

2022
Move
FOR THE
Museum

SANTA FE

CHILDREN'S
MUSEUM

JUNE 4TH – 18TH

FUNDRAISING TOOLKIT





WHAT IS MOVE FOR THE MUSEUM?

Move for the Museum is Santa Fe Children's Museum's Annual Fundraising Challenge, from June 4th – 18th.

Walk, bike, run, or move YOUR way from wherever you are, in support of the Santa Fe Children's Museum. Your participation is your opportunity to move and to support families in northern New Mexico.

MAKE A DIFFERENCE

This event brings our community together for a local cause and encourages a healthy lifestyle. All proceeds go towards supporting educational programming for children and families.

Programs such as; STEM Virtual Learning, family Grab-and-Go STEAM Kits, and feeding hundreds of underserved local families from our garden, and many other enriching experiences for children will be able to continue to thrive with your support of this effort!

It is not just about moving-- it's about our community coming together to enable the Museum's ability to foster play, learning, and joy for all!

FOR MORE INFORMATION ON SPONSORSHIP:

Michaelann Perea
505.429.0312 | michaelannperea@gmc-inc.com

MOVE FOR THE MUSEUM COMMITTEE

CO-CHAIRS:

Caitlin Brodsky and Melanie Maxon

Sharon Woods, Olivia Sloan, Michaelann Perea,
Kristi Salazar, Abenicio Baldonado, Rachele Griego, Donna Ralph

Board President – Caitlin Brodsky
Executive Director – Hannah Hausman

****Updated 3.23.22****



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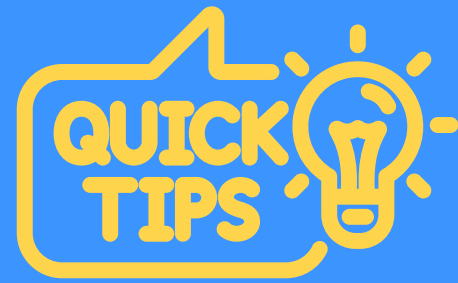


"Like" @santafechildrensmuseum



Follow @sfcmuseum

TOP 10 TIPS FOR FUNDRAISING



1

Commit to a Goal

A goal is an important first step and the key to a successful fundraising campaign. We're here to help you reach your goal by providing online assistance and fundraising tips.

2

Lead by Example

After setting up your fundraising page... make the first gift. It gets the ball rolling and people like to see you're supporting your own cause!

3

Just Ask

Ask your friends, family and co-workers for support. It turns out, most of them are actually more than willing to help. Think of it this way, every time you ask, you are giving your friends the opportunity to do something good for the kids and families in Santa Fe.

4

Share

Keep sending messages and sharing the link to your page with friends on social media and keep everyone up to date on your progress. Go above and beyond, by asking them to share your page too!

See sample social media posts to get started. When it comes to fundraising, there is strength in numbers.

5

Create a Competition

Invite friends to register and to start their own team. Make a bet on who can raise the most money in 14 days. Challenge them to move with you! The virtual event allows participants to be near or far!

TIPS FOR FUNDRAISING

6

Send an Email

One of the best and easiest ways to ask for a donation is to send an email letting everyone you know about the commitment you've made to help our kids.

See the sample fundraising email.

7

Matching Gift

Check to see if your employer matches charitable donations. If so, you've doubled your fundraising efforts!

8

Throw a Move Party (in-person or virtual)

Encourage your group to donate to your steps page in order to participate! You can also have Zoom Party to get your network excited, encourage them to join, and collect donations!

9

Say Thank You

Send a personal thank you or social media shout-out by tagging them in a message of gratitude for donating to your page. If they feel appreciated, they'll be more likely to support your efforts in the future. Plus, others will see that their efforts matter to you!

10

Inspire!

After you receive a donation, encourage your friends to share their support on social media or ask them to move alongside you.

JUST FOR YOU!

– SAMPLES –

Use these to help encourage and provide information to potential supporters! Be sure to personalize your message before you send it out to others!

-Sample Fundraising Email-



Dear {Insert Your Friend's Name},

This summer, I'm participating in the Santa Fe Children's Museum Move for the Museum Challenge! I've committed to raising {your goal} to support the Museum and the families they serve. Please help me reach this goal and support the Museum by making a donation to my fundraising campaign. Every little bit counts. You are making a difference in the lives of these children and families.

Your help is truly appreciated.

{Insert Your Fundraising Link Here}

Thank you,
{Your Name}



- SAMPLES -



-Sample Social Media Posts-



I'm moving for kids & families for the #sfcmoveforthemuseum 6/4 – 6/18! Help me reach my {your goal} goal to support @SFCMuseum {insert your fundraising page link}.



Help me reach my {insert your goal} #sfcmoveforthemuseum goal to help @SFCMuseum!



Check out team {insert team name} making moves and making a difference in supporting @SFCMuseum! #sfcmoveforthemuseum {Insert video of you/your team moving} {insert your fundraising page link}



Check out our team for the Move for the Museum Challenge! We are ready to {insert how you will move} for the next 14 days to support the @SFCMuseum! Please donate to Team {insert team name}. Link in bio.

{Post a picture of your team and put your fundraising page's link in your bio}.

*



I'm participating in the Santa Fe Children's Museum Move for the Museum Challenge and have committed to raising {insert your goal} for kids and families who need it most @santafechildrensmuseum.

Help me reach my goal and support the Museum by making a donation today! Thanks for your help. #sfcmoveforthemuseum {Insert your fundraising page link}



I'm jumping in for children at the Santa Fe Children's Museum with their Move for the Museum Challenge! Please support this awesome cause by making a donation to my fundraising page. Thanks for your support! #sfcmoveforthemuseum {Insert your fundraising page link}



I just started my team for the Move for the Museum Challenge! Now I challenge @ {tag friends} to start a team. I hope everyone will support my efforts by making a donation or starting your own team! Click here: {Insert your fundraising page link} #sfcmoveforthemuseum



MARK MY MOVES!



Track what you did to reach
your goal in two weeks!

JUNE

Sun	Mon	Tues	Wed	Thur	Fri	Sat
						4
5	6	7	8	9	10	11
12	13	14	15	16	17	18



Supporters Summary

Pledge Page

Use this sheet as a **participant** to help organize all of your in-person donations
or to **support a team!**

PARTICIPANT INFORMATION

(if applicable)

☐ _____ ☐

Name

Phone

☐ _____ ☐

Address

☐ _____ ☐

City

State

Zip

OR

DONATE DIRECTLY TO A TEAM:

☐ _____ ☐

Team Name

DONOR INFORMATION

Name

Address

City/State/Zip

Phone #

Amount \$

☐ _____ ☐
☐ _____ ☐
☐ _____ ☐
☐ _____ ☐

You may turn this page/mail all donations into:

Santa Fe Children's Museum | All Open Hours

All checks payable to:

Santa Fe Children's Museum

1050 Old Pecos Trail, Santa Fe, NM 87501

(505) 989-8359 | children@santafechildrensmuseum.org | santafechildrensmuseum.org