HOPE STARTS HERE

Join the fight against *child abuse*.

2026 FUNDRAISING TOOLKIT

HOPE STARTS HERE

Join the fight against *child abuse.*

April 2026

At Denver Children's Advocacy Center (DCAC), we believe that every child deserves to grow up in a safe, supportive environment where they feel belonging and hope. Yet, thousands of Colorado children experience abuse every year. DCAC is working to change this. We prevent child abuse, strengthen families, advocate for children who have suffered abuse, and work tirelessly to ensure all children have the childhood they deserve–one filled with optimism, joy, and happiness. Our Hope Starts Here campaign raises awareness about child abuse, provides education about how to prevent child abuse and inspires others to show up for children who need us. **But we can't start hope here without you. We need your support this April and always.**

Thank you for your interest in participating in Hope Starts Here to raise much-needed awareness and funds for DCAC! Every dollar makes a difference, and your support is much appreciated!

This toolkit is intended to make it easier for you to set up your page, raise funds and awareness and invite others to join in Hope Starts Here. In addition to helping fight child abuse, if you raise $500, you will receive a ticket to Swing for Hope Celebration on May 14th. Raise $1,000 and receive limited edition DCAC Art Coasters. If your team raises $4,000 or more and receive 8 tickets and a VIP table to Swing for Hope. Swing for Hope will feature an award ceremony, happy hour drinks, two hours of Topgolf play, and a delicious catered buffet dinner.

To register for Hope Starts Here:

- Go to the Hope Starts Here main fundraising page and click on Start Your Fundraising Page on the top header, Sign In or Sign Up in the upper right hand corner, or the Register Now button.
- Choose to participation level:
  - As an Individual
  - Start a Team – If you have others who want to fundraise on behalf of DCAC with you, then chose this option.
- Enter your contact information. This information will not be made public.
- Make the first donation! (people are more likely to give if they see that you have donated). This can be done via ACH or credit card.
- Set up your password.
- Customize your page (see page 4 for default language and how to customize your page).
- Share your fundraising efforts with others! Use this toolkit to make it easy to spread the word.

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Suggested To-Do List to Get You Started

(Choose what feels right for you – every effort makes a difference!)

□ **Set up your fundraising page** and consider making the first donation yourself. (People are more likely to give when they see others have already contributed.)
□ **Reach out to your network** – send an email to friends, family, and coworkers using our sample text.
□ **Start with your inner circle** – text or email a few close friends and ask them to be your first donors.
□ **Share on social media** – use one of our pre-written posts to make it easy.
□ **Follow DCAC on social media** and like, comment, or reshare our posts to help spread awareness (Facebook, Instagram, and LinkedIn).
□ **Post again** – share why this cause matters to you and tag a few friends to donate, share, or start their own page.
□ **Invite others to join you** – encourage friends or coworkers to donate or create a team.

Keep the Momentum Going

□ **Thank your donors** with a quick text, email, or social media shout-out – and invite them to share your page.
□ **Send an update** to your network with how much you've raised so far and your fundraising goal.
□ **Share a final reminder** as the campaign wraps up – let people know there's still time to give.

After the Campaign

□ **Celebrate** and share your final amount raised.
□ **Send a heartfelt thank-you** message to everyone who supported you.

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Individual fundraising page template (already on your default fundraising page)

Every child deserves a childhood filled with hope. Yet, thousands of Colorado children experience abuse every year. They need us to speak up, step up, and show up. That's why I have created this Hope Starts Here fundraiding page to raise much-needed awareness and funds for the Denver Children's Advocacy Center (DCAC) during Child Abuse Prevention Month (April).

Why DCAC? DCAC prevents child abuse, strengthens families, advocates for children who have suffered abuse, and works tirelessly to ensure all children have the childhood they deserve–one filled with optimism, joy and happiness. This past year, they:

- Reached 4,771 children, 588 parents, and 377 teachers through their community outreach and prevention work.
- Conducted 740 forensic interviews.
- Provided case management, mental health assessments, and treatment for 624 clients.

Why should you give?

- 1 in 4 girls and 1 in 13 boys will experience sexual abuse at some point in childhood. And most won't tell anyone for years–if ever.
- Roughly 9 out of 1,000 children in Colorado suffer from abuse or neglect, and yet we know this number is well lower than the actual cases of abuse as underreporting of child abuse is still high post-pandemic.

How your donation makes an impact:

- $5 provides snacks for 5 children or art supplies for one therapy session
- $25 provides child abuse prevention education for one child
- $50 provides transportation to DCAC for a family to receive services
- $125 provides a therapy session for one child
- $500 provides prevention programming for one classroom
- $900 provides a forensic interview and victim advocacy for one child
- $3,000 provides a full day of therapy sessions at DCAC
- $5,750 provides a full treatment cycle for one child
- $10,000 provides prevention programming for one school
- $60,000 provides a full month of therapy sessions for DCAC clients

For Hope Starts Here, I aim to raise $xxxx for DCAC. **Donate today.**
Can't give? Please share my page with 3 friends! I truly appreciate your support. **Together, we can give kids the hope they deserve.**

How to Customize Your Fundraising Page

Once you are logged into your page, cick My Fundraising Dashboard. Donors are more inclined to give to you when they see your photo and read about your connection to DCAC.

- Upload a photo
- Add a personal headline
- Add a short blurb about why you are fundraising for DCAC and the impact the dollars will make
- Look for the settings icon to edit widget text and personalize your content. Hide sections (widgets) that you don't want.
- After you're finished making changes, click Save Page to continue.
- Click the green Save Page button in the lower left corner.

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Individual email outreach for fundraising

To send to friends, family members, colleagues, etc. This template should be customized to your preferences.

Subject line: I Need Your Help—Kids Are Counting On Us

Hello,

[Introductory paragraph]

- *Option 1*: As you may know, April is Child Abuse Prevention Month. Every child deserves a childhood filled with hope. Yet, thousands of Colorado children experience abuse every year. They need us to speak up, step up and show up. That's why I have created a Hope Starts Here crowdfunding page to raise much-needed awareness and funds for the Denver Children's Advocacy Center (DCAC) during Child Abuse Prevention Month.
- *Option 2:* Did you know that 1 in 4 girls and 1 in 13 boys experience sexual abuse? And most don't tell anyone for years—if ever. That's why I'm taking action. I've joined Hope Starts Here to raise critical funds for the Denver Children's Advocacy Center (DCAC). They provide therapy, advocacy, and support for kids who have experienced abuse.

[Call to action]

- I'm asking you to be one of the first 5 people to donate $XX [$50 or higher is suggested]. Can I count on you?
- Every dollar makes a difference:
  - $5 provides snacks for 5 children or art supplies for one therapy session
  - $25 provides child abuse prevention education for one child
  - $50 provides transportation to DCAC for a family to receive services
  - $125 provides a therapy session for one child
  - $500 provides prevention programming for one classroom
  - $900 provides a forensic interview and victim advocacy for one child
  - $3,000 provides a full day of therapy sessions at DCAC
  - $5,750 provides a full treatment cycle for one child
  - $10,000 provides prevention programming for one school
  - $60,000 provides a full month of therapy sessions for DCAC clients

➡️ Donate here today: [insert your personal fundraising link]
➡️ Can't give? Please share my page with 3 friends!

I truly appreciate your support. Together, we can give kids the hope they deserve.
Thank you so much!

[Signature]

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Individual email outreach for fundraising

Additional optional points to include as you see fit:

Why should you give?

- Roughly 9 out of 1,000 children in Colorado suffer from abuse or neglect, and yet we know this number is well lower than the actual cases of abuse as underreporting of child abuse is still high post-pandemic.
- Did you know that 1 in 4 girls and 1 in 13 boys experience sexual abuse? And most don't tell anyone for years—if ever.

Why DCAC? DCAC prevents child abuse, strengthens families, advocates for children who have suffered abuse, and works tirelessly to ensure all children have the childhood they deserve—one filled with optimism, joy and happiness. This past year, they:

- Reached 4,771 children, 588 parents, and 377 teachers through their community outreach and prevention work.
- Conducted 740 forensic interviews.
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Individual social media plugs

- Did you know 1 in 4 girls and 1 in 13 boys experience sexual abuse? That's heartbreaking—and I refuse to ignore it. That's why I'm raising funds for the Denver Children's Advocacy Center (DCAC). Every dollar helps provide therapy, safety, and hope for a child in need. Will you help me reach my goal? Donate here [link to page].

- April is Child Abuse Prevention Month. Every child deserves a childhood filled with hope. Yet, thousands of Colorado children experience abuse every year. They need us to speak up, step up and show up. That's why I have created this Hope Starts Here crowdfundraising page to raise much-needed awareness and funds for the Denver Children's Advocacy Center (DCAC) during Child Abuse Prevention Month. I would love your support with a donation. Simply visit my page here: [link to page]

- Hope starts with us. I'm just $xxx shy of my fundraising goal for Hope Starts Here, a campaign to raise awareness and funds for the Denver Children's Advocacy Center (DCAC) during Child Abuse Prevention Month. Can I count on your support? Simply donate here: [link to page]. Any amount is appreciated!

- Denver Children's Advocacy Center (DCAC) prevents child abuse, strengthens families, advocates for children who have suffered abuse and works tirelessly to ensure all children have the childhood they deserve—one filled with optimism, joy and happiness. Will you help me raise funds for DCAC? I've created this page that makes giving easy: [link to page}. Thank you for your support!

- Thousands of Colorado children experience abuse every year. They need us to speak up, step up, and show up. Because when we do, we create a stronger, safer, and more hopeful future for everyone. Help me support Denver Children's Advocacy Center (DCAC) this April by giving to my crowdfunding campaign. Here's how far your dollar can go:
  - $5 provides snacks for 5 children or art supplies for one therapy session
  - $25 provides child abuse prevention education for one child
  - $50 provides transportation to DCAC for a family to receive services
  - $125 provides a therapy session for one child
  - $500 provides prevention programming for one classroom
  - [link to page]

- There's still time to participate in my Hope Starts Here fundraising campaign to raise much-needed awareness and funds for the Denver Children's Advocacy Center (DCAC) during Child Abuse Prevention Month. I would love your support with a donation. Simply visit my page here: [link to page]

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