





## HOW YOU ARE HELPING

Hello Krew Crusaders!

THANK YOU for supporting for Ken's Krew, and helping young adults with neurodevelopment disabilities find fulfillment through meaningful employment

Use this guide to help you get organized and find success in your fundraising journey!

## GUIDE OUTLINE

01

DEVELOPING  
YOUR WHY

03

SOCIAL  
TOOLS

02

FOUR STEP  
FUNDRAISING

04

FUNDRAISING  
IDEAS





# FOUR STEP FUNDRAISING

01

READY

02

ASK

03

REMIND

04

APPRECIATE

## STEP 1- READY

As you begin the process of fundraising, we recommend that you practice identifying your audience and story.

**Think BIG.** From the moment you sign up, everyone becomes a potential donor. Take some time to sit down and create a list of people who may be willing to contribute to your efforts. We recommend you start with:

- Family and friends
- Current or former colleagues and classmates
- Your professional, volunteer, or religious networks Your social media connections
- Donors who have supported you in the past

Don't be afraid to ask people who are outside of your community to support you. Once you have brainstormed your list of potential donors, practice telling your story by asking yourself the following questions:

1. Why did I make the commitment to support Ken's Krew?
2. How has disability impacted my life?
3. Why do I believe it's important to support Ken's Krew?

Do you, or does someone close to you, have a disability story?



## STEP 2- ASK

Who in your life has the capacity to donate? Start big then work down. For us, creating lists is always helpful! Begin by creating a list for \$100 donation asks, \$50 donation asks, and \$25 donation asks.

Family members, friends, family friends, friends of your parents, co-workers, college friends, high school friends, alumni associations that you may be a part of, teammates, neighbors - **the possibilities are endless.**

You know your audience best. If sending an email to your cousin Joe isn't his best way of communication maybe send him a text. Asking Grandma for a donation? A visit or a phone call may be best for her! Think of your audience and how they would best respond.

### SAMPLE LETTER:

Dear Stephen,

I am honored to tell you I've recently set my sights on raising \$X for Ken's Krew in honor of their 25th Anniversary. Ken's Krew is a nonprofit that provides vocational training and placement for young adults with neurodevelopmental disabilities. You may have had the pleasure of speaking with a Krew Member at your local Home Depot or another retail store without even knowing it!

I am asking you to support my dedication and fundraising in the form of a tax-deductible donation. I have a goal of raising more than \$X by date and the funds will directly support Ken's Krew's free, innovative programs that support the neurodevelopmentally disabled community. Employing these people not only provides financial support, but gives them purpose, meaning, and fulfillment, values everyone seeks in life.

I would truly appreciate any donation you can make. If you know anyone who you think may be interested in aiding my fundraising efforts please pass this letter on. Donations can be made online through [\[this link\]](#) or via check sent to Ken's Krew Inc. at 1 Rockefeller Plaza, Ste 1506, New York, NY, 10020

I truly appreciate and thank you for your support in advance.

Sincerely,  
Marley Mayhew

**PRO TIP: ALWAYS INCLUDE A LINK TO YOUR FUNDRAISING PAGE!**



## STEP 3- REMIND

As you fundraise you'll encounter donors who are willing to donate but forget to follow through. That's why it's important to provide reminders to the people who have pledged to support you.

Share an update on your progress to your goal at certain milestones – 25%, 50%, 75% etc. This is also a great opportunity to thank everyone who has already donated to your efforts, and offer a gentle reminder to those who haven't yet done so.

Share details about your experience with Ken's Krew or your fundraising experience what you're looking forward to. Remind potential donors of our overall fundraising goal and how much of an impact they've already had.

### SAMPLE LETTER:

Hi Vernon-

I just wanted to remind you about my fundraising and my goal of raising \_\$X\_ for Ken's Krew to support their mission of providing job placement, training, and support for individuals with neurodevelopmental disabilities in competitive employment.

Ken's Krew not only places people with neurodevelopmental disabilities with employers, they spent over X hours training them, and continue training and providing professional development to Krew Members throughout their careers. In fact, Ken's Krew has many Krew Members celebrating five, ten, fifteen, and even twenty-five-year work anniversaries. Their programs are provided completely free of charge to Krew Members and are funded by generous donors like you.

You can check out my [fundraising page](#) - and see why more information on why I'm fundraising for Ken's Krew and make a donation here [\[INSERT PAGE LINK\]](#). Or, you can donate by check:

Ken's Krew Inc, 1 Rockefeller Plaza, Suite 1506, New York, NY 10020

Please include your email and my name with any check donations.

Thanks for your support!

Reggie

***PRO TIP: Setting incremental goals can help you make steps towards your larger goal. Ex" I have a goal of raising \$200 by the end of the week. Can you help me get there?"***



## STEP 4- APPRECIATE

Nothing is more important than taking the time to say thank you to all of the people who supported you this year. Always take the time to thank each donor in a personal way. Remember, you can access your donor addresses through the report created by Ken's Krew.

During your fundraising, provide updates to your donors about how your experience is going. This is also a great opportunity to thank those that have supported you, and remind others there is still time to support you.

### SAMPLE LETTER:

Dear Brian,

I just wanted to send you a quick note to thank you for supporting my fundraising goal for Ken's Krew's 25th Anniversary. I certainly could not have done it without you!

With the generous support of people like you, we are able to change the lives of countless young adults with neurodevelopmental disabilities. This experience has gone beyond simply raising funds, it means so much to me how my community rallied together to help support this cause and you were a big part of that.

Again, thank you! Your support means so much to me and I truly appreciate your generosity.

Sincerely,  
Harry

### SAMPLE POST:

THANK YOU to all of my supporters who've donated to Ken's Krew. @\_name\_, @\_name\_, @\_name\_, @\_name\_, @\_name\_. Together you have raised over \_\$X\_ for people with neurodevelopmental disabilities and are changing lives!

PS- haven't donated yet? there's still time! Click here to make a tax-deductible donation [\[insert link\]](#)

***PRO TIP: Include photos with your posts and letters. The more personal the better, but you can always use photos from Ken's Krew's Facebook page!***

## **SOCIAL TOOLS.**

Use the amazing resources @ your fingertips...literally!

Social media can be a great way to fundraise, but the **key** is to be **direct** when making your ask. Avoid posting blanket statements without a **DIRECT ASK**. When sharing your fundraising status use the **tag** feature to invite your close friends to make a donation. If individuals get a tagged notification they will be more inclined to follow through and donate!

Going out for a run? Post your run route on social media and **tag 10 friends** to donate to your campaign. Remember to always post your fundraising campaign link in your bio or on your page.

01

INSTAGRAM

03

LINKEDIN

02

FACEBOOK

04

TIK TOK

***PRO TIP: Tag Ken's Krew on social media in your fundraising efforts- we'll do our best to reshare!***



# FUNDRAISING IDEAS

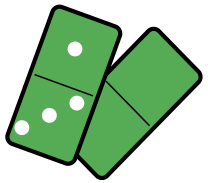
## Fundraising 101: Don't be afraid to ask!

The most important thing to remember when fundraising is **WHY** you are fundraising for Ken's Krew. Why are you committed to supporting young adults with neurodevelopmental disabilities? Tell everyone you ask to donate why this cause is so important to you. Try some of our fundraising ideas below to get you on your way to reaching your fundraising goal



### Restaurant Proceeds Night

Ask local restaurants if they would be willing to have a proceeds night. A certain percentage of the sales will go towards your Ken's Krew fundraising. See if you can advertise your fundraising campaign and Ken's Krew by placing posters and brochures around the restaurant leading up to the proceeds night.



### Game Night

Break out the snacks and have a good old-fashioned game night! Play traditional games and charge an entry fee for each player. Or try a poker tournament with half of the winnings going to your fundraising goal.



### Movie Night

Host a movie night in a local park, school auditorium or your own house. Sell popcorn, homemade treats, drinks, and candy to raise money towards your commitment – don't forget to set out a donation bucket!



### Raffles

Ask local restaurants or businesses to donate raffle prizes and raffle them off at the office or your own Ken's Krew event. You could also try a 50/50 raffle, where the pot is split (50% goes to the winner, and 50% goes towards your Ken's Krew fundraising.



### Trivia Night

Hold your own trivia night at a local restaurant. Ask if they would be willing to donate a gift card to the winner and a portion of the night's proceeds to your fundraising.



### Auctions

Set up your own live or silent auction! Ask local businesses if they would be willing to donate prizes and have all the proceeds go towards your Ken's Krew campaign.



### Birthday/Holiday Party

Invite friends and family over to celebrate a special occasion. Instead of gifts, ask for donations to your Ken's Krew fundraising campaign.



### Change Jar

Every penny counts! Keep a change jar at your house and ask family members to fill it up with loose change that can go towards your fundraising goal.



### Garage/Yard Sale

Ask family, friends and neighbors if they would be willing to sell old items at a yard sale to raise money for Ken's Krew. Advertise the sale in the newspaper, online or make signs to hang around the area – draw people in by including where all of the money will be going.

Tip: Keep a donation jar out for people who do not want to buy anything, but still want to help the cause!



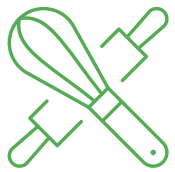


# FUNDRAISING IDEAS



## Lemonade Stand

Get the kids involved by setting up a neighborhood lemonade stand. Make sure to advertise on posters where all the proceeds are going – spread the word about Ken's Krew to everyone who stops by.



## Bake Sale

Do you make irresistible cookies or cupcakes? Share your treats at a bake sale to raise money towards your goal!



## Cook-off

Gather family, friends, or coworkers together for a chili, mac and cheese, or other delicious cook-off. Charge each judge an entry fee that goes towards your fundraising commitment.



## Craft Sale

Sell your work of art at a local craft show or online – advertise that the money from each sale is going towards your Ken's Krew fundraising goal.



## Housework/Yard Work

Offer to spend the day doing housework or yard work for friends and neighbors in exchange for a donation to your Ken's Krew commitment.



## Casual Dress Day

Ask if you can have a casual dress day at work to promote awareness for your Ken's Krew campaign. Anyone who wants to dress casually has to donate at least \$5 towards your fundraising commitment!



## Jail-and-Bail

Kidnap your boss for the day! Solicit bail money from your coworkers or have your boss post his/her own bail.



## Ice Cream Break

Cool off with an ice cream sundae break at the office. Bring ice cream and toppings in to share with coworkers – charge per bowl!



## Lunch with the CEO

Start an office auction and ask your boss/CEO if he or she would be willing to take the employee that bids the highest out to lunch.



## Matching Gifts

Inquire if your company has a matching gift program. Double your funds by asking if they will match the overall amount you fundraise.



## Breakfast for Coworkers

Pancakes, waffles, eggs, and bacon – get to work early one morning and make a delicious hot breakfast for your coworkers. Ask each person that digs in to make a donation towards your fundraising efforts.