



CHILDREN'S ADVOCACY CENTER  
*of suffolk county*

SUFFOLK CAC STADIUM CLIMB

9TH ANNUAL

THE  
**GINORMOUS CLIMB**

HARVARD STADIUM, ALLSTON ⚡ SUN. MAY 15, 2022

## **THANK YOU FOR PARTICIPATING IN THE GINORMOUS CLIMB!**

Thank you for registering for the Ginormous Climb in support of the Children's Advocacy Center of Suffolk County! We are so grateful to you for pushing yourself to take on the 37 sections of steps at Harvard Stadium and to raise at least \$100 in critical funds to support our free services for children who have been harmed and their families.

The following pages include some tips and tricks to help get you to that \$100 minimum and beyond! Additionally, between now and the Climb, you will receive regular emails with fundraising ideas.

Fundraising can be daunting for people who haven't done it before. Rule #1 is just ASK! Who should you ask? Everyone! Your family, friends, hairdresser, colleagues, book club members, PTA members, fellow hockey parents, etc.

**Remember:** The worst thing someone can do is say no or ignore your request. Don't take it personally. If someone doesn't respond, you've still informed them about the CAC and our services for children and families.

If you need anything at all, we're here to help! We can be reached at [events@suffolkcac.org](mailto:events@suffolkcac.org) or by call or text at 781-859-8007.

### **Some Tips When Using Social Media to Fundraise**

#### **Tag the CAC and Use #GinormousClimb**

Instagram: @Suffolk\_cac | Facebook: /CACsuffolk | Twitter: @SuffolkCAC  
LinkedIn: @Children's Advocacy Center of Suffolk County

#### **If asked to add a donate button to your post, please don't.**

If you do, the donations you receive will not be added to your TeamRaiser page.

**Always include your TeamRaiser link.** Steps for setting up your link are on the next page.

#### **Use graphics and photos**

These draw attention to your posts. [Canva](https://www.canva.com/) is a great free tool for creating eye-catching images.

## FUNDRAISING TIPS & IDEAS

**Donate to yourself.** Be the first to donate to your page and show others that you are financially committed to supporting the CAC, just like you are asking them to be.

**Create a QR Code.** Use a [free QR Code Generator](#) to make your TeamRaiser link easy to access. Add the QR code to any flyers or graphics you create promoting your efforts.

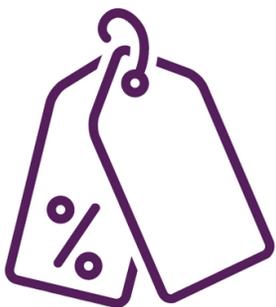
**Share Your Why.** No matter where or how you're asking people to donate (text, email, social media, carrier pigeon), tell them *why* the CAC's mission to ensure safety, healing and justice for children and families impacted by violence, exploitation and abuse is important to you.

**Document Your Journey.** Use social media and/or your TeamRaiser page to document your training climbs. Share funny stories, snap pictures of the sights you see on your training climbs, chart your progress, and shout out your donors!

**Create a Sense of Urgency.** Designate a series of 24-hour periods and encourage your network to give within this time. Set a goal: "During these next 24 hours, I'm trying to raise \$500 towards my goal of \$7,500 for the Children's Advocacy Center!" Give them a theme by tying the days to holidays or other milestones.

**Do a Fitness Challenge.** Take the urgency to the next level. Tell your supporters that you will jump rope for an hour if you meet a particular goal. Or that you'll do a push-up or a burpee for every dollar you raise within a designated window of time. Document or livestream your execution of the challenge and ask for more donations.

**People Love Contests.** Reach out to your favorite local shop or restaurant and ask them to donate a gift card or product. Host a new contest each week for a different prize: "Anyone who makes a gift of \$25 or more towards my Climb between now and noon tomorrow will be eligible to win a \$100 gift card to [insert business name]! Thanks in advance for your support!"



## FUNDRAISING TIPS & IDEAS

**Matching Gifts.** Many companies will match their employees' charitable contributions. Be sure to ask your donors if their employers participate in a matching program.

**Host a Tasting Party.** Invite guests to taste some of your favorite cheeses, chocolates, wines, or other guilty pleasures. Request \$1 for every taste or charge an "admission fee" to the event. Contact local shops to see if they'll donate food or beverages, or even let you use their shop for the event to keep costs down.

**Host a Fundraising Event.** There are dozens of restaurants and breweries willing to host "Portion of the Proceeds" events. All you have to do is ask!

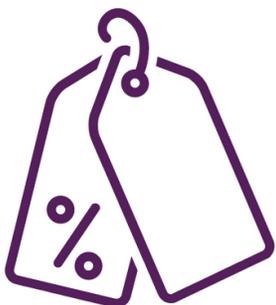
**Offer Your Services.** Reach out to neighbors, friends, and family and offer to help them with something in exchange for a donation. Shovel snow, design invitations, cook a meal, grocery shop, help with a decluttering project, the options are endless!

**Host a Yard Sale.** Host a yard sale and clear out all of that junk that you've been meaning to get rid of! Ask your friends and neighbors to donate their stuff too. Have buyers donate to your TeamRaiser instead of paying for their treasures or collect cash and donate the proceeds to your Climb.

**Dedicate your miles.** 37 sections is 37 chances to honor or remember a family member or friend of a donor. For a set contribution amount, say \$250, offer to dedicate a section of the stadium to a donor's loved one. To make your dedication extra-special, consider adding the names of these honorees to your Climb-day shirt.

**Be Brave.** Allow your highest donor to decide what you wear during the Climb. It could be a unicorn onesie, a clown wig, a princess crown, a Yankees hat, whatever they want (within reason of course!).

**Have an idea you're not sure about?** Just ask! Email us at [events@suffolkcac.org](mailto:events@suffolkcac.org) or you can call or text Kim at 781-859-8007.





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## TEMPLATES TO PERSONALIZE

Below are some templates you can use to make your asks via text, email, and social media.

### Short and Sweet

Hey! On May 15, I'm tackling the infamously grueling Harvard Stadium steps to support the Children's Advocacy Center of Suffolk County. Please help me raise critical funds to support CAC's free services for children who have experienced abuse and exploitation. Any amount helps! <YOUR PAGE LINK>

### A Little More Detail

I'm putting on my cape and joining a couple hundred superheroes in supporting the [Children's Advocacy Center of Suffolk County](#) by climbing the infamously grueling steps at Harvard Stadium on May 15. The money raised through our efforts will help sustain the CAC's critical services for children under 18 who have experienced sexual abuse, physical abuse, or commercial sexual exploitation. With your help, the CAC can provide comprehensive assessment, support, advocacy and evidence-based interventions to promote healing, justice and wellbeing for children exposed to violence and their families. **By donating today, you are part of a community ensuring that all children are provided safety and given the opportunity to thrive.** <YOUR PAGE LINK>

### Make a Video

Record a short video and tell people why you're climbing in support of the CAC, ask them to donate, and post it to social media.

*Hi everyone! On May 15, I'll be tackling the steps of Harvard Stadium! I'm excited to be raising money to support the Children's Advocacy Center of Suffolk County and the brave children and families they serve. I support the CAC because they are doing critical work to promote healing, justice, and wellbeing for children exposed to violence. Please make a donation today at the link in the comments!*