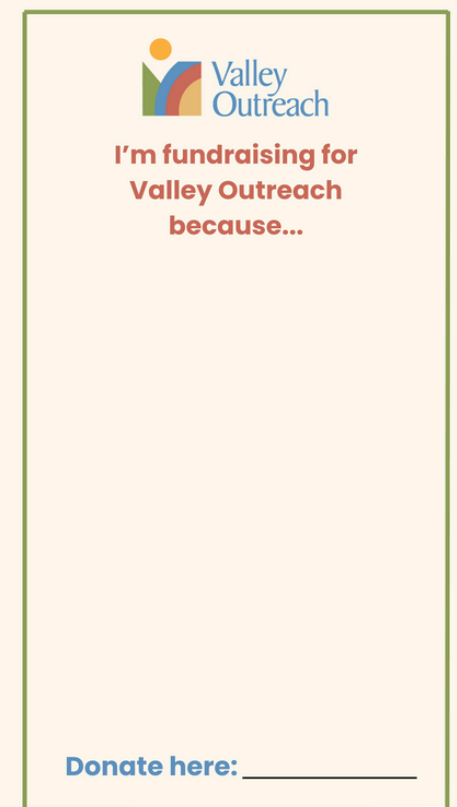
Valley Outreach  
**Valley Outreach Fundraiser**  
**Bingo**

Choose any amount & help me fill in my board to support Valley Outreach!

|      |      |      |      |
|------|------|------|------|
| \$15 | \$5  | \$10 | \$7  |
| \$10 | \$25 | \$15 | \$5  |
| \$5  | \$10 | \$4  | \$2  |
| \$2  | \$5  | \$25 | \$10 |

Donate here: \_\_\_\_\_  
& add a message: "Bingo Board \$\_\_\_\_"

- Add your donation link at the bottom
- Cross off amounts as you receive donations until your board is complete



Valley Outreach  
**I'm fundraising for Valley Outreach because...**

Donate here: \_\_\_\_\_

- Add text or record a video answering the prompt

# SAMPLE EMAIL

## INITIAL OUTREACH

New Message

To

Your Friends & Family

Subject


Join my Fundraiser!

Hi,

I'm reaching out to share something close to my heart.

I'm raising funds for **Valley Outreach**, a local nonprofit that provides food, clothing, and support to people facing tough times. Whether it's a family experiencing job loss, a senior living on a fixed income, or someone starting over, Valley Outreach is there with compassion and practical help.

Every dollar we raise through this **JustGiving** campaign will go directly to helping real people in our community meet basic needs — and regain stability and dignity.

Here's the link to donate or share:  
 **[Insert Unique URL]**

Thank you so much for considering this — and for being the kind of person who lifts others up when they need it most.

With gratitude,  
**[Your Name]**

Send

# SAMPLE EMAIL

## THANK YOU

New Message

To

Your Contributors

Subject

Thank You for Supporting Valley Outreach!

Hi,

I just wanted to take a moment to say thank you from the bottom of my heart.

Because of your generosity, we've raised **\$[insert amount]** for **Valley Outreach**! Your support means more meals on tables, warm clothing, and essential services for neighbors facing difficult times in our community.

Every donation, share, and kind word has helped make a real difference. Thanks to you, **Valley Outreach** can continue to provide hope and practical help to those who need it most.

Thank you for standing with us and showing what community truly means.

With gratitude,  
**[Your Name]**

Send

# FAQS

## HELPFUL TIPS

### **1. How does the Valley Outreach get the money I've raised?**

Donations made through your fundraising page are automatically sent to Valley Outreach—no additional steps are needed. **JustGiving** transfers either daily, weekly, or monthly depending on how the nonprofit sets up their receiving payments.

### **2. I'm getting the following message when trying to launch my fundraiser: "Sorry - an error was encountered please try again." What should I do?**

First, try a different internet browser. If you are still having problems, contact Tori Nelson at [tori.nelson@valleyoutreachmn.org](mailto:tori.nelson@valleyoutreachmn.org) or call 651-342-5564.

### **3. How can I see who has donated to my page?**

- Log-in to your account
- Select "Fundraising"
- Click on "Edit" under the relevant page
- Head to "Donations" and scroll down to "Donations made to your page"

### **4. Other questions?**

Head over to [help.justgiving.com/hc/en-us](https://help.justgiving.com/hc/en-us) for other common questions. If you are still having trouble, contact **Tori Nelson** at [tori.nelson@valleyoutreachmn.org](mailto:tori.nelson@valleyoutreachmn.org) or call 651-342-5564.





[valleyoutreach.mn.org](http://valleyoutreach.mn.org)

@ValleyOutreach



@StyleXchangeMN



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