# A picture containing text, screenshot, font, design Description automatically generated*Fundraising Toolkit*

Dear Coordinator,

We are excited to share the attached Drug Free Clubs of America fundraising toolkit! This toolkit is designed to simplify the process of planning and executing a successful club fundraiser. As much as possible, we have tried to create templates that you can customize to your specific program and needs. You’ll find sample emails, social media posts, and graphics that you’re welcome to use or adapt to your unique fundraising effort.

**The best part? You’ll keep the funds raised for your school during Red Ribbon Week!**

Notes:

* While this toolkit specifically addresses Red Ribbon Week, the templates and schedule can be applied to any fundraising week that best suits your club. Simply replace the Red Ribbon Week information with information about your organization or about the value of prevention work more generally.
* To make the templates readable, we’re writing in the name of a fictional school, Hamilton High School, whose mascot is the Mustangs. We strongly encourage you to personalize any of the content to your school and audience– you know your community best! We’ve highlighted the text in the templates so you can easily see what needs to be replaced.
* Get creative! This toolkit is by no means a comprehensive list of possible fundraising communication. You could add student videos, contests, polls, or in-person events that could all drive your fundraiser forward!

If you have any questions, concerns, or ideas, we would love to hear from you! Please contact me at heatherm@drugfreeclubs.com.

And THANK YOU for your active commitment to keeping students safe and healthy through Drug Free Clubs of America!

Best regards,

Heather McGowan

[heatherm@drugfreeclubs.com](mailto:heatherm@drugfreeclubs.com)

Red Ribbon Week Checklist

* Review Toolkit and [Red Ribbon Week Resources](https://drugfreeclubs.com/fundraiser-toolkit/).
* Let DFCA Home Office know you’ll be participating. Submit this form and opt in to receive communication reminders leading up to Red Ribbon Week.
* Create your personalized DFCA Club Landing Page for Online Gifts. To get started, visit <https://qrco.de/DFCAClubGive>.
  + Watch this [video overview](https://drugfreeclubs.com/fundraiser-toolkit/) or review the [written instructions](https://drugfreeclubs.com/fundraiser-toolkit/).
* Create your Club’s plan for participating in Red Ribbon Week this October.
  + Create graphics for email and social media using supplied templates or your own
  + Update text for email and social to reflect your School and Club
  + Plan your Club’s communication calendar
  + Make a list of advocates who can help (think parents, school staff, students, PTA/School’s Parent Group, key partners in the community)
* Don’t hesitate to reach out with any questions along the way!

The Red Ribbon Week editable graphics were created in Canva. As a teacher or student, you’re eligible for a FREE account using your school email address. [Sign up](https://www.canva.com/education/) for your account to get started.

## 

## Suggested Communication Schedule

(See next page for calendar view)

* Email Schedule (Sent from the School or Coordinators):
  + Save the Date Email | 1 month before
  + Ambassador Preview - Key members of the school and community who will be helping to share about the week | 3 weeks before
  + Save the Date Email | 2 weeks before
  + Launch Date Email | October 23
  + Mid Week Push Template | Wednesday or Thursday during the week
  + Final Day Push Email | Saturday
  + Thank You Email | Friday November 3
* Social Posts Leading Up to Event
  + 2 Grid/Feed Posts - Save the Date + Education on Red Ribbon Week | Month of October
  + 2 Story Only Posts - Save the date video messages or story | Month of October
* Social Posts during the week
  + 1-2 Grid/Feed Posts - testimonials from members, reasons for support, reshare Home Office posts| Each Day of Red Ribbon Week
  + 1 Story Post: Featuring testimonials, reasons to give, why business support matters, why community support matters | Each Day of Red Ribbon Week
* Call to Action to Include in Messaging:
  + Support DFCA through a gift or reward donation
  + Share - Share a photo of your DFCA member, why your family loves DFCA or why you support DFCA

**Feed Post:** Feed is the constantly updating list of stories in the middle of your home page on Facebook. Feed includes status updates, photos, videos, links, app activity and likes from people, Pages and groups that you follow on Facebook.

**Grid Post:** The 'main' posts you put on your Instagram account. It can be photos or videos. It's what people see when they click on your profile.

**Story Post:** Stories are live for 24 hours, while posts stay on a profile forever.

## Red Ribbon Week Communication Schedule

**SEPTEMBER**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| 17 | 18 | 19 | 20 | 21 | 22  **SAVE THE DATE EMAIL** | 23 |
| 24 | 25 | 26 | 27 | 28 | 29 | 30 |

**OCTOBER**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| 1 | 2  **AMBASSADOR PREVIEW EMAIL** | 3 | 4 | 5 | 6 | 7 |
| 8 | 9  **SAVE THE DATE EMAIL** | 10 | 11 | 12 | 13  **STORY &**  **GRID POST** | 14 |
| 15 | 16 | 17 | 18  **STORY &**  **GRID POST** | 19 | 20 | 21 |
| 22 | **23**  **LAUNCH DATE EMAIL**  **STORY &**  **GRID POST** | **24**  **STORY & GRID POST** | **25**  **MID WEEK PUSH EMAIL**  **STORY & GRID POST** | **26**  **STORY & GRID POST** | **27**  **STORY & GRID POST** | **28**  **FINAL DAY EMAIL**  **STORY & GRID POST** |

**NOVEMBER**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **29**  **STORY &**  **GRID POST** | **30**  **STORY &**  **GRID POST** | **31**  **STORY &**  **GRID POST** | 1 | 2 | 3 | 4  **THANK YOU EMAIL** |

## Email Templates [Canva Link](https://www.canva.com/design/DAFpwHPJ-Lc/2tqsJzOwmrPV9VbL2wYLRQ/view?utm_content=DAFpwHPJ-Lc&utm_campaign=designshare&utm_medium=link&utm_source=publishsharelink&mode=preview) to Email Graphic Options

### Ambassador Preview (key members of the school and community who will share about the fundraising week)

**Subject:** Support drug-free students!

**A close-up of a logo

Description automatically generated with low confidence**

Hi there!

I am excited to announce that members of {Hamilton High School’s} Drug Free Clubs of America will be launching a fundraiser next month {**October 23-31**} in honor of Red Ribbon Week!

Red Ribbon Week is the largest drug-prevention campaign in the nation, and we are taking this opportunity to support our prevention initiatives at Hamilton High.

**Each year approximately {# Hamilton} students commit to living drug-free, and voluntarily participating in random drug testing.** These students learn how to make healthy choices in the face of peer pressure! Their commitment and influence has a positive ripple effect on our school’s culture and in our community.

**We need your help! Our upcoming fundraiser will give us the necessary resources to continue our prevention work through education, peer support, and well deserved recognition for our members.** Please consider helping by sharing why you support DFCA on social media and within your own networks. You can help connect even more resources to our program.

Please feel free to respond to this email with any questions or concerns. Thank you for helping us promote healthy choices for our students!

Sincerely,

[signature]

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### Save the Date Email Template

Subject: #RedRibbonWeek is coming to {Hamilton}!

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Hello {Mustangs} and Friends,

Save the date for our upcoming Red Ribbon Week fundraiser from **October 23-31**!

Red Ribbon Week is the largest drug-prevention campaign in the nation. Our {Hamilton High} chapter of [Drug Free Clubs of America](https://drugfreeclubs.com/) is honoring Red Ribbon Week by raising funds to support our school’s prevention work.

Our DFCA members have pledged to live without substance use, and our proven programming incentivizes them for their healthy choices through school and community rewards. Donations during Red Ribbon Week will support our continued prevention work, including education, support resources, and rewards for club members.

DFCA has a direct impact on empowering DFCA Members to live drug-free:

* 80% Agree they **are more confident** about how to handle situations with drugs.
* 76% Agree that one or more aspects of **DFCA has helped them stay drug-free**.
* 88% Agree that they **would recommend DFCA to others**.
* 86% Agree that their experience with DFCA will have a **positive impact on their long-term future**.

Keep an eye out for more information about our Red Ribbon Week campaign (or jump the line, and donate now!).

All the best,

[signature]

P.S. Make your gift today to support drug-prevention efforts at {Hamilton High School}!

### Launch Date Email Template

**Subject:** TODAY– wear red, give green! Support Our Drug-Free {Mustangs}!



Today is the day– the official launch of Red Ribbon Week! This week, we are coming together to champion the choice to live drug-free. **Will you make a gift to show your support of our Drug Free Clubs of America members who have committed to making healthy and safe choices?**

How has DFCA helped students? Check out these testimonials:

* *“Because of the awareness that Drug Free Clubs of America has given me, I will never struggle with nicotine addiction like some of my peers.”*
* *“Being an active member of Drug Free Clubs of America has helped me maintain my academic and athletic careers while in high school.”*
* *“The more my peers began using drugs, the more difficult saying ’no’ became. But I never tried drugs, partially because DFCA is such a great form of accountability. I knew that any given day I could be drug tested.”*

We are so proud of our {Hamilton} DFCA members!   
  
**Let them know that you’re on their team by making a donation today.** You can also make a difference by sharing our fundraiser on your social media pages or offering a reward to our club members!

Thank you for joining us in our mission to help our students stay drug-free!

[signature]

P.S. Did you know that 3 out of 4 DFCA Members used DFCA to stay drug-free last year? **Invest in our proven drug prevention program by making a gift today**

### Midweek Push Email Template

**Subject:** Support {Hamilton’s} DFCA today!



Hi there!

As you’ve probably heard, Red Ribbon Week is in full swing! We are working hard this week to raise awareness about our {Hamilton High} drug prevention efforts, especially Drug Free Clubs of America. **Make your gift today!**

When a {Mustang} joins DFCA, they become part of a community of people who share their commitment to living drug-free. **This sense of belonging is very meaningful to many of our members**. One student wrote:

*“My choice of friends before joining DFCA was a very poor selection of people. I wanted to start distancing myself from them. Then I heard about DFCA and decided to join. I started becoming better friends with a more positive group of people— people who were making positive choices in their lives. After I changed the people I spent time with,* ***I started getting better grades, and my attendance at school was almost perfect****.”*

Don’t miss your chance to **make a gift** to support a positive school culture and a teen approved program! **86% of DFCA Members agree that their experience with DFCA will have a positive impact on their long-term future.**

Thank you for your time and support!

[signature]

P.S. Don’t forget to share our social posts to help us get the word out!

### Last Chance Email Template

**Subject:** Last Chance to Make Your Gift!



Hi there!

We couldn’t be prouder of our {Hamilton} DFCA members this week, and every other week, for their commitment to living drug-free.

We love celebrating their dedication to their health– the {pizza parties} and community discounts are awesome!

But we also know that in a single year, nearly 5,000 Americans aged 15-24 will die of an illicit drug overdose.

The work is fun, but the stakes are high.

**Will you help us meet our fundraising goal this week?** Let our students know that you’re invested in their success and that you celebrate their life and their infinite potential.

With gratitude,

[signature]

**P.S. DFCA is proven to work!** 80% of members agree they are more confident about how to handle situations with drugs and 3 out of 4 members used DFCA to stay drug-free.

### Stewardship Email Template

**Subject:** THANK YOU!

**Preview:** You made Red Ribbon Week a success!



Hi there!

I wanted to write to thank you for your kind participation in our Red Ribbon Week fundraiser! Because of you, our {Mustangs} raised $XXX to support Drug Free Clubs of America!

Our students heard your message loud and clear– **you support their commitment to living drug-free**. You are part of a community they can rely on to help them make good choices.

Thank you for sharing our stories, your generous gifts, and being a part of the solution for a brighter future for our {Mustangs}.

Sincerely,

[signature]

P.S. Did you forget to make a gift? It’s not too late!

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## Social Post Templates and Suggestions [Canva Link](https://www.canva.com/design/DAFpwHj51fk/jRBv_oBBI9KGc2fIANQrRQ/view?utm_content=DAFpwHj51fk&utm_campaign=designshare&utm_medium=link&utm_source=publishsharelink&mode=preview) to Social Post Graphic Options

### **Leading up to the event:**

**Grid posts:**

**1.**

Do you know about #RedRibbonWeek? Learn about the history of the nation’s largest drug-prevention campaign coming up at the end of October! And keep an eye out for more information about how our {Mustangs} are planning to honor the week.

<https://www.youtube.com/watch?v=wDkvX9yZz34>

**2.**

We’re excited to announce our upcoming fundraiser for {Hamilton High’s} chapter of Drug Free Clubs of America! Our DFCA students have made a pledge to stay drug-free, and are raising money to support our school’s drug prevention work! Save the date for our #RedRibbonWeek fundraiser from October 23-31!

**Story posts:**

* Announcement from coordinator and/or student: “Hi! I’m [NAME], a member of Drug Free Clubs of America at {Hamilton High}! Keep an eye out for info about our Red Ribbon Week fundraiser launching on October 23rd!”
* Informative posts about DFCA and/or Red Ribbon Week– highlight the importance of prevention: “Did you know that people under the age of 18 are more likely to develop an addiction to drugs? Our school’s Drug Free Clubs of America chapter is working to keep our students healthy and drug-free!”
* Link to your School’s Team Page for early donations
* Reshare Home Office’s social media posts

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### **Fundraising week posts:**

**Grid posts:**

**1.**

Show your support for our {Mustang} members of Drug-Free Clubs of America! These impressive students have committed to living free of substances, and they contribute to a healthy and positive school culture every day. How can you help?

* Donate! Make a gift to our club.
* Share this post with your support! Write a message of encouragement to our club members.
* Offer a reward! If you’re a local business owner, consider donating with a discount or small gift to our club members to acknowledge their excellent choices.

**2.**

“I underestimated the power of peer pressure, and I am thankful that I have grown with Drug Free Clubs of America to keep myself drug-free.”

Give our {Mustangs} more reasons to say no in drug situations. Show your support today:

* Make a gift to our club.
* Share your support by sharing a photo or story about your favorite DFCA member!

**3.**

Did you know - 3 out of 4 members used Drug Free Clubs of America to stay drug-free?! Our DFCA chapter is proven to work at {Hamilton High}

* Make a gift to our club.
* Share your support by sharing a photo or story about your favorite DFCA member!

**4.**

You can show students at {Hamilton High} that you support a drug-free lifestyle. Invest in our drug prevention efforts through our Drug Free Clubs of America chapter.

We have xx members that participate every year.

* Make a gift to our chapter.
* Share your support by sharing a photo or story about your favorite DFCA member!

**5.**

You can help protect the future of {Mustangs} by making a gift to our Drug Free Clubs of America chapter.

DFCA is a proven drug prevention program that is making the right choice easy for our students. Through drug and life skills education, a positive community, and random drug tests - members have an easy out “I can’t, I might be tested.”

Make a gift today to support DFCA Members.

6.

Thank you! We are grateful to our community who support our students living a drug-free lifestyle.

Through your gift, you are ensuring Drug Free Clubs of America’s Members have a supportive community and a positive place to belong.

Together, we raised $xx during Red Ribbon Week. Thank you!

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### **Story post ideas:**

* Testimonials from students and educators
* Reasons to give to DFCA
  + Number of Members
  + How Club has grown over the years
  + Impact on school culture
* Why prevention work matters in schools
  + Alcohol and Drug Prevalence
  + Positive and Negative Peer Pressure
  + Teen coping mechanisms
  + Empowering students to say no, I might be tested
* Why business support matters
  + Rewards for Members
  + Increased awareness of business for parents/staff
  + Supporting brighter workforce
* Why community support matters
  + Keeping communities safe for everyone
  + Developing a larger support network for teens
  + Investment in the future leaders of our community/town.
* Reshare DFCA Home Office Social Posts
* Post the link to your School’s online giving form.