



GRASSROOTS

# Fundraising Toolkit

Partners  for Hope

Benefitting [Partnership for Drug-Free Kids](#) | [Where families find answers](#)

# THANK YOU

Welcome Partner for Hope!

We are thrilled you are joining our community of grassroots fundraisers, teaming up with us to help families thrive. Together, we are multiplying our efforts to empower families with information on problematic substance use and guidance on how to help loved ones get the help they need and deserve. What makes the Partnership unique is that they also provide families with support throughout the journey to wellness.

*“I found it so helpful just to put it into perspective that I was not the only one dealing with these issues.”*

As a Partner for Hope, you are one of many that has chosen to use your interests and passions to change lives through your unique fundraiser. Whether you decide to run, cycle or leverage social media in honor of or in memorial of a loved one, your support for our cause will make a difference.

This toolkit was created to set you up for success! Inside, you will find a step-by-step guide to get your fundraiser started, more information about the lifesaving work we do and how every dollar you raise allows us to help families find answers to substance-related concerns. If you need some inspiration, take a look at our list of fundraising ideas or [contact us](#) — we’re here for you!

We’re so appreciative of your efforts on behalf of the families we serve. Good luck and please let us know if we can help you in any way.

With gratitude,



Pat Aussem  
Parent Volunteer



**Every day in the United States, 144 people die from a drug overdose** (CDC)



**There is an increasing trend where more Americans die from drug overdoses than in car crashes and this is driven by Rx painkillers** (CDC)



**In America, almost 9 million young people (ages 12 to 29) are in current need of treatment for substance abuse and addiction** (NSDUH 2015)

# WHO WE ARE



We are the nation's largest nonprofit organization committed to helping families struggling with their son or daughter's substance use.

## What we do...

We empower families with information, support and guidance to get their loved ones the help they need and deserve.



We equip parents to take early and effective action to address their child's substance use, providing expert guidance, action plans and compassionate support.



We educate families about teen substance use and strategies they can use to help their loved one.



We listen to families and provide a platform for them to share their stories of struggle and success.



We connect families with each other and with experts, working with them to get the help their loved one needs and deserves.



We are champions for systemic change in the way our country addresses addiction, including universal evidence-based treatment options for families and their loved ones.

*"You were a safety net when I felt like I was drowning. You had resources to suggest and knew just what to say."*

# WHAT YOU CAN DO

For 30 years, we have made a difference in the lives of millions of families struggling with substance use and there is much more work to be done. By fundraising on behalf of the Partnership for Drug-Free Kids, your generosity will help us provide or expand critical resources for families:

*“After three years of searching and feeling helpless, I have a light at the end of the long tunnel.”*



**Our Toll-Free Helpline at 1-855-DRUGFREE** is staffed by masters-level counselors who provide parents in crisis with an empathetic ear and expert guidance to craft a plan that will help a child who is using substances. The helpline staff is also available through live chat at [drugfree.org/chat](http://drugfree.org/chat).



**Our online resources at [drugfree.org](http://drugfree.org)** include free series on topics related to supporting families whose child is struggling with a substance use disorder, online support groups and forums, multimedia educational assets, eBooks, infographics and more.



**Peer-to-peer parent coaching** includes five telephone coaching sessions to parents in need, pairing each of them with another parent who has “been there” and has been clinically trained.

To help ensure your fundraising event is a success, we challenge you to set a fundraising goal of at least \$1,000. And remember, no matter the amount raised, you are helping us empower families to find answers. Here’s what your dollars help us provide:



**\$5,000** provides training for 5 parent coaches to connect with families in need



**\$100** allows our Helpline counselors to connect with 4 parents seeking support



**\$1,000** allows our Helpline counselors to connect with 40 parents seeking support



**\$50** provides over an hour of one-on-one parent coaching for 1 parent in need



**\$500** gives 3 parents substance use coaching and support over six weeks



**\$25** trains 1 local substance use professional to deliver our community education program

# SETTING UP YOUR FUNDRAISER

## How tiny steps can create *big impact*

### 1 **Register your event with us**

We want to know about your event and will help you get the word out! Let us and your network know the who, what, why and when by personalizing your fundraising page.

### 2 **Communicate your goal and time frame**

Determine your fundraising goal and communicate that with your network. It is important to ensure your supporters feel urgency to join your event so setting a specific time frame is key to success. This will give your supporters something to work toward and will let them know that every dollar they give counts (and is tax-deductible!).

### 3 **Create and plan your event**

Start early and get creative! There are countless ways you can fundraise for the Partnership, from joining an already existing event like a marathon or organizing your own event such as a spin-a-thon, hosting a bake sale at work or even asking for donations instead of birthday, graduation or wedding gifts. No event is too small or too big. Need inspiration? Check out our [Fundraising Ideas](#) sheet.

### 4 **Make a list**

Family, friends, neighbors, classmates and colleagues are all great potential supporters. Make a list of people you want to invite to give, participate and/or attend your event.

### 5 **Share your story and spread the word**

Whether it's through email, phone, social media, a personal fundraising page or snail mail, let your network know about your event, why this cause is important to you and why you are seeking their support. Be sure to send reminders and keep them updated on your progress and deadlines.

### 6 **Remember...**

Stay positive and organized. People won't give unless they're asked—so ask, ask, ask! Remind your donors of the benefits of giving to your fundraiser. Their tax-deductible gifts support families across the nation struggling with their loved one's substance use.

### 7 **Say “Thank You”**

Most important, don't forget to acknowledge your donors! Send a thank you card or email, give them a shout out on social media or make phone calls. Let them know how much you appreciate their support and how much it means to the families we serve.

### 8 **Keep track of your donations**

Log in to your account to track who is donating through your page. If you receive checks or cash, register these as offline donations and mail them to:

Partnership for Drug-Free Kids  
Attn: Development Department  
352 Park Avenue South, 9th Floor  
New York, NY 10010

### 9 **Matching gift program**

[Check to see if your workplace](#) has a matching gift program.

*As a fundraiser for the Partnership for Drug-Free Kids, you are responsible for ensuring online and/or in-person events are conducted in a professional manner which befits the parties' core values and respective outstanding public images.*