



Welcome!

Thank you for agreeing to fundraise on behalf of NCCJ through the [ANYTOWN Energy Check Campaign](#)! This is an opportunity for you and your fellow ANYTOWN delegates to support a program that we all believe in. You will raise funds online using social media, and those dollars will be used to fund future ANYTOWNS. You'll also have the chance to tell your ANYTOWN story and enlighten your friends, family, and followers about how this program can transform lives and communities.

The ANYTOWN Energy Check campaign will kick off on Monday, June 12 and will run through Saturday, June 24. Through this campaign, our goal is to raise \$10,000. All of the funds raised through the campaign will go to support ANYTOWN, ensuring that students from across Guilford County have the opportunity to participate in this transformational experience.

If you have any questions throughout the campaign email energycheck@nccjtriad.org or call 336-272-0359.

Tips for Fundraising

Tip #1: Tell Your Story

The best way to connect to the ANYTOWN Energy Check is to **share your ANYTOWN story**. Make sure that it's clear to your audience why you are raising money and what ANYTOWN means to you.

Did ANYTOWN change how you thought about yourself or others? Perhaps it helped you define new goals.

Don't be afraid to get personal; people love being able to relate and understand why you're raising money and where their money is going.

A picture is worth a thousand words – add ANYTOWN photos to your campaign page!



Tip #2: Recruit Your Inner Circle

As you launch your ANYTOWN Energy Check fundraising campaign, it’s important to recruit your inner circle. Behind every great campaign are friends and family who are passionate about sharing your story!

Make a list of potential donors. That could be your cabin mates, parents/guardians, counselor or discussion group mates, etc. Include everyone you know and send them each an email from your Fundly page dashboard or share via social media and email. Start by making a donation yourself and ask others to match it!

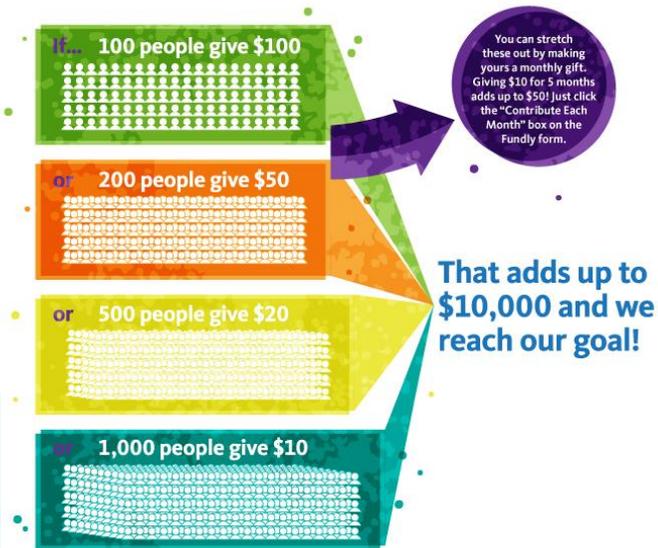
Run out of people to ask in your ANYTOWN circle? Consider asking these folks to help:

Accountant	Friends’ Parents	OB/GYN
Attorney	Guidance Counselor	Pediatrician
Aunts & Uncles	Hair Stylist/Salon Manager	Pharmacist
Bartender	Holiday Card List	Psychologist
Cleaners	Insurance Agent	Sorority/Fraternity
Cousins	Landlord	Stock Broker
Doctor	Lawn Service	Teachers
Faith Leader	Librarian	Travel Agent
Financial Advisor	Manicurist	



So Many Ways to Raise \$10K!

ANYTOWN is NCCJ’s flagship youth leadership development program for high school students. Not your typical summer camp, ANYTOWN offers Guilford County students a unique opportunity to live and interact with a diverse group of students who come together to build a community based on inclusivity, respect, and understanding.



Tip #3: Get Creative To Meet Your Goal

You set your own goal for the Energy Check, whether that means raising \$500 or getting 10 people to make a gift. Here are a few options to help you reach your personal fundraising goal:

Option 1	You write a check for \$100	\$ 100
Option 2	You give \$25	\$ 25
	Ask your parents/guardians for \$25	\$ 25
	Ask two (2) people you were on staff with for \$10	\$ 20
	Ask two (2) cabin mates for \$10	\$ 20
	Ask your best friend for \$10	\$ 10
		\$ 100
Option 3	You give \$10/month for 12 months*	\$ 120
	Ask one (1) cabin mate for \$10/month for 12 months*	\$ 120
	Ask your co-worker for \$10	\$ 10
		\$ 250
Option 4	You give \$50/month for 5 months*	\$ 250
	Ask two (2) cabin mates for \$10/month for 12 months*	\$ 240
	Ask your neighbor for \$10	\$ 10
		\$ 500

*Gifts can be divided over a period of time – monthly, quarterly, etc.

Tip #3: Social Media Is Your Best Friend

Social media platforms like Facebook, LinkedIn, Twitter, and Instagram are powerful tools to help you spread your story. Think of your social media campaign as a chain reaction; as you share your story, your friends and family will start to share it, and their friends and family, and so on.

Fundly's Gold Standard Social Media Tips:

- Always link your ANYTOWN Energy Check campaign to your Facebook and Twitter accounts
- Use hashtags! The official ANYTOWN Energy Check hashtag is [#ANYTOWNenergycheck](#)
- A picture is worth a thousand words! Include pictures in all your posts.
- Tag your supporters on social media to thank them. This lets them know how much you appreciate them *and* gives them an easy way to post or retweet your story

Tip #4: Thank Your Donors

All donors to your fundraising goal will receive an automatic thank you letter and donation receipt. Click [here](#) to learn how to customize your own thank you letter. See the **Sample Emails & Updates** document for templates that you can copy & paste, and customize as much or as little as you'd like. The **Sample Campaign Posting Schedule** document has ideas for scheduling your social media outreach.

Fundly also lets you post updates directly from your page. Let your supporters know how much you've raised, share photos and memories of your ANYTOWN experience – make them part of the story!

Tip #5: Be Persistent

You've shared your story via email and social media to your friends and family. You reconnected with your friends from ANYTOWN. Now what?

Two words: **Remind and Repeat!**

Fundly makes it easy to send automatic reminders to your friends and family who have not yet supported your ANYTOWN Energy Check campaign. Fundly's automatic reminder emails typically have a 10% response rate, proving that even those with the best intentions forget to do things. If at first you don't succeed, ask again!

Since the ANYTOWN Energy Check is taking place over a short time (June 2017), it's important to stay in touch with your audience and share your progress toward meeting your fundraising goal.

Thank you! With your help, we can raise \$10,000 to support ANYTOWN!