

# FUNDRAISING TOOLKIT

**MOVE**  
**FOR THE &**  
**MUSEUM**

*In memory of Michaelann Perea*

*April 30 – May 14*

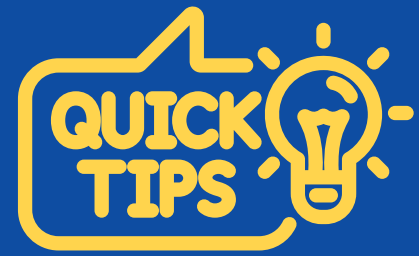
# What is Move for the Museum?

Move for the Museum is Santa Fe Children's Museum's Annual Fundraising Challenge and will take place from April 30 - May 14. To kick off the event, there will be a 5k run/walk, in memory of Michaelann Perea, a loyal Santa Fe Children's Museum Board Member/Volunteer and friend on April 30th. Members of the community are encouraged to walk, bike, run, or move in ANY way in support of the Santa Fe Children's Museum and its programs.

## Make a Difference

This honors the legacy of Michaelann Perea and is an event that encourages a healthy lifestyle and bring our community together for a local cause. 100% of the donations will support the Santa Fe Children's Museum and to ensure the learning doesn't stop for our children. Programs such as; STEM Virtual Learning, family Grab-and-Go STEAM Kits, and feeding hundreds of underserved local families from our garden, will be able to continue to thrive with your support of this effort!

# 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 two weeks. 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 VIRTUAL Move Party

(i.e. a zoom happy hour, dinner party, or game night)

Encourage your group to donate to your steps page in order to participate! Zoom Party! to collect donations or just personally ask your friends to give on your page.

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 in of 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 7/1 – 8/5! Help me reach my {your goal} goal to support @SFCMuseum {insert your fundraising page link}.

**\*\*Worth 10 Social Media Points\*\***



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

**\*\*Worth 10 Social Media Points\*\***



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}

**\*\*Worth 20 Social Media Points\*\***



Check out our team for the Move for the Museum Challenge! We are ready to {insert how you will move} for the next two 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}.

**\*\*Worth 20 Social Media Points\*\***



**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 your moves for two weeks!

To earn Activity Points, post a photo of your progress on this calendar to social media using #sfcmoveforthemuseum or email us at: [moveforthemuseam@santafechildrensmuseum.org](mailto:moveforthemuseam@santafechildrensmuseum.org)

## APRIL & MAY

Sun

Mon

Tues

Wed

Thur

Fri

Sat

APRIL 30

MAY 1

2

3

4

5

6

7

8

9

10

11

12

13

14



# 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  
 1050 Old Pecos Trail, Santa Fe, NM 87501

All checks payable to:

Santa Fe Children's Museum



# Contacts



## Move for the Museum Committee

### CHAIR:

Rachele Griego  
Board President – Caitlin Brodsky  
Executive Director – Hannah Hausman

### MEMBERS:

Sharon Woods, Olivia Sloan,  
Kristi Salazar, Abenicio Baldonado,  
Donna Ralph, and Erin Cave

### For sponsorship questions and to confirm your support:

Contact Hannah Hausman:

[hhausman@santafechildrensmuseum.org](mailto:hhausman@santafechildrensmuseum.org)

505-989-8359, ext. 100

Santa Fe Children's Museum

1050 Old Santa Fe Trail, Santa Fe, NM 87501

[santafechildrensmuseum.org](http://santafechildrensmuseum.org)

[moveforthemuseum@santafechildrensmuseum.org](mailto:moveforthemuseum@santafechildrensmuseum.org)

The Santa Fe Children's Museum is a 501(c)(3) and all donations made are tax deductible as allowed by law.