



1,000 NOTE CHALLENGE

TOOLKIT FOR FUNDRAISING



POST IT LOVE



WELCOME!

We're thrilled that you've decided to join our mission of spreading joy, love, and positivity by taking part in the 1000 Note Challenge with Post It Love. By handwriting 1,000 heartfelt messages on Post-it notes, you'll be making a lasting difference in the lives of elementary school students, one colorful note at a time.

At Post It Love, we believe in the power of words to uplift, encourage, and inspire. Your personal, handwritten notes will create a ripple effect of kindness that will touch the hearts of young students and remind them of their worth and potential.

In this toolkit, you'll find:

- A checklist to keep you organized and on track
- Templates for emails, social media posts, and thank you messages
- A guide on how to use Givebutter to easily collect donations in support of your 1000 Note Challenge
- Tips for setting a fundraising goal and creating a compelling story for your page
- Social media resources, including images and captions for Facebook, LinkedIn, and Twitter
- Instructions on how to join a Post It Love team and collaborate with others

As you take on this 1000 Note Challenge, you have the opportunity to involve your community and supporters. They can contribute donations to fuel your efforts, and every dollar raised will go towards uplifting and empowering elementary school students with your heartfelt notes.

Thank you for choosing to be a part of this incredible movement. Together, we can make the world a little brighter, one Post It Love Note at a time. Let's get started on your 1000 Note Challenge!



POST IT LOVE



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GETTING STARTED

Excited to spread love and positivity through the 1000 Note Challenge? You can start your heartfelt mission in just a day or two! We've made the process quick and easy, so you can focus on the meaningful task of handwriting 1,000 uplifting notes for elementary school students. Our toolkit is packed with resources to help you rally support and gain momentum. You'll find email templates, social media captions, and printable flyers – everything you need to inspire your community to join your 1000 Note Challenge cause. Whether you're a seasoned fundraiser or a first-time organizer, Post It Love makes it simple to start making an impact right away through the power of your words. So, let's get ready to write 1,000 heartfelt messages, inspire young minds, and spread joy, one colorful Post It Love Note at a time!





CHECKLIST

GET STARTED

- ☐ Set a fundraising goal for your 1000 Note Challenge
- ☐ Create a personalized fundraising page on Givebutter
- ☐ Share your story and why writing 1,000 uplifting notes matters to you
- ☐ Choose impactful images and videos

USING GIVEBUTTER

- ☐ Familiarize yourself with the Givebutter platform

RALLY SUPPORT

- ☐ Spread the word about your 1000 Note Challenge
- ☐ Customize the provided email templates
- ☐ Utilize the social media resources (captions and images)
- ☐ Print and distribute flyers about your 1000 Note mission

WRITING 1,000 NOTES

- ☐ Gather necessary supplies (Post-it notes, pens, markers)
- ☐ Set up your cozy writing station
- ☐ Capture the moment as you handwrite 1,000 heartfelt messages

WRAPPING UP

- ☐ Customize the provided thank you message templates
- ☐ Send in your 1,000 Love Notes to Post It Love
- ☐ Celebrate your incredible 1000 Note Challenge success!

Creating Your Fundraising Page on Givebutter

1. Go to Fundraising Page: <https://givebutter.com/dJYSMN>

The screenshot shows a fundraising page for the '1000 Note Challenge' organized by 'Post It Love'. The page features a large banner with the text '1,000 NOTE CHALLENGE' and a progress bar showing '\$0' raised from 0 supporters towards a '\$50,000 goal'. A 'Team Leaderboard' section is visible with a 'Join a Team' button. On the right, there is a 'Donate' button, a 'Share Fundraiser' link, and a 'New Campaign Update' section stating 'This campaign was created April 29th, 2024' with a 'Be the first supporter' button. The page is powered by Givebutter.

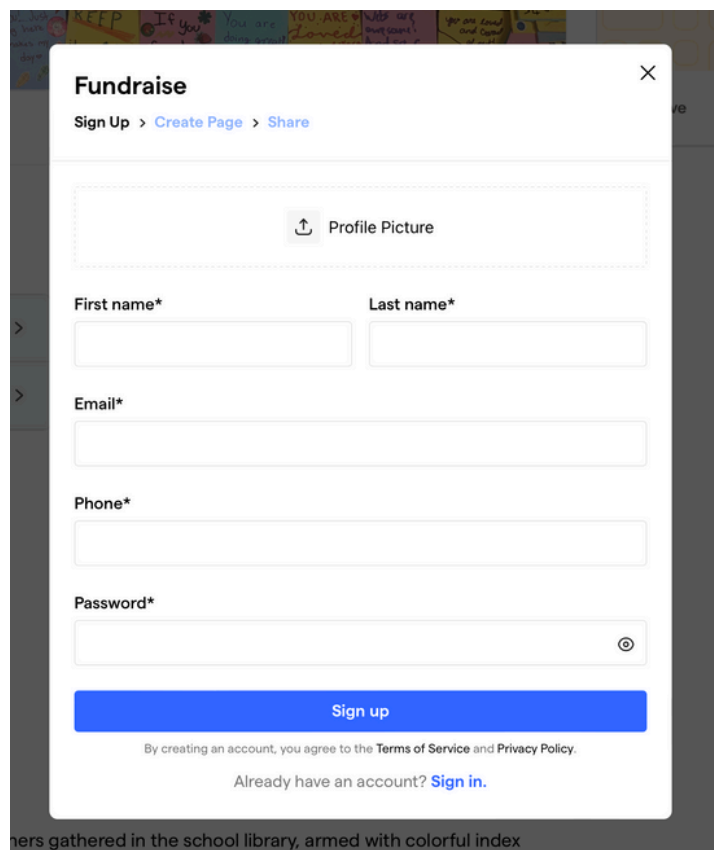
2. To create a new fundraiser, find team members and select "Fundraise" to start your page. If you and a friend are each making 1,000 notes, you can join forces as a team to fundraise together. Select "Join a Team" to fundraise together.

This screenshot shows the 'Team Members' section of the fundraising page. It lists 'Kelsey' with a profile picture, initials 'KB', and a fundraising amount of '\$0' from '0 Supporters'. To the right, there is a 'Fundraise' button circled in pink, and a 'Join a Team' button. The page also shows the 'Team Leaderboard' and the '1000 Note Challenge' banner.

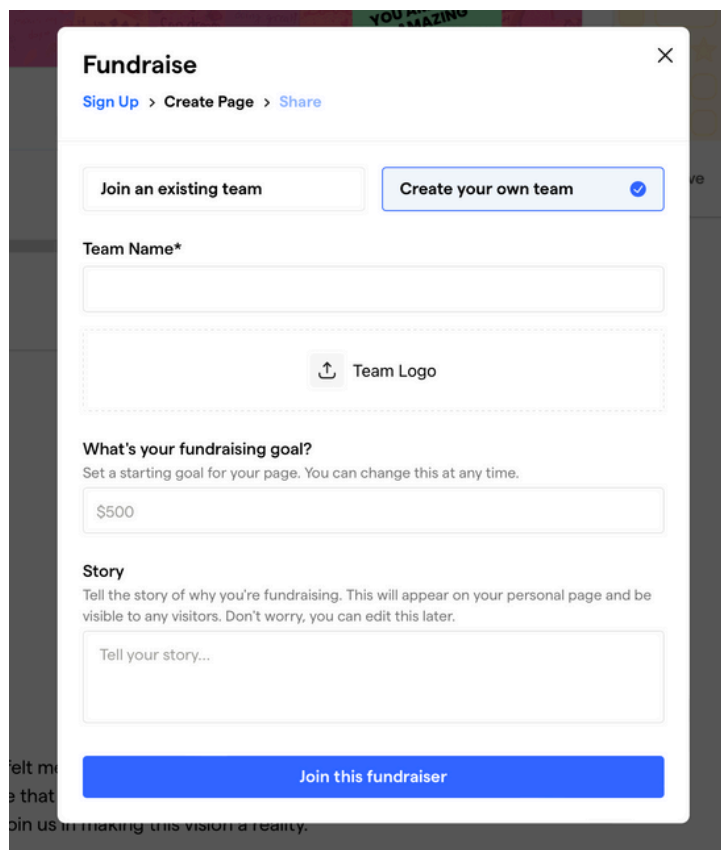
Personalizing Your Fundraising Page

1. Click on "Create your own team" to start personalizing your fundraising page.
2. Share Your Story: Use this space to tell others why Post It Love is important to you and what motivated you to get involved. Your personal connection to the cause will inspire others to join and support your fundraiser.
3. Upload a Photo: Add a personal touch to your page by uploading a photo that represents you or the Post It Love mission. This will help your supporters feel more connected to your cause.
4. Set Your Goal: Input the fundraising goal you determined earlier. Givebutter will automatically track your progress and display it on your page, keeping your supporters updated on how close you are to reaching your target.

Remember, your fundraising page is a reflection of your commitment to spreading love and positivity. Take the time to craft a compelling story and choose visuals that showcase the impact of your efforts. By personalizing your page, you'll create a stronger connection with your supporters and inspire them to join you in making a difference through Post It Love.



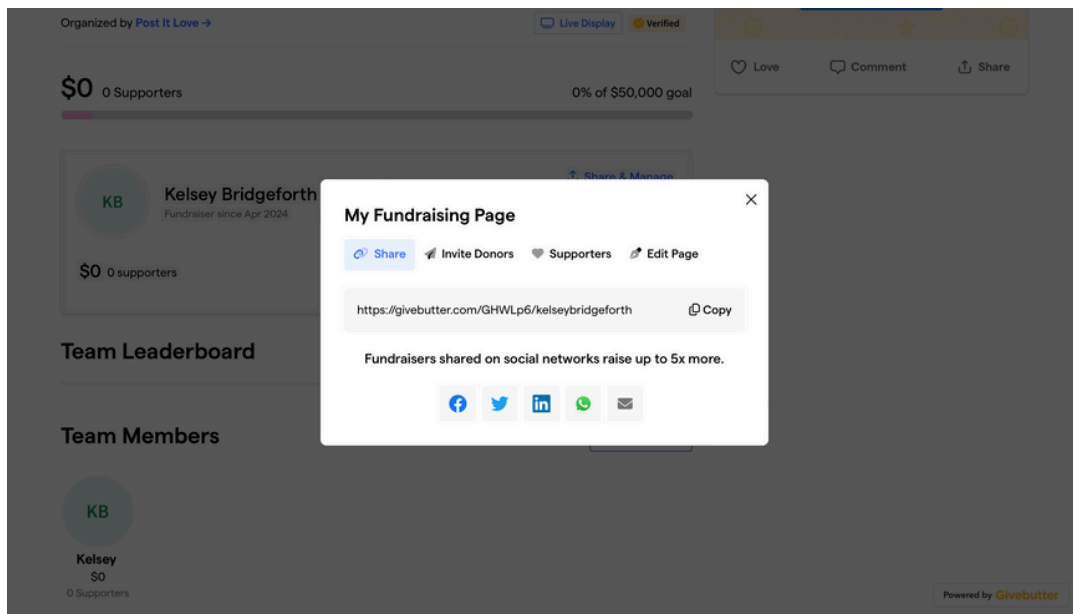
The screenshot shows a 'Fundraise' sign-up form. At the top, it says 'Fundraise' with a close button. Below that are links for 'Sign Up', 'Create Page', and 'Share'. The form includes a 'Profile Picture' upload field, followed by input fields for 'First name*', 'Last name*', 'Email*', 'Phone*', and 'Password*'. A blue 'Sign up' button is at the bottom. Below the button, there is a line of small text: 'By creating an account, you agree to the Terms of Service and Privacy Policy.' and a link: 'Already have an account? Sign in.'



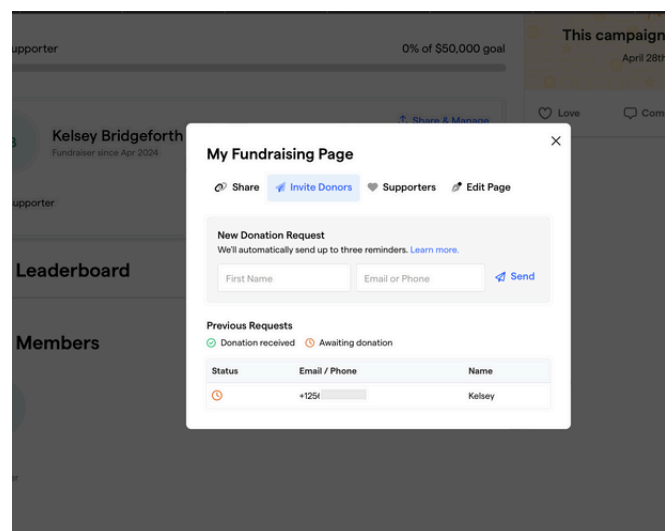
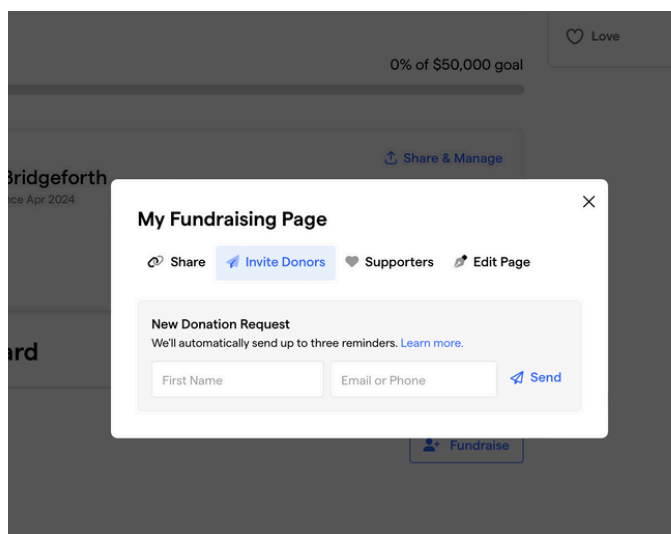
The screenshot shows a 'Fundraise' team creation form. At the top, it says 'Fundraise' with a close button. Below that are links for 'Sign Up', 'Create Page', and 'Share'. There are two buttons: 'Join an existing team' and 'Create your own team' (which is selected with a blue checkmark). Below these is a 'Team Name*' input field, followed by a 'Team Logo' upload field. Then, there is a section for 'What's your fundraising goal?' with a text input field containing '\$500'. Below that is a 'Story' section with a text area for 'Tell your story...'. At the bottom is a blue button that says 'Join this fundraiser'.

USING GIVEBUTTER

1. To edit your campaign page, go to "Share & Manage" by your name. From there you can share your page, invite donors, view supporters, and make changes.

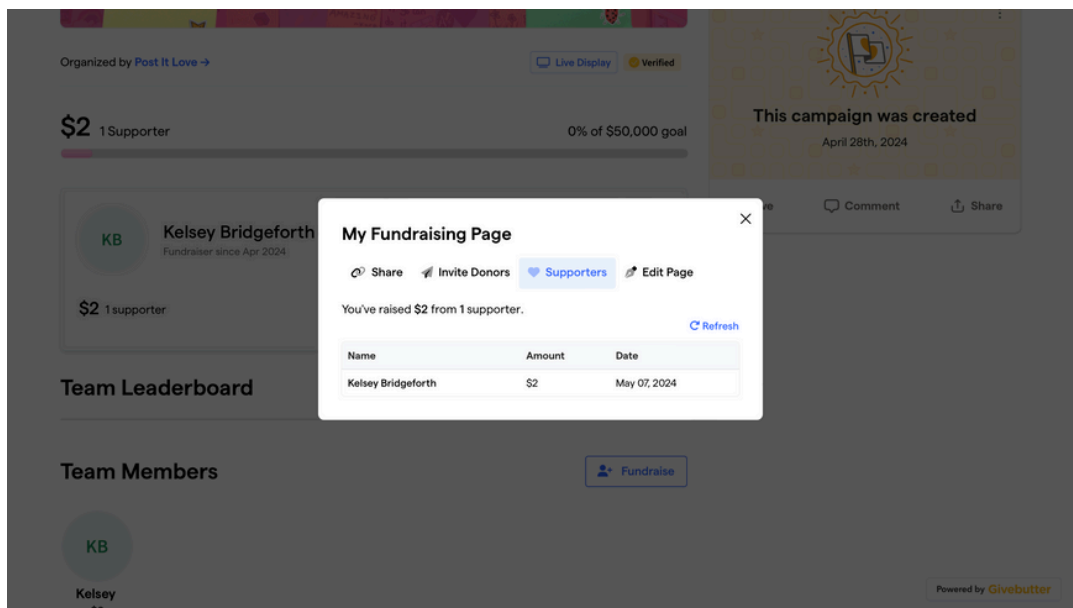


2. Use "Invite Donors" to quickly reach out to supporters. Just enter their name and phone number or email, and they'll receive a personalized invitation to contribute to your Post It Love fundraiser. You can track who has responded or not yet taken action.

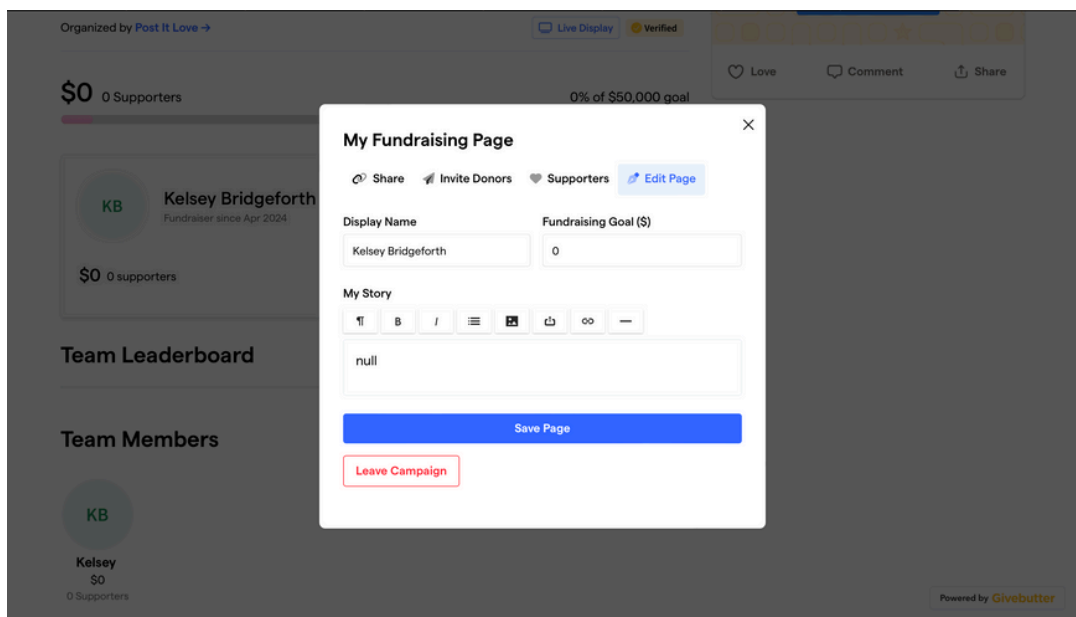


USING GIVEBUTTER

3. The Supporters tab shows your total funds raised and supporter count. It also lists the names of all your donors, which is useful for sending thank-you messages later!

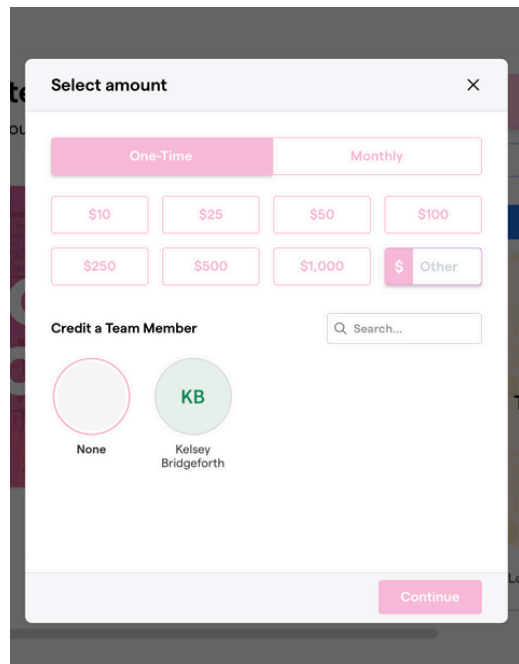


4. Personalize your fundraising page by setting a goal, updating your display name to one your supporters will recognize, and sharing your story. Add photos, videos, and compelling details to showcase your campaign and engage potential donors.



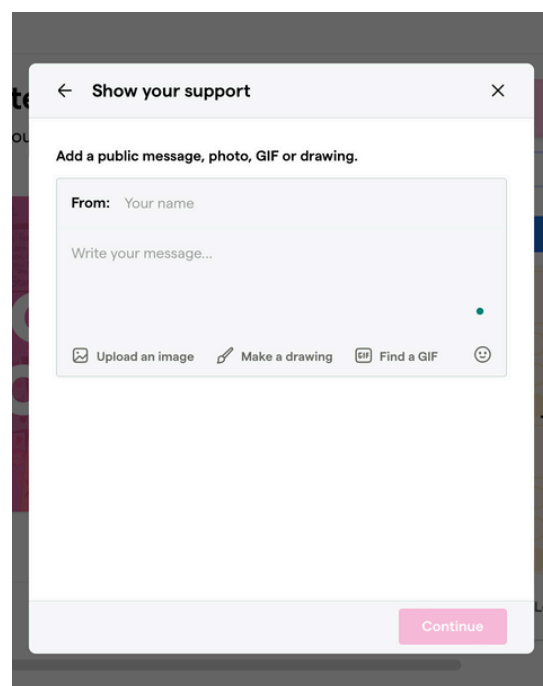
USING GIVEBUTTER – What Your Supporters See

1. Remind supporters to search for your name when donating to ensure their contribution is credited to you and your team.



The screenshot shows a 'Select amount' modal with a close button (X) in the top right. It features two tabs: 'One-Time' (selected) and 'Monthly'. Below the tabs are buttons for donation amounts: \$10, \$25, \$50, \$100, \$250, \$500, \$1,000, and an 'Other' button with a dollar sign icon. Underneath is a section titled 'Credit a Team Member' with a search bar labeled 'Search...'. Below the search bar are two circular options: 'None' and 'KB' (Kelsey Bridgeforth). A 'Continue' button is at the bottom right.

2. Encourage supporters to leave public messages on your fundraising page. These visible notes on the left side of the thread are a great way to highlight your campaign and attract more donations.



The screenshot shows a 'Show your support' modal with a back arrow and a close button (X) in the top left and right respectively. It prompts the user to 'Add a public message, photo, GIF or drawing.' Below this is a form with a 'From:' field containing 'Your name' and a text area labeled 'Write your message...'. At the bottom of the form are four icons with labels: 'Upload an image', 'Make a drawing', 'Find a GIF', and a smiley face icon. A 'Continue' button is at the bottom right.

USING GIVEBUTTER – What Your Supporters See

3. Your supporters can choose to cover the credit card processing fees and tip Givebutter. However, both of these options are optional and can be turned off.

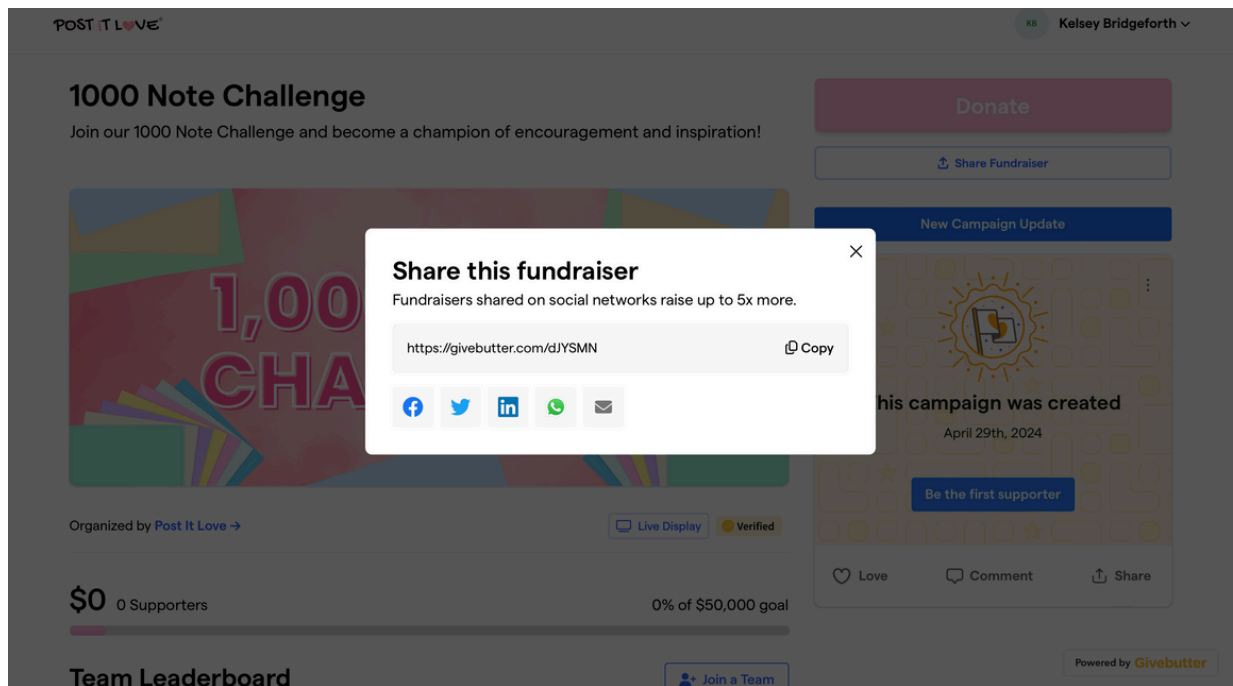
The screenshot shows the 'Final details' screen of a Givebutter donation. At the top, it shows a donation of \$2.00 and credit card processing fees of \$0.37, totaling \$2.37. A note states that 100% of the donation goes to Post It Love. Below this, there is a section explaining that processing fees are always charged by companies like Visa and PayPal, and that Givebutter makes the fees 100% transparent and takes a 0% platform fee. A checkbox labeled 'Yes, cover the fees.' is checked. Further down, there is a section to 'Add a tip to support Givebutter' with a dropdown menu set to '\$1'. Below the tip section, there are three checkboxes: 'Allow Post It Love to contact me' (checked), 'Give in honor/memory' (unchecked), and 'Hide my name or amount from public view' (unchecked). At the bottom, there is a section to 'Select a payment method' and a pink button labeled 'Finish (\$3.37)'.

4. Encourage supporters to share their contributions on social media. Campaigns shared socially raise 3 times more.

The screenshot shows the 'Thank you for supporting Post It Love!' screen. It features a large sun icon with a heart in the center. Below the icon, the text reads 'Thank you for supporting Post It Love!'. Underneath, it says 'Campaigns that are shared on social raise 3x more!'. There are four social media sharing icons: a link icon, an email icon, a Facebook icon, and a Twitter icon. At the bottom, there is a section to 'Receive good news and free stickers from Givebutter' with a text input field containing 'kbridgeforth@gmail.com' and a blue 'Subscribe' button.

SPREAD THE WORD

Givebutter simplifies sharing your writing notes event. Copy the provided link and share it on Facebook, LinkedIn, WhatsApp, or via email. While Givebutter offers a template, you can also use other templates.





SPREAD THE WORD

SOLICITATION – HELP ME REACH MY GOAL (TEMPLATE)

Hi (Name),

I'm embarking on an exciting challenge with Post It Love – handwriting 1,000 uplifting notes to encourage and inspire elementary school students. As someone who [personal connection to the cause, e.g., values kindness, believes in the importance of education, etc.], I'm passionate about using the power of words to make a positive impact.

By taking the time to pen 1,000 heartfelt messages, I hope to boost students' self-esteem, motivate them to reach their full potential and create lasting memories. I've set an ambitious fundraising goal of [fundraising goal] to support this 1000 Note Challenge and provide supplies for more students to experience the joy of a handwritten note.

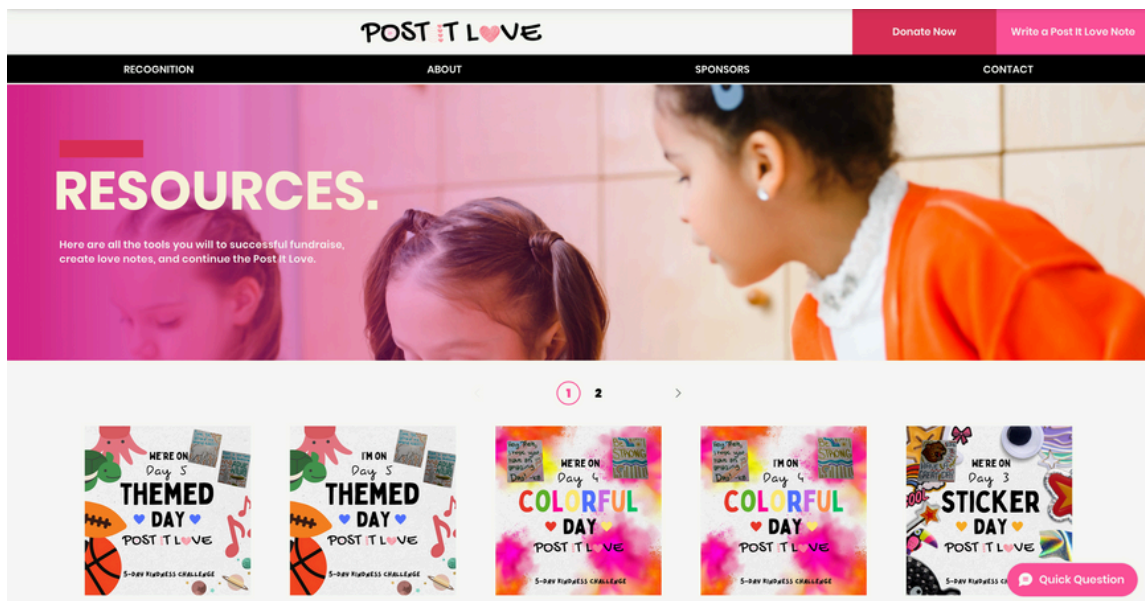
Will you help me reach my goal? Every contribution, no matter the amount, will directly support Post It Love's mission to uplift and encourage students with handwritten notes. To donate, simply click the link to my fundraising page: [link to your Givebutter page]

Thank you for considering supporting this meaningful challenge. Together, we can spread kindness and positivity to young minds, one heartfelt note at a time.

Sincerely, (Your Name)

SPREAD THE WORD- SOCIAL MEDIA / PRINTS

1. Social media resources are available on the Post It Love website. You can share pre-made designs on Instagram, LinkedIn, TikTok, and Twitter. Download the desired image and upload it to your social channels. The website also provides flyers and informational materials about the write a note event for sharing. You will find 1000 Love Note Milestones to post on your social media.



POST IT LOVE
WHEN YOU SUPPORT
POST IT LOVE.
Impact students
one note at a time.

Understanding the Urgency: Bridging Gaps in Underserved Education

An estimated 18.5% of children aged 3-17, roughly 28 million kids nationwide, have been diagnosed with anxiety and/or depression.

Underserved students face higher hurdles in their educational journey, being less likely to graduate or pursue higher education. This trend threatens their future opportunities and hinders their overall growth.

Power of Encouragement

Our weekly handwritten notes serve as reminders to students that they are loved for and capable of overcoming any obstacle. Research shows positive affirmations can profoundly impact young minds, nurturing perseverance and resilience.

Mission

To foster a positive and supportive environment that nurtures the emotional health and academic success of students.

LIFE IS COMPLICATED ENOUGH. LOVE SHOULDN'T BE!

POST IT LOVE

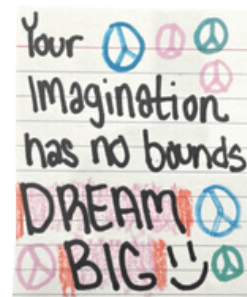
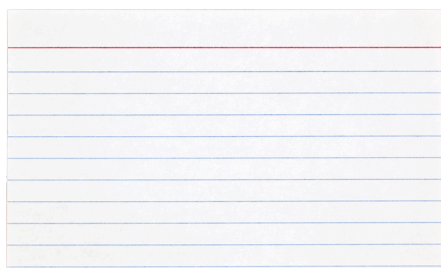
YOUR DONATION CAN SUPPORT:

\$5 Provides a pack of colorful crayons and stickers for volunteers to decorate inspirational notes and spread kindness.	\$20 Ensures that a student receives a month's worth of personalized, uplifting notes to boost their self-esteem and motivation.
\$50 Funds outreach to a new school partner classroom, expanding the impact of Post It Love's mission.	\$75 Supports a 'Kindness Corner' in a classroom, filled with resources and activities that promote empathy, compassion, and positive communication among students.
\$135 Supports a Post It Love note community awareness and support event, spreading the message of kindness and encouragement.	\$500 4TH GRADE Provides personalized, uplifting notes for an entire grade level (approximately 100-150 students) at one of our partner schools.
\$700 Sponsors a school-wide note delivery and student celebration, bringing joy to an entire campus.	\$1000 Funds the expansion of Post It Love's program to an additional school, bringing the power of encouraging words to hundreds more students.

POST IT LOVE

LOVE NOTE GUIDE!

Turn this into ✨THIS✨

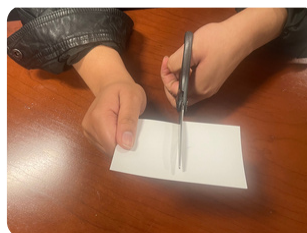


One side only

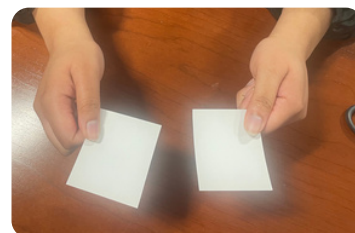
1



2



3



Choose Your Template

STEP 1

Select a brightly colored index card. Cut it lengthwise down the middle to create two post it note cards.



Craft Your Message

STEP 2

Be Positive: Choose uplifting words or phrases. For instance: "You're awesome," "You shine bright," "Believe in yourself."

Short & Sweet: Keep it concise. A sentence or two is perfect!



Add Some Art or Emojis

STEP 3

Doodles: Simple drawings or doodles can add charm. Hearts, stars, or smiley faces work well!

Emojis: If you're using digital notes, consider adding emojis to emphasize your message's tone.



Spread Kindness

STEP 4

Include your first name and use kind words. For instance "Have a wonderful day!", "You are awesome keep being amazing!"

Post It Love Note Material Checklist:

- ☐ Index cards
- ☐ Scissors
- ☐ Markers
- ☐ Crayons
- ☐ Stickers
- ☐ Colored Pencils

DON'T FORGET TO MAIL IN YOUR NOTES!

**9550 Spring Green Blvd.
STE.408- 338
KATY, TX77494**



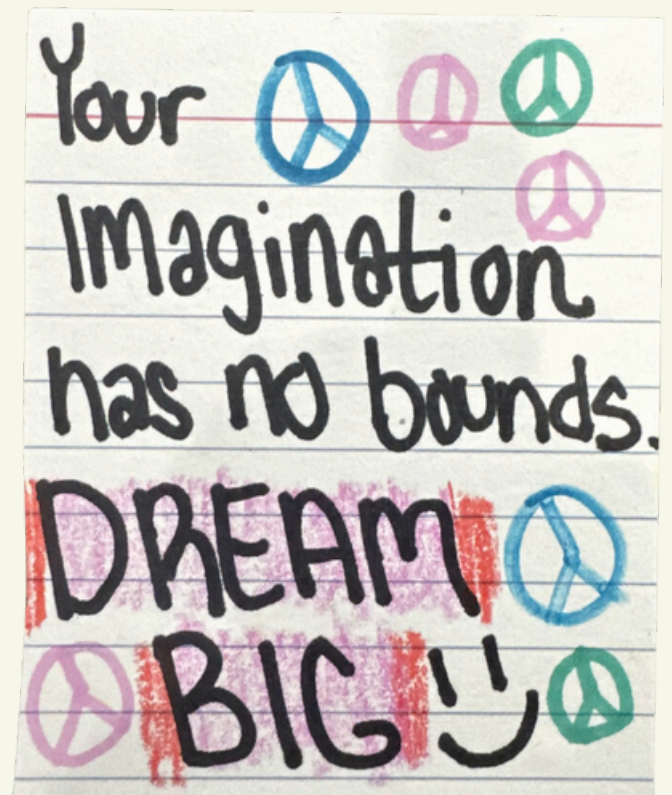
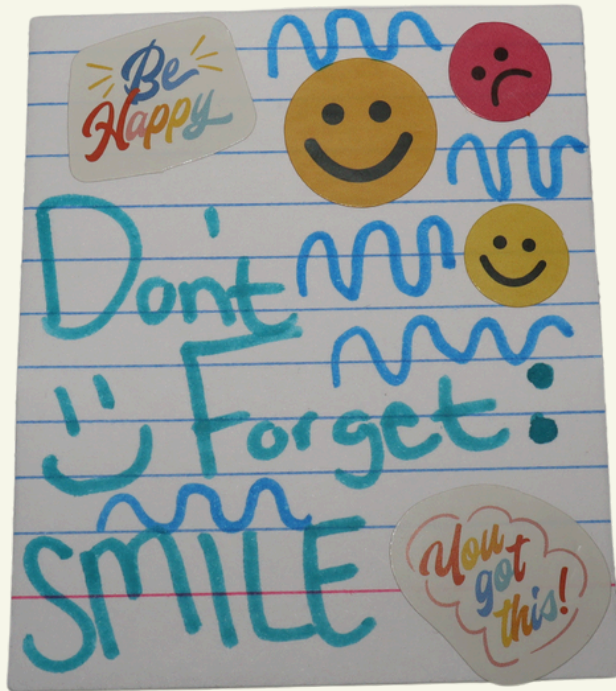
What Not to Include

REMINDERS

Avoid negativity or anything that could be misinterpreted. Refrain from personal information or anything that might make the recipient uncomfortable.

POST IT LOVE EXAMPLES

Running out of things to say? Visit "Resources" at www.postitlove.com to view 450 phrases to use.



CAPTURE THE MOMENT

Share your love note journey on TikTok, Instagram, Twitter, Facebook, and LinkedIn! Capture close-up shots of messages being written. Share a video testimonial explaining why you got involved with Post It Love and what it means to you. Create a photo album or video montage to share on your fundraising page and social media.



#BeKind

PITL SOCIALS

SPREAD THE KINDNESS.



@OFFPOSTITLOVE



POST IT LOVE

POST IT LOVE



WRAPPING UP

THANK YOU – THANK YOU FOR YOUR DONATION (TEMPLATE)

Hi (Name),

I wanted to express my sincere gratitude for your generous donation towards my 1000 Note Challenge with Post It Love. Your support means so much to me and will directly impact the lives of elementary school students.

Thanks to your kindness, I'm one step closer to reaching my fundraising goal and ensuring Post It Love uplifts and encourages students with my handwritten notes. Your contribution will help spread positivity and encouragement to young minds through the power of words.

Your donation showcases your belief in the importance of supporting our youth and creating a ripple effect of kindness that extends far beyond the classroom. I'm truly grateful to have you in my corner, sharing my passion for this meaningful cause.

Once again, thank you from the bottom of my heart. Your generosity is not only fueling my 1000 Note Challenge but also affirming that small acts of kindness can make a big difference.

With sincere appreciation,
(Your Name)

POST IT LOVE'S MAILING ADDRESS

**9550 Spring Green
Blvd. STE. 408-338
Katy, TX 77494**



CELEBRATE YOUR SUCCESS

Update your Givebutter fundraising page with the total amount raised and a heartfelt thank you message to all supporters. Share this accomplishment on social media, expressing gratitude and highlighting the powerful impact you made together. Share the incredible milestone of handwriting 1,000 uplifting notes during your challenge. Estimate how many students' lives you positively impacted (every 35 notes supports one student for a full school week).

Encourage others to take on their own 1000 Note Challenge or get involved with Post It Love's future initiatives to spread kindness.

Set new goals for yourself - whether continuing to fundraise, volunteering, or Pay It Forward by hosting another 1000 Note Challenge.

Congratulations on completing this amazing 1000 Note Challenge! Your dedication to spreading positivity through the power of words will create ripples of impact for years to come.

POST IT LOVE

CONTACT US!

We appreciate your interest and contribution to our mission of spreading kindness and support to students. Together, we can create a more positive and uplifting environment for young people through the power of encouraging words and actions. Thank you for being a part of this movement!

If you have any questions or concerns, please contact us at:

Fundraise@postitlove.com

713-701-9939

