Donate to Celebrate

BECAUSE BIRTHDAYS SHOULD BE A CELEBRATION, NOT A STATISTIC OF CHILDHOOD ABUSE

Denver Children’s Advocacy Center
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What is Donate to Celebrate?
Donate to Celebrate is a fun and unique way for supporters to contribute to the Denver Children’s Advocacy Center (DCAC). By pledging your birthday, you commit to being a champion for children by spreading awareness about the work we do and raising funds for our programs. You can easily raise money through CrowdRise, an online fundraising platform, with a personalized campaign.

Why Donate to Celebrate?
Donate to Celebrate allows you to help change the statistic of childhood sexual abuse. 1 in 10 children will become victims of childhood sexual abuse before their 18th birthdays. At DCAC, we believe birthdays should not be a statistic, but something to celebrate. With that in mind, we are celebrating birthdays all year long and hoping you will join the party too!

Ready to get your party started?
You can pledge your birthday by contacting Meghan, our official party planner! Meghan will assist in helping you create your campaign, or you can do it yourself. Don’t forget to include a picture, a fundraising goal, and a personal story of why you decided to benefit DCAC. When you are finished, just send Meghan a link to your campaign and she will promote it on DCAC’s website and social media. We encourage you to utilize the following pages for communication examples, tips for donor engagement, and as a step-by-step guide to getting your party started!

How does the money get to DCAC?
Through CrowdRise, you will select DCAC as the organization your beneficiary. As your campaign receives donations, those funds will be deposited directly into DCAC’s bank account. No unnecessary fees, no messy transactions, no tracking your donations, no confusion—a simple process to allocate precious dollars to serve DCAC’s children and their families.

Ready to celebrate or need more information? Please contact Meghan Parman, Development Associate, at MParman@DenverCAC.org or 720.974.7231.

Let’s celebrate together!

Denver Children’s Advocacy Center
2149 Federal Blvd | Denver, Colorado 80211 | P: 303.825.3850
www.DenverCAC.org
How to Create a Campaign

A STEP-BY-STEP GUIDE

Step One:

Go to www.CrowdRise.com/DCAC—this is where you will view DCAC’s general fundraising page, read about our mission, and view other campaigns.

Step Two:

Click the button that says “Fundraise for this Charity”.

Step Three:

Select “Start a New Fundraiser” and begin setting up your campaign including a personal story of why you decided to pledge your birthday, a fundraising goal, and a few fun pictures!

Step Four:

Create your free CrowdRise account! This will allow you to track your campaign progress. We recommend you connect it to your personal Facebook page and Twitter account (if you have them) so you can update your friends and family at the click of a button.

Step Five:

Spread the word, share your campaign, and thank your supporters!

Questions?

Please contact Meghan Parman, Development Associate, at MParman@DenverCAC.org or 720.974.7231.
Donor Engagement Tips

SHARE YOUR MESSAGE

The best way to make your campaign a success is to share your message and the easiest way to do this is through the internet! Share your message on your Facebook, tweet out a link to your party, or add it to your LinkedIn profile. Don’t be shy! Directly ask your friends and followers to check out your campaign and ask them to share your message with their friends and followers.

CREATE A LIST OF POTENTIAL DONORS

After you have shared your message, we encourage you to create a list of potential donors that you can reach out to via email or a letter. These donors should be people that you know personally. Think parents, grandparents, siblings, aunts, uncles, cousins, close friends, etc. Do not forget to include a link to your campaign so they can easily donate!

UPDATE YOUR SUPPORTERS ON CAMPAIGN PROGRESS

As your campaign gains momentum, don’t forget to update your supporters on your progress. If you link your CrowdRise campaign to your Facebook or Twitter account when you sign up, you can do this through your campaign page. You can also share your campaign link easily in statuses, tweets, and posts. This will allow supporters to see the impact their contribution has made and encourage them to spread the word to help you reach your goal.

THANK DONORS AND SUPPORTERS

Most importantly, remember to thank your generous supporters however you see fit, but the more personal, the better. Perhaps send an email, tag them in a Facebook post, or even send a handwritten thank you note —make sure your donors know how grateful you are and that their contribution made a significant impact for the lives of so many children and families!
FACEBOOK STATUS OR INSTAGRAM POST:

“Dear Friends & Family, I recently decided to pledge my birthday to spread awareness about childhood sexual abuse and raise funds for a nonprofit organization in Denver called the Denver Children’s Advocacy Center (DCAC). 1 in 10 children become victims to sexual abuse before their 18th birthdays, so in honor of my birthday I want to help change that statistic. Please consider supporting my campaign, sharing my message, and learning more about DCAC: www.YourCampaign.com”

PERSONAL EMAIL:

“Dear ________,

I am so excited to tell you that this year I pledged my birthday to help change the statistic of childhood sexual abuse. I have dedicated my birthday to spreading awareness about childhood sexual abuse and raising funds for the Denver Children’s Advocacy Center (DCAC). Currently, 1 in 10 children will become a victim of sexual abuse before his or her 18th birthday and I believe that birthdays should be a celebration, not a statistic of abuse.

I chose to pledge my birthday because….tell your supporters why you chose to pledge your birthday.

DCAC’s mission is to prevent abuse, strengthen families, and restore childhood. They do these things through the various programs and services that are available for their clients, which include: treatment and assessment, forensic interviews, and child abuse prevention trainings. With your help, I can help Denver’s most vulnerable children and their families by supporting DCAC. Please consider contributing to my campaign which can be found at: www.YourCampaign.com.

Thank you so much!
Sincerely,

________________

TWEET:

“I have decided to pledge my birthday to help change the statistic of childhood sexual abuse! Check my campaign out here: www.YourCampaign.com”

PROGRESS UPDATE:

“Wow—I am so grateful and excited to announce that I’ve reached 50% of my goal! Thank you so much to everyone who donated. Your gift will make such a difference!”

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