Fundraising Toolkit

https://givebutter.com/CYC

How To Start Your Fundraiser

California Youth Connection (CYC) x Givebutter

Givebutter is a fundraising platform designed for non-profits, schools, and other organizations to easily raise money. California Youth Connection (CYC) utilizes Givebutter to collect and process digital donations. The creation of a free account is required to begin your CYC fundraiser through Givebutter.

Fundraiser Set Up

Team member fundraising on Givebutter is what's often referred to as “peer-to-peer fundraising.” Team members can receive credit for donations by sharing their custom link, and any donations made will automatically be credited to them.

1. Click this link: https://givebutter.com/CYC
2. Scroll down to “Team Members.”
3. Click the “Fundraise” button.
4. Create a free Givebutter account if you do not already have one. If you do have a Givebutter account, you should be prompted to login.
5. Set your fundraising goal and share why you are fundraising for CYC (you can also edit this later).
6. You’ve set up your fundraiser! Share your custom link with your networks and let them know all about CYC!

Sharing Your Fundraiser

Your donors will have a seamless and easy donation process. A Givebutter account is not required to make a donation, it is only required to create a fundraiser. Ensure you share your unique fundraising link. Typically, the link will include your name, or whatever name you used when you set up your fundraiser. When your donor uses your donation link, it ensures you receive credit for the donation and the funds help you reach your fundraising goal!

Social Media Captions

The captions provided are to serve as an example and support your fundraiser. You are encouraged to copy/ paste or use them as samples to craft your own message.

About CYC: Founded in 1988 by a group of young people with experience in foster care and volunteer supporters from around the state of CA, California Youth Connection (CYC) is a dynamic and impactful non-profit organization. CYC's mission is to develop leaders who empower each other and their communities to transform the foster care system, through legislative, policy, and practice change. Our vision is that youth impacted by child welfare and intersecting systems are empowered to have their needs met and the support to grow into healthy and vibrant adults.

Caption 1: I'm supporting @calyouthconn - check out my fundraiser!! I've chosen to support #CaliforniaYouthConnection because I strongly believe in their vision and the important work they do. CYC empowers foster youth to transform the foster care system through policy change, advocacy, and leadership development. 💪 Help me reach my fundraising goal so #CYC can continue their life-changing work. [Insert your fundraiser link]

Caption 2: 🚨 I created a fundraiser for @calyouthconn and I'm asking you to make a donation! @calyouthconn supports foster youth aged 14-24 to develop their leadership and advocacy skills to create a change in the foster care and intersecting systems. Their work is youth-led, and has resulted in the passage of dozens of laws aimed at improving the foster care system. Help me support @calyouthconn! [Insert your fundraiser link] #CaliforniaYouthConnection #YouthLeadership

Caption 3: I'm choosing to support the incredible non-profit @calyouthconn 💙 CYC was founded in 1988 by foster youth, for foster youth - advocating for policy change, leadership development, and a system that actually supports young people. Help support this powerful movement driven by young people: [Insert your fundraiser link] #CYC

Caption 4: Founded in 1988 by youth in the foster care system and adult supporters @calyouthconn creates opportunities for young people with lived experience to develop their leadership skills and advocate for better foster care and intersecting systems, with youth voice and input at the forefront. Support #CYC and amplify the voices and power of young people 💥: [Insert your fundraiser link] #CaliforniaYouthConnection #FosterCareSupport #YouthLeadership

Note: Be sure to include the link to your fundraiser at the end of your captions. For platforms like Instagram/ TikTok, you will need to include the link in your bio and direct your network there to donate. Example: "Click the link in my bio to check out my fundraiser and make a donation."

Social Media Assets

Posts are permanent content that appears on your profile/ your followers main feed. Post graphics can be found HERE.

Stories are temporary content that disappears after 24 hours. This feature is on Instagram/ Facebook. Story graphics are HERE.

Important Links

CYC Social Media Channels

CYC Website

CYC's Givebutter Page

Social Media Posts