• **Decide how to help** (Pg 1)
  Choose your fundraising challenge and set a goal. Browse a list of fundraising challenge ideas for inspiration. If you choose to host an event, use our handy event checklists to help you prepare.

• **Involve friends and family** (Pg 2)
  Learn to put your networks to work toward SHCS’ mission with these tips on logos, facts and statistics to support your story, and compelling social media posts.

• **Donate the proceeds** (Pg 5)
  Tax deductible donations and how to submit your donations.

• **Celebrate!** (Pg 6)
  Plug into the Sacred Heart network and inspire others to donate in solidarity with our community too!
DECIDE HOW TO HELP

Choose your fundraising challenge and set a fundraising goal.

If the idea of fundraising is overwhelming to you – don’t let it be! Sacred Heart has a bunch of suggested fundraising challenge ideas to get you started, from donating your birthday to throwing a party for Sacred Heart. With each challenge, you can create a personal fundraising webpage to collect donations and track your progress.

If you can’t find the right challenge, create your own fundraiser. Use what brings you joy to inspire people to action for the causes that you are passionate about. Do you love running? Fundraise by running a half marathon! Are you competitive and like to play sports? Plan a soccer or volleyball tournament! Are you an artist? Hold an art auction! As long as you have fun and tell people why fundraising for our community is important to you, the donations will follow.

Does your company or organization match your donations or volunteer time? Many workplaces facilitate Employee Matching Gifts or Volunteer Support Programs. Employee Matching Gifts are donations an employer makes to match its employees’ charitable contributions. Usually associated with corporate workplaces, employee matching gifts are often dollar-for-dollar, but some companies will give double or even triple the original donation. Volunteer Support Programs, sometimes called "Dollars for Doers," reward employees who take time to donate their time to a nonprofit. Talk to your employer to ask about these opportunities.

● Need more information on employee match programs? Contact Jay Pecot, Community Relations Manager at jayp@sacredheartcs.org.

● Need a checklist to be sure you don’t forget the before-, during-, and after-event details? Start with our event checklists.

● Need help creating an online fundraiser for Sacred Heart? Contact Jill Mitsch, Funds Development Manager at jillm@sacredheartcs.org or 408-278-2196.
INVOLVE FRIENDS & FAMILY

Put your networks to work toward Sacred Heart’s mission.

Think about all the people who can help you reach your fundraising goal. This does NOT have to be limited to those who can donate - it may include local businesses that can provide items for your fundraising activities or friends that can help you plan an event. Get creative and make your list. Think beyond the family and friends that you see everyday. Consider people like your coach, dentist, and teachers, people at your work, school, or church. Many people want to give to a great cause… all you need to do is ask!

Remember: your passion and your effort is not just about dollars raised. It’s also about helping others take on your cause as their own. Encourage your friends and family to support by sharing through email or social media. Use the hashtags #sacredheartcs and #communityunited and/or tag Sacred Heart on Facebook, Twitter, Youtube, or Instagram using the handle @sacredheartcs so that we can follow your efforts.

Here are a few other tips to help you get people pumped up! Continue reading for tips on:

- How to make the ask personal
- Awesome promotional materials and when/how to use Sacred Heart logos
- Fast facts and FAQs

Make the Ask Personal.

- **Craft a fundraising email.**
  
  Emails are the fastest and most effective way of asking for donations, and we’ve got you covered with this important advice for making a compelling ask.

  
  PRO TIP: Don’t just ask people to give you money and call it a fundraiser. People receive so many emails and marketing messages in their online feeds these days and they will miss your request for support if it is all about business.
Instead: Tell them why this cause or issue matters to you. Why should it matter to them? How might this opportunity to give to others relate to some of the issues or people that are important to them? Why now? Was there some experience or person who particularly had an impact on your motivation?

- **Pass the hat.**
  Similarly, if you are already gathering friends and family for a different reason such as a party, meeting, or other event, seize the opportunity to tell your story and inspire others to join you in your commitment to community service and social justice.

  Again, tell them why this cause or issue matters to you. Why should they care? Why now? What happened that brought you into this movement? Why is giving to others the right thing to do?

  Pass a hat, box, or basket around the event and invite people to contribute any amount of cash in their pocketbooks or to make a check directly to “Sacred Heart Community Service” before they leave the event. No donation is too small or big for our community.

- **Make a personal invitation with a fundraising letter.**
  Yes, people do still send snail mail! A personal letter in the mail will make your fundraising ask stand out. Make sure to include a self-addressed stamped envelope to make it easier for people to give right away.

- **Use social media.**
  It’s the best way to reach the highest number of people and share the link to your personal fundraising page all at once. Come up with fun posts that promote your efforts and keep your followers updated on your progress. It’ll serve as a friendly reminder for more people to contribute to your cause! Not everyone you reach out to will donate, but don’t be discouraged. Following up is the most important step in your fundraising.

  PRO TIP: unlike email, a compelling social media fundraiser will incite most donations within the first 72 hours. So when you’re ready to post, stay online, pay attention, cross post in different groups, forums, and pages, and be ready to respond and engage with your supporters as they come in!

- **Tell the media.**
  Your local paper, radio station or church/school newspaper may be interested in covering your fundraising campaign. Reach out and make a pitch! If you’re hosting an event, add it to the local calendar of events or blog. Give them all the details up front with reasonable lead time to be sure they can work it in for the best possible results, then remind them again a few days before your fundraiser begins.

  PRO TIP: SHCS often interacts with press media and we may have a pending pitch already out there. To coordinate efforts for the best results, contact Jill Mitsch, Funds Development Manager at jillm@sacredheartcs.org or 408-278-2196.
Promotional Materials and Logos.
Sacred Heart Community Service has been part of the San José community since 1964 so our logo is recognizable and easily shareable. Refer to our most recent Style Guide for important guidelines on how and where to use (and not use) our logo, color palette, and fonts.

Need a higher resolution logo for high quality printing? Contact Jill Mitsch, Funds Development Manager, at jillm@sacredheartcs.org or 408-278-2196.

Fast Facts and Frequently Asked Questions (FAQs).
Looking to emphasize the impact of your community’s donations with a description of who Sacred Heart is, what we do, and/or local statistics to support your story? Curious about how to drop off a donation or tax deductions? Refer to these Fast Facts and FAQs for answers to these common requests and more.
DONATE THE PROCEEDS
How to submit your tax deductible donations.

Donations to the nonprofit 501(c)3 organization Sacred Heart Community Service are tax deductible using tax ID # 23-7179787.

- If you created one of our online fundraising pages, your electronic donations have already been received by Sacred Heart and each donor received an automated email confirmation - unless they opted in to have a paper receipt mailed to them. If they claim not to have received it, suggest that they check their email’s spam filter. As an administrator of the fundraising page, you can access the donation information specific to your page by logging in.
- If you collected cash or checks that are made payable to you, you may also donate your total lump sum online on the Donate page of our website and indicate a specific message to us in the Notes section (such as dedicating the donation in honor or in memory of someone you love).
- If you prefer to submit your cash or checks made to Sacred Heart in person, you may drop off your donations in person during business hours in the Administration office at 1381 South First Street, San José, CA (see the bottom of our site for current hours and parking/arrival instructions).
- If you prefer to purchase needed items with the money you raised, visit the Donate page of our website for a list of items that Sacred Heart accepts and needs, the unique business hours for our onsite Donation Station, or use our Amazon wishlist for ideas.

General unrestricted donations are ideal for Sacred Heart because they allow us to allocate your donation to the highest current need area of our work. However, you have the right to specify a restriction to your donation toward a specific program, issue, or cause in writing along with your donation.

As a valued donor member of our community, we care about your privacy. Visit us online to review our Donor Privacy Policy.
CELEBRATE!
Plug into the Sacred Heart network and inspire others to be in solidarity with our community too!

Congratulations on being part of the solution to poverty in Silicon Valley!
What’s next?

- **PRO TIP:** Don't forget that a thank you goes a long way. It’s so important to thank your donors and let them know when you have reached your fundraising goal. If you chose the option to create your own online fundraising page, you can access the information of everyone who has made a donation on your behalf and send them a thank you message.
- Consider setting up a group volunteer day at Sacred Heart to celebrate your success with friends and family.
- Stop by our office to take a picture of you turning in your donation that you can share with your donors.
- Check in or do a live feed on social media while you’re here to tell your story and inspire others to donate their time or treasure in solidarity with our community too! Use the hashtags #sacredheartcs and #communityunited and/or tag Sacred Heart on Facebook, Twitter, Youtube, or Instagram using the handle @sacredheartcs so that we can give kudos for your efforts.
FUNDRAISING CHALLENGE IDEAS

Fundraising is more than giving a donation, or even asking for one — it’s mobilizing the people around you to care about the issues that matter to you most. Whether you opt to raise money online or in person, we’ve got your back with these ideas to get started.

Events and fundraising campaigns must comply with all federal, state, and local laws governing charitable fundraising and gift reporting. You are responsible to obtain all permits and licenses, especially those for raffles/games.

The Best Birthday Wish

Make your big day about something bigger than yourself. This birthday, ask for gifts that give back. Now that’s something to celebrate.

Three weeks before his birthday, Michael decided to donate his special day to Sacred Heart. He set up an online donation page and spread the word on social media.

He also set up a group volunteer day at Sacred Heart to celebrate his birthday with friends and family. His friends and family raised $3,000 for the community!

Fit and Active Fundraiser

Walk. Jog. Run. Climb. Hike. Challenge your friends and family to an athletic challenge that means something to you, and ask your friends, family, and co-workers to make a donation toward your goal. Whatever keeps you active, use it to raise funds for Sacred Heart. Sign up for a race in your community, or create your own competitive event like a fitness fundraiser (think: Cumbia dance-off or a soccer tournament!).

Create a Fit and Active fundraising webpage to highlight and track your progress here.

Party for a Cause

When you decide to fundraise for something you care about, you have the opportunity to share your story and inspire people to take on an important cause or situation as if it were their own. Do that with a disco ball and some grub, and you’ve got yourself a party for a cause!
Are you passionate about keeping immigrant families together, access to public transportation, affordable housing for all, and/or under-resourced schools? Spread the word and build solidarity with the people most deeply impacted by these issues!

The more people that know about your cause, the more likely you are to reach your goal and gain the support our community deserves. Raising awareness can also help other people understand our community better and inspire them to personally get involved with this issue in other ways.

Jen and Lani are artists who put their talent and networks to work by hosting a series of workshops called “Cover Charge for Justice” where people learn to screen print, make protest signs, and do other interactive art projects while also learning about how to get involved in the movement for change. Each event has music, happy hour, and casual conversation among local creatives. They raised almost $300 while having fun together!

Create a personalized page about your issue or cause here.

Create Your Own Fundraiser

You’re creative and brilliant, so let that shine through! Come up with your own idea for a fundraiser and get all of your friends involved. Start a book club. Host a movie night. Organize a chess tournament. Hold a cooking class. Pick an activity that makes you happy and invite others. Ask participants to make a donation in lieu of an entrance or registration fee.

The local chapter of Showing Up for Racial Justice (SURJ at Sacred Heart) is a group of white people in Silicon Valley who are passionate about eliminating racism and discrimination. They organize their work in 3 committees (education, action, fundraising) so that members can make a personal commitment to social change. At each meeting, they pass the hat for donations and in each e-newsletter, they include fundraising challenges for the causes they collectively care about. Together, the group has raised over $20,000 over 6 months to fund local movements.

Create your own donation webpage so that you can accept electronic payment without the hassle.

Need help creating an online fundraiser for Sacred Heart? Contact Jill Mitsch, Funds Development Manager at jillm@sacredhearts.org or 408-278-2196.
Need a checklist to be sure you don’t forget the before-, during-, and after-event details? Start with our event checklists here.
FAST FACTS & FREQUENTLY ASKED QUESTIONS

OUR VISION
Our vision is a community united to ensure that every child and adult is free from poverty.

OUR MISSION
Our mission is to build a community free from poverty by creating hope, opportunity, and action. We provide essential services, work together to improve our lives, advocate for justice, and inspire our community to love, serve, and share.

OUR CORE BELIEFS
- We believe that all people have a right to adequate food, clothing, housing, education, health care, and personal safety.
- We believe that all people deserve the opportunity to achieve economic self-sufficiency and healthy relationships.
- We believe that with faith, creativity, and effort, resources are available to fulfill our vision.

OUR PEOPLE
Help your friends and family learn about the potential impact they can make by donating to your fundraiser for Sacred Heart by sharing the following fast facts and talking points.

- **How long has SHCS been serving San José?**
  Sacred Heart has been serving the San Jose community and the surrounding region since 1964. In 2008, Sacred Heart became the federally designated Community Action Agency for Santa Clara County. San Jose now ranks the second most expensive city in the U.S.

- **How many people does Sacred Heart serve?**
  Sacred Heart engages 10,000 volunteers each year in order to be able to serve 60,000 unduplicated members per year.

- **What does Sacred Heart do for the community?**
  - (a) **Policy and organizing** for systems change to prevent the cycle of poverty;
  - (b) **Mutual support** so that local families can show up/volunteer/give for other families; and
  - (c) **Programs and resources** to serve families needs in the NOW.

- **What are the programs that Sacred Heart offers?**
  - (a) **Services that preserve human rights and dignity** (food, clothing, housing assistance)
  - (b) Programs that build the **tools for self sufficiency** (youth/adult education, economic empowerment opportunities, urban gardening network)
  - (c) Opportunities for **leadership development** and peer support
● **What does it cost to make ends meet in Santa Clara County?**
According to [the Insight Center in 2018](https://www.insightcenter.org): 
  ○ Even with two working adults in the household, close to one in five households in Santa Clara County cannot make ends meet; and 
  ○ A family of four (with 2 adults, 1 school-aged child, and 1 preschooler) would need to make at least $106,981 per year to be self-sufficient

● **What is the average rent in San José?**
According to the [Rent Café in 2019](https://www.rentcafe.com), the average rent for an apartment in San Jose is $2,701, a 3% increase compared to the previous year, when the average rent was $2,627.

**OTHER FAQs**

● **Where is SHCS located?**
We are located at 1381 South First Street, San José, CA  95110 in downtown San José at the corner of South First and Alma Streets. It is easily accessible via car, bike, and public transportation. [Arrival and parking instructions can be found here](https://www.sacredheartcs.org/about/us/directions).

● **How can I donate in-kind items?**
If you are coming by to drop off a donation, avoid parking entirely. Visit [our website](https://www.sacredheartcs.org/about/donate) for donation station hours and special date closures first (bottom of each page). *(PRO TIP: stay to the LEFT as you pull into our parking lot to drive on through to the back so we can help you unload.)*
  ○ [Donation guidelines for what we do/don’t accept at our donation station can be found here](https://www.sacredheartcs.org/about/donate).
  ○ [Arrival and parking instructions can be found here](https://www.sacredheartcs.org/about/us/directions).

● **Are donations to Sacred Heart tax deductible?**
  ○ Yes, Sacred Heart is a non-profit 501(c)3 organization registered with the state of California. Our tax ID# is 23-7179787.

● **Can Sacred Heart staff attend my fundraising event or campaign?**
Sacred Heart involvement in your event/campaign is subject to staff availability and capacity and must be agreed upon prior to your event. We appreciate your understanding that the volume of requests sometimes exceeds the number of staff available to attend events. While we will do our very best to provide the representatives you have requested, we cannot guarantee the attendance of staff, our executive director, or board members. For fundraising event requests, contact Jill Mitsch, Funds Development Manager at [jillm@sacredheartcs.org](mailto:jillm@sacredheartcs.org) or 408-278-2196.

● **Can Sacred Heart provide donor lists, media lists, or staff lists?**
Sacred Heart cannot provide assistance in the solicitation of sponsorships for your event/campaign. Sacred Heart does not provide donor lists, media lists, or staff lists.
FUNDRAISING EVENT CHECKLISTS

Need a checklist to reduce the stress and be sure you don’t forget the details? Start with these!

BEFORE YOUR EVENT

- SET A GOAL
  Have a tangible goal in mind that you can share with your supporters. This will keep you motivated and focused. Say it out loud and say it often! Cheer your supporters on and keep them informed about progress.

- CHOOSE A TIME AND PLACE
  Remember: the simplest events are often the most successful!

- SPREAD THE WORD
  As you spread the word, keep these tips in mind:
  - Clearly, communicate that your event is a fundraiser. Each $1 raised will make a difference in our community.
  - Invite your friends and family to your event at least three weeks in advance and remind them again a couple days before.
  - Use email and social media to get your friends and family excited about your event and remind them to attend. Our official hashtags are #sacredheartcs and #communityunited

- STAY ORGANIZED
  Track invites, RSVP, and donations.

DURING YOUR EVENT

- LEAD THE WAY
  Donate first to show your family and guests that you believe in Sacred Heart’s mission. Invite others to join you in supporting this cause.

- SHARE YOUR PASSION
  Visit the Fundraising Toolkit for tips on how to make your message personal.

- TELL GUESTS ABOUT THEIR GIVING OPTIONS
  Gifts can be made online through your fundraising page. Checks can be made out to: Sacred Heart Community Service.

AFTER YOUR EVENT

- GRATITUDE
  Send a thank you note to everyone who attended and donated and report how much you collectively raised for our community.

- FOLLOW UP
  Send a friendly reminder email to anyone who could not attend or did not donate at your event and let them know that they can still contribute to your campaign. Include a link to your fundraising page.

- INVITE YOUR GUESTS TO GET MORE INVOLVED
  In your follow-up communications, please invite your friends and family to deepen their impact by starting their own fundraising campaign. Feel free to share this toolkit as a way to
inspire others to start a campaign. If you do inspire a friend to start a campaign, pass along your hard-earned tips and tricks!