

Fundraising Toolkit



OVERVIEW

Help us raise money to support [CATCH Global Foundation's](#) K-12 health equity work in under-resourced school districts by participating in the [Good Health Feels Good Campaign](#) from August 29-September 12, 2022.

[Good Health Feels Good](#) is a FUN and interactive way to help CATCH provide equitable access to quality Whole Child Wellness programs that promote **healthy minds, hearts, and bodies!**

Funds raised during the 2022 Good Health Feels Good campaign will support CATCH's ability to serve schools with training and curriculum in cities like [Philadelphia](#), [Chicago](#), and Hartford, where there are wide gaps in the health programming resources available to students from campus to campus.

Students attending schools in areas where residents are more impacted by social determinants of health are typically at a greater risk of developing health problems over time.

Since children spend more awake hours at school than at home or elsewhere, it's essential that our educators have the tools they need to provide youth with effective and engaging health equity programming that supports their physical and mental wellbeing and helps them build healthy relationships.

Thank you for being part of this campaign to support the overall wellness of kids across the U.S.!

GET STARTED

To get started as a CATCH Good Health Feels Good Campaign participant, just follow these steps.

1. **Create Your Online Fundraising Page.** Use this [quick link](#) or click the “I Want to Fundraise for This!” button in donation widget on the [campaign landing page](#).
2. **Upload Your Campaign Image or Video.** Use the default campaign image (see below) or create your own! You can also choose to upload a video of yourself talking about why you’re supporting this campaign and/or why health equity is important in your community.


Hero Image:
Pick a large, high-quality image for the right side of your page.

Default Image

Image

Video

No Media



The default image is inherited from the Good Health Feels Good page.

3. **Tell Your Story.** Write in the field labeled “**Add A Note: Why are you passionate about this campaign?**” *This part is **super** important!* Inspire people to support you by sharing WHY you’re so passionate about social and emotional health for kids!

Be sure to include the following details:

1) Who you are;

2) **WHY** you’re choosing to support CATCH. *Make your message personal (why health equity and physical, emotional, and mental wellness for kids is important to you), detailed (consider sharing a personal story that illustrates your commitment to this cause) & optimistic (why you believe CATCH’s work has the potential to change future outcomes for youth);*

3) How the funds raised will be spent (sample language below);

4) Ask people to donate to your campaign and share it with others via social media or email!

4. **Set a goal.** We recommend a personal campaign goal of anywhere between \$500-\$1000 to be reached by September 12, 2022. You can customize your goal, but note that **every \$50 you raise will allow us to reach 25 students** with health equity programming, so meeting a \$1,000 goal will help us bring Whole Child programs to 500 kids! We recommend emphasizing the September 12th campaign deadline to maintain a sense of urgency.
5. **Launch your campaign & recruit early donors.** Once your campaign page is up and running, consider how you can recruit a few early donors (think yourself, family members & close friends) to establish a sense of momentum before you share your campaign publicly.
6. **Blast your campaign out!** Now that your page is launched and you have a few contributions, share the link to your personal campaign page with your wider network via email, social media, text message, flyers in your neighborhood or office break room, posts in online groups or forums. (You could also start a fundraiser benefiting CATCH Global Foundation on [Facebook](#) or [Instagram](#).) *Don't forget to ask others to share the campaign with their networks, too!*
7. **Regularly share updates throughout the campaign.** The sky's the limit when it comes to how you want to share with your network and community via email, social media, or verbal communications.

We recommend thinking about a communications schedule ahead of time and aiming to provide a campaign update every few days via email and/or social media (Facebook, IG, Twitter, & LinkedIn). *Always remember to provide a link to your personal campaign page with every update!*

At the very least you'll want to communicate with your network at the following times:

1) Campaign Launch: On Monday, August 29th, send an email blast to your network announcing your participation in the campaign and sharing your story. Post about your campaign launch on social media, too. Share the campaign with friends, family, classmates, co-workers, and other community groups. State your personal fundraising goal, how people can contribute, and the deadline to donate (9/12).

2) Mid Way Point: Halfway through the campaign (~Sept. 5th or 6th), send another message to your network. Tell them how much you have left to raise to meet your goal and how their contribution can make a difference! Remind them why you are participating in the campaign.

3) Last Few Days: Send another message 48-72 hours before the end of the campaign, reminding your friends they have just a few days left to contribute and make a big impact.

Note: Personal outreach like individual emails or texts are often the most effective way to remind people of how they can support your campaign. See sample language below for guidance on giving levels you can use.

Consider some of the following ideas to help make your outreach more compelling:

- **Sharing photos, videos or audio recordings** of yourself doing activities that help you maintain positive physical and emotional health;
- **Sharing talking points or links to articles about health equity** that show why this campaign is so important. Scroll down to the Campaign Resources section for helpful statistics, links and talking points;
- **Sharing personal stories** and words of encouragement.

*The most important thing to remember is to: **make your appeal personal and be consistent with outreach throughout the campaign.***

This campaign will just run for two short weeks, and many people will need to be reminded of the opportunity to support you!

On social media, make sure to tag **@CATCHhealth** on Twitter and Facebook and **@CATCH_health** on Instagram and use the hashtag **#goodhealthfeelsgood**. *You could even tag friends to encourage them to get involved, too!*

- 8. Thank your donors.** Be sure to send a personal thank you to all of your donors, and you could even recognize them personally by tagging them on social media with a message of gratitude.

SAMPLE CAMPAIGN LANGUAGE

Feel free to use the language below in your campaign story or any part of your outreach.

About CATCH

CATCH Global Foundation is a nonprofit organization that provides evidence-based Whole Child health equity programs to 3 million students annually through partnerships with more than 15,000 K-12 schools and afterschool sites. CATCH programs address the needs of the Whole Child by helping kids understand the importance of good nutrition, physical activity, social emotional learning (SEL), mindfulness, vaping prevention, and more with tools they need to develop lifelong healthy habits.

How will the money be spent?

All of the funds raised through the CATCH Good Health Feels Good campaign will go directly toward providing CATCH's Whole Child health equity programs to under-resourced school campuses in urban districts like [Philadelphia](#), [Chicago](#), and Hartford via our [CATCH Promise](#) program. [CATCH Promise](#) schools are schools in low income communities that CATCH is supporting by providing free access to health education resources not otherwise available.

In general, it costs roughly \$2 to provide CATCH programs to one child. So, for every \$100 raised, CATCH can reach 50 kids in need of health programs! Or for every \$10 raised, CATCH can reach 5 kids in need of health programs. Using this math, create giving levels to show how even small contributions can make a big impact.

Why I'm supporting CATCH Good Health Feels Good (example)

The following language is an example of how you can frame your support for the issue of health equity and child health, wellness, and SEL.

"Today, I'm supporting CATCH through the Good Health Feels Good campaign because I believe that all kids deserve to have good mental, physical and emotional health. Many kids are still experiencing the impact of difficult circumstances created by the COVID-19 pandemic, including isolation and loss.

Now more than ever, our kids need to be in school environments where their emotional needs will be supported and where they will have opportunities to move their bodies, release energy, and have fun.

Teaching kids to be aware of their physical, mental and emotional health is the foundation for helping them develop positive health behaviors, and I'm grateful to be able to help kids thrive this year by participating in this campaign! Please join me."

CAMPAIGN RESOURCES

Here are a few talking points, statistics and articles you can use to frame your points about the importance of Whole Child health equity programming in schools.

- With access to an SEL program in school, 27% of students improve their academic performance ([CASEL](#));
- With access to an SEL program in school, 24% of students show improved social skills and reduced stress ([CASEL](#));
- Aerobic exercise (like dancing) and movement have been proven to reduce anxiety and depression ([NIH](#))

- Health equity is achieved when every person has a fair and just opportunity to be as healthy as possible. ([Maternal & Child Health](#)) Providing youth with information and programs promoting healthy behaviors is foundational to health equity.
- Research shows that up to 80% of a child's health and wellbeing is linked to social determinants of health, which include behaviors, like diet, exercise, and emotional awareness.

SAMPLE SOCIAL MEDIA LANGUAGE

Facebook/LinkedIn/Instagram

Option 1:

I'm excited to announce that I'm participating in the CATCH Good Health Feels Good Campaign through September 12th, supporting @CATCH_health. This campaign will raise funds needed to support CATCH's pledge to provide health equity programs to underserved schools across the U.S., helping to reinforce positive mental and physical health behaviors among youth.

I believe every child deserves good physical and mental health. Many kids are still struggling in the wake of the COVID-19 pandemic and need to be in school environments where their physical and emotional needs will be supported. Studies show that Whole Child programs addressing both physical movement and SEL can help reduce anxiety and depression and help kids choose healthy behaviors for life.

Help me help kids thrive this year in school by contributing to my Good Health Feels Good Campaign! A donation of just \$10 will provide Whole Child programming to 5 kids!

{LINK HERE TO YOUR PERSONAL CAMPAIGN PAGE}

#goodhealthfeelsgood #helpkidsthive #mindheartbody #healthequity #catchhealth

Option 2:

Help us help kids thrive this year by donating to the Good Health Feels Good Campaign, an annual initiative to supercharge the wellness of our nation's kids. Proceeds will go to @CATCH_health to provide under-resourced schools with access to evidence-based health equity initiatives that help students feel better mentally, physically, and emotionally!

When schools prioritize health and wellbeing, everything changes. Healthy students are shown to be absent less often, more attentive in class and have fewer emotional behavioral challenges. CATCH addresses health equity by providing campuses and school districts with resources to help every child develop the knowledge and skills needed to live a healthy life.

As schools continue to cope with the impacts of the COVID-19 pandemic, it is crucial that we help kids regain and maintain a sense of wellbeing by creating fun and engaging ways for them to move their bodies and express their feelings.

You can learn more and donate here: <https://www.catch.org/good-health>

A donation of just \$10 will provide Whole Child programs to 5 kids!

#goodhealthfeelsgood #healthequity #equityineducation #helpkidsthive #mindheartbody

Option 3:

As schools continue to cope with the impacts of the COVID-19 pandemic, it is crucial that we help kids regain and maintain a sense of wellbeing by creating fun and engaging ways for them to move their bodies and express their feelings. Help us help kids thrive this year by donating to the Good Health Feels Good Campaign. All proceeds go to @CATCH Global Foundation to provide under-resourced schools with access to evidence-based health equity initiatives that help students feel better mentally, physically, and emotionally!

A donation of just \$10 will provide health equity programs to 5 kids! Learn more about this initiative and donate here: <https://www.catch.org/good-health>

#goodhealthfeelsgood #healthequity #equityineducation #helpkidsthive #mindheartbody

Twitter

As schools continue to cope with the impacts of COVID-19, it's crucial we help kids regain & maintain a sense of wellbeing. @CATCHhealth's #GoodHealthFeelsGood Campaign is an annual initiative to boost the wellness of our nation's kids. Learn more and support <https://www.catch.org/good-health> #healthequity

TAG US



@catchhealth



@catch_health



@catchhealth

CAMPAIGN MEDIA RESOURCES

Feel free to use the images and videos here throughout your campaign!

Good Health Feels Good Video

Click [here](#) or on the video image below to view our 1 minute campaign video. This is a great resource to use in your campaign outreach - via email or on social media!



Graphic Recommendations

- **No Image Upload:** Sites like Facebook & Twitter will automatically display the campaign image when the campaign URL is included in your post. In this case, we recommend not uploading an image separately.
- **Square Image Upload:** Emails, Instagram, Facebook & Twitter (if no image is automatically shown), etc.
- **Rectangular Image Upload:** Email & web page header (if square image is too large), etc.

FUNDRAISER

Good Health *feels Good*

Aug 29 - Sept 12

MAKE A DONATION:
catch.org/good-health



A Campaign Supporting
Health Equity

CATCH[®]
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QUESTIONS?

Please reach out with any questions at all to Sarah Andrews, VP, Strategy & Development at sarah@catch.org. Thank you again for your help & support!

