



Mother's Day Fundraiser

Thank you for joining us to host a virtual fundraiser!

As part of the Help a Mother Out (HAMO) community, you understand that canceling our Annual Tea has a huge impact on our budget for the year. That, combined with surging diaper demand as families in need face COVID-19, makes this online campaign critically important.

This toolkit is designed to make hosting your HAMO fundraiser as easy as possible. A step-by-step "how-to" guide is included below, along with some inspiration for how to introduce and promote your fundraiser. We are profoundly appreciative of your support!

This fundraiser will be run via MightyCause, a leading online donation platform. If you have any questions at all, please email Emily (our Manager of Community Engagement) at emily@helpamotherout.org. MightyCause also provides some helpful guides, including one on designing your fundraiser (<https://bit.ly/39wp1uw>) and one on how to get people to donate to your fundraiser (<https://bit.ly/3bN4bso>).

How to host your fundraiser, in 9 easy steps:

- 1 Go to the campaign page: <https://www.mightycause.com/team/Hamo2020>
- 2 Click on "Join Team" on the main campaign page



Click here

We can do more together.

Sadly, due to the ongoing COVID-19 crisis, we have had to cancel our Annual Tea (scheduled for April 25th). As a small but mighty organization, [this cancellation is a](#)

JOIN TEAM

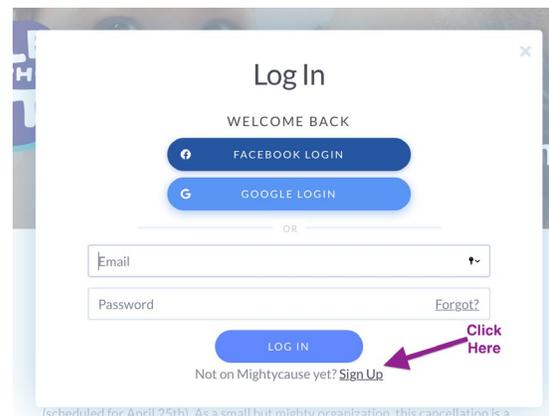
DONATE

SHARE



- 3 Log into your MightyCause account. If you don't yet have a MightyCause account, the next screen will prompt you to set one up – it takes seconds!

To create an account, click “Sign Up” at the bottom of the pop-up



- 4 Once logged in, you will be prompted to “Get Started”

START A FUNDRAISER

Get your own simple, modern, and mobile-friendly donation page you can use to participate in Help a Mother Out 2020 Mother's Day Give-A-Thon. Customize to your heart's content, then **publish** and share your fundraiser with friends, family, and social networks.



- 5 Another window will pop up – click on the “Build your Fundraiser” button

TIME TO CUSTOMIZE AND PUBLISH YOUR FUNDRAISER!

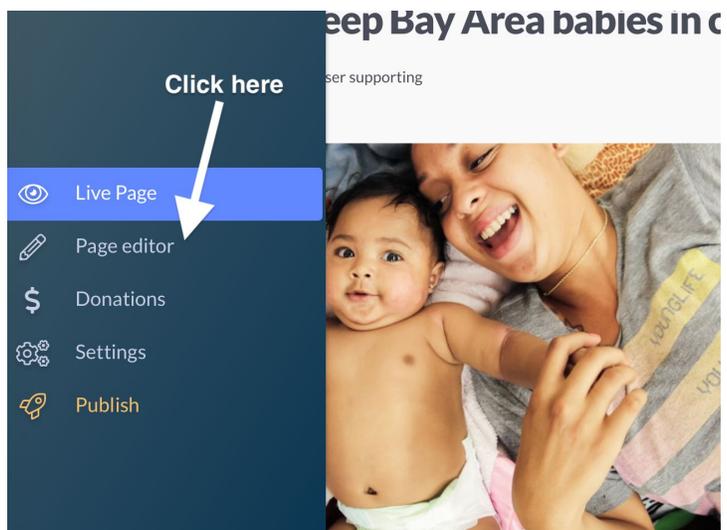
It's time to build your fundraiser! Customize your page to your liking, then **publish** it when you're ready to show the world.



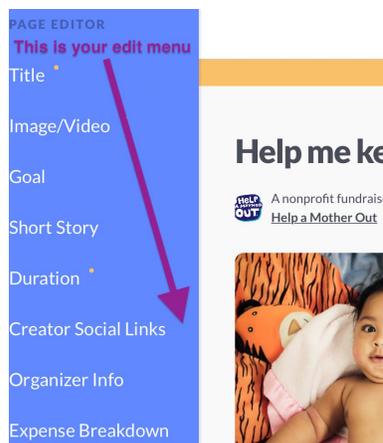
6

You will then be taken to the fundraiser template (a template HAMO created to help you get started)

To edit, hover your mouse over the grey sidebar on the left-hand side of the page, and click on “page editor”



7



Customize your fundraiser! We have pre-populated the template with some basic information, but it is all 100% customizable – keep what we have, or make it your own! We have summarized the editable fields on the next page.

You will see your “Page Editor” menu on the left side, and you just simply move through the sections, customizing any sections you want.

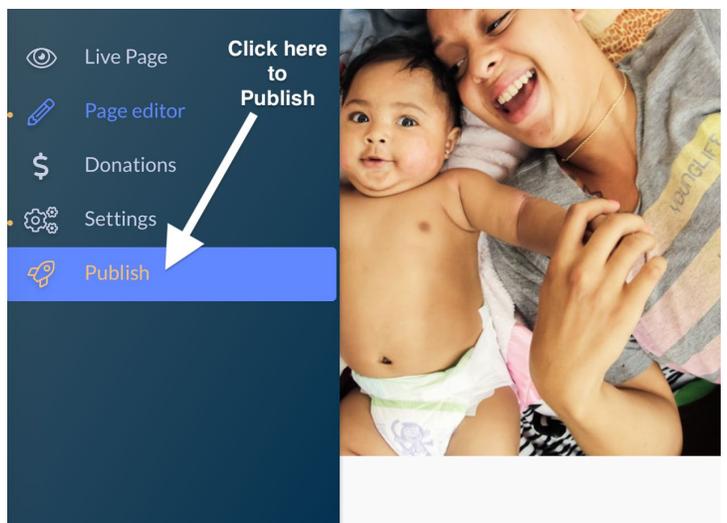
8

Publish your fundraiser! Click on the “rocket ship” icon in the grey sidebar on the left, and you will be good to go!

9

Once published, you can share your fundraiser via email or social networks or however you want – it’s up to you to promote it in a way that best suits you.

Email emily@helpamotherout.org if you have questions.



Summary of sections to customize (or not):

Title

- We have it set as “Help me keep Bay Area babies in clean diapers,” but you can make it whatever you think will speak to/inspire your network. In order for us to successfully manage the campaign, please **edit the name of your fundraiser to include your name**. It can be “Help me keep Bay Area babies in clean diapers – NAME’s fundraiser,” “Help NAME keep Bay Area babies in clean diapers” or anything else that has an identifying feature.

Image

- We have selected one that speaks to us, but you can make it your own – email emily@helpamotherout.org if you have questions.

Goal

- No amount is too small or too big! We set a standard goal of \$5,000, as that is the average gift amount received from a table at the Tea. Feel free to adjust it higher or lower, whatever you feel is appropriate for you and your network – any money raised is money we didn’t have before!
- You can adjust your goal during your fundraiser. For example, if you set a goal of \$5,000, and you are getting super close (i.e. \$4,800), you can change your goal to \$5,500 to further move the needle.

Short Story

- This is essentially your “headline” – you can customize this to work with your title – make it something that you think will inspire your network to give!

Duration

- This field allows you to set an end date for your fundraiser. This can be adjusted at any time during your fundraiser.

Creator Social Links

- This is another optional field. Feel free to link your fundraiser to your social media accounts to gain more traction and widen your reach.

Organizer Info

- This is another optional field. Feel free to link your fundraiser to your social media accounts to gain more traction and widen your reach.

Description

- Describes why the fundraiser is needed; we set it up to describe our current need, and why we do what we do. Feel free to edit to inspire your community!

Updates

- Once your fundraiser is published, you can post updates/comments here.

Some ideas for introducing/promoting your fundraiser:

Donate your Mother’s Day – instead of receiving gifts/flowers/brunch etc., ask your friends and family to contribute to your fundraiser instead.

- Fun fact: this is actually how Help a Mother Out got started – our Executive Director, Lisa, and her co-founder launched a diaper drive/fundraiser in place of the usual Mother’s Day celebrations, and HAMO was born!

Honor your mother or a mom you love for Mother’s Day – hold a fundraiser in honor of your mother, another mom or mother figure you love, or simply wonderful mothers everywhere.

- This is a great way to celebrate motherhood by giving back to moms in need.

If you were considering hosting a table at the Tea – you can circulate your fundraiser to anyone you were going to invite to be your guest. They can support your fundraiser, like a virtual tea party!

Why do you give? Create a short but sweet video to let your community know your WHY.

Use the below suggestions to create a short, sharable video to engage your friends and colleagues (previous/new donors) and inspire them to make a donation to HAMO.

Video tips:

- Take a selfie video using your phone or computer
- Keep it 0:30 or less for best results. You'll be surprised how short that is.
- Practice before you record
- Share on your favorite social network (Facebook, Instagram, etc.)
 - Link to <https://www.mightycause.com/team/Hamo2020>
 - Provide instructions on how to donate
- You can also add the video to your MightyCause fundraiser!
 - Scroll down to the image/video section of this guide (<https://bit.ly/39wp1uw>) to learn more

Sample script for things to talk about in your video:

Describe the need

- Federal programs don't cover diapers for families in need.
- Help a Mother Out founded and operates the first publicly funded diaper bank in the United States right here in San Francisco.
- We work with community partners across the Bay Area to provide diapers to families in need (family resource centers and social service agencies).
- Since our founding (in 2009), we have given away over 14 million diapers to Bay Area families in need.

Unprecedented demand due to Covid-19

- We have already seen demand for diapers surge dramatically, and we expect demand increase around 500% in the coming weeks.
- People are out of work or having hours drastically cut.
- Expenses are high in the Bay Area already so some families may have to decide between buying diapers and buying food.
- Many of the families we serve, especially those who are undocumented, are disproportionately impacted and will not benefit from federal aid.

Social distancing may have canceled the annual fundraiser event, but you can still help.

I'm trying to raise \$5000 (or whatever amount you set) in my online fundraiser.

- **Option one:** I'm donating my Mother's Day.
- **Option two:** If you want to do something concrete to help folks in our own Bay Area community, please give today. Any amount helps.
- **Option three:** Do it in the name of a mom/mom figure in your life: your sister, your friend, your partner, your mother, your grandmother, etc.