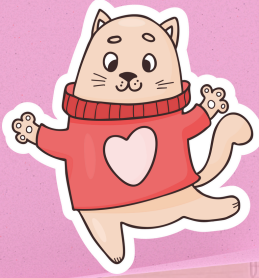


**BIG HUGS!**



**YOU ARE UNSTOPPABLE!**

# WRITE POST IT LOVE NOTES!

**TOOLKIT FOR FUNDRAISING**

**KEEP GOING!  
YOU ARE DOING  
AMAZING**

# POST IT LOVE

# WELCOME!

We're thrilled that you've decided to join our mission of spreading joy, love, and positivity through the simple act of writing heartfelt messages on Post-it notes. By hosting your own Post-it Love event, you'll be making a 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. By writing personal, handwritten notes, you'll be creating a ripple effect of kindness that will touch the hearts of young students and remind them of their worth and potential.

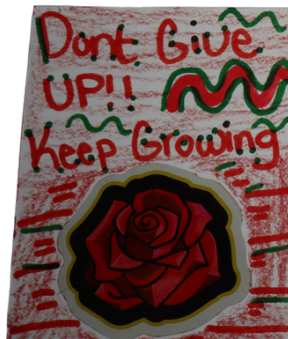
. Inside, you'll find:

1. A checklist to keep you organized and on track
2. Templates for emails, social media posts, and thank you messages
3. A guide on how to use Givebutter to easily collect donations
4. Tips for setting a fundraising goal and creating a compelling story for your page
5. Social media resources, including images and captions for Facebook, LinkedIn, and Twitter
6. Instructions on how to join a Post-it Love team and collaborate with others

Remember, your involvement in Post It Love has the potential to create lasting, positive change. Every note you write and every dollar you raise will contribute to uplifting and empowering elementary school students.

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!





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# GETTING STARTED

Excited to spread love and positivity? You can start your Post It Love event in just a day or two! We've made the process quick and easy, so you can focus on making a difference.

Our toolkit is packed with resources to help you get the word out effectively. You'll find email templates, social media captions, and printable flyers – everything you need to inspire others to join your cause.

Whether you're a fundraising pro or a first-time organizer, Post It Love makes it simple to start making an impact in the lives of elementary school students right away. So, let's get ready to write, inspire, and spread joy, one heartfelt note at a time!



# CHECKLIST

## GET STARTED

- Set a fundraising goal
- Create a personalized fundraising page on Givebutter
- Share your story and why Post It Love matters to you
- Choose impactful images and videos

## USING GIVEBUTTER

- Familiarize yourself with the Givebutter platform

## SPREAD THE WORD

- Spread the word about your Post It Love event
- Customize the provided email templates
- Utilize the social media resources (captions and images)
- Print and distribute flyers and other printables

## WRITING POST IT LOVE NOTES

- Gather necessary supplies (Index cards, markers, etc.)
- Set up your Post It Love writing station
- Capture the moment

## WRAPPING UP

- Customize the provided thank you message templates
- Send in Love Notes
- Celebrate your success

# Creating Your Fundraising Page on Givebutter

1. Go to Fundraising Page: <https://givebutter.com/Ujo5Pr>

The screenshot shows a fundraising page for 'Post It Love' on Givebutter. The page is organized by 'Post It Love' and is verified. It features a large banner with the text 'WRITE POST IT LOVE NOTES!' and 'YOU ARE UNSTOPPABLE!'. The page shows 0 supporters and a goal of \$50,000. There is a 'Donate' button and a 'Share Fundraiser' button. A 'New Campaign Update' section shows the campaign was created on April 28th, 2024, and encourages users to be the first supporter. The page is powered by Givebutter.

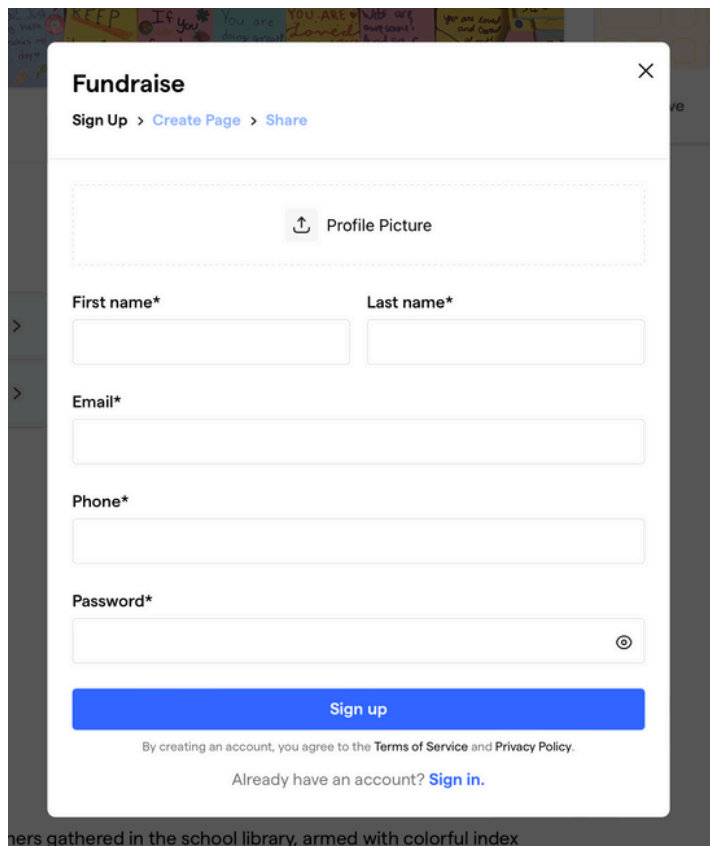
2. Create a new fundraiser: Find Team Members and select "Fundraise" to start your fundraising page.

The screenshot shows a fundraising page for 'Post It Love' on Givebutter. The page is organized by 'Post It Love' and is verified. It features a large banner with the text 'WRITE POST IT LOVE NOTES!' and 'YOU ARE UNSTOPPABLE!'. The page shows 0 supporters and a goal of \$50,000. There is a 'Donate' button and a 'Share Fundraiser' button. A 'New Campaign Update' section shows the campaign was created on April 28th, 2024, and encourages users to be the first supporter. The page is powered by Givebutter. The 'Team Members' section is highlighted, showing a 'Fundraise' button circled in pink.

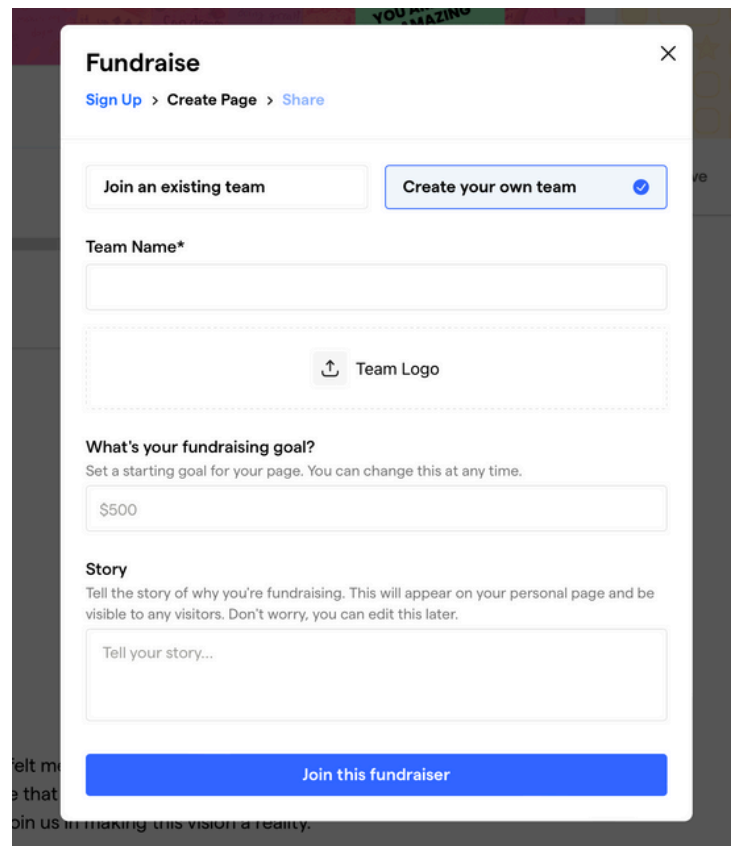
## Personalizing Your Fundraising Page

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.



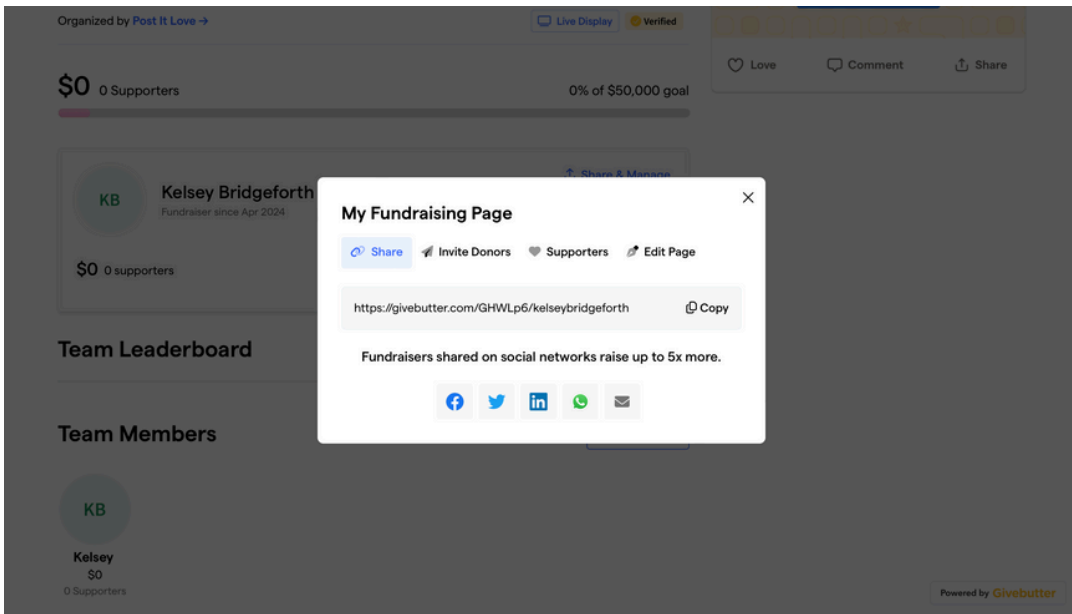
The screenshot shows a 'Fundraise' sign-up form. At the top, it says 'Fundraise' with a close button (X) and navigation links 'Sign Up > Create Page > Share'. Below this is a 'Profile Picture' upload area. The form includes fields for 'First name\*', 'Last name\*', 'Email\*', 'Phone\*', and 'Password\*'.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



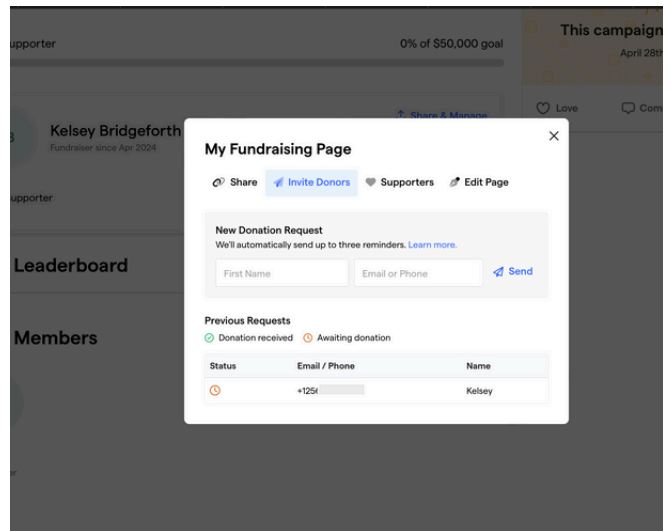
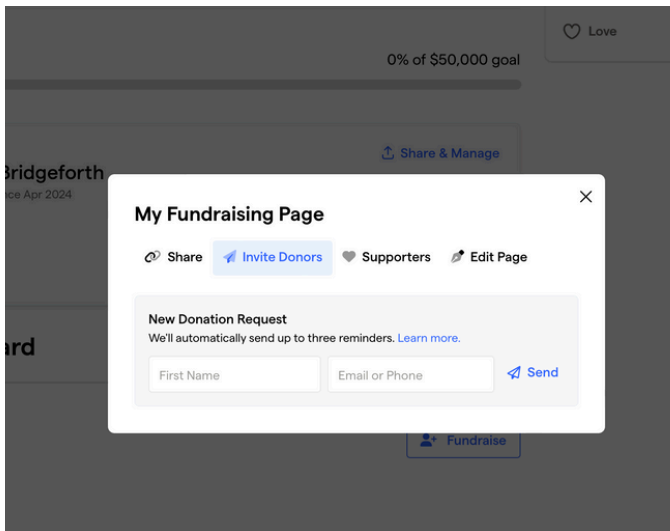
The screenshot shows a 'Fundraise' team creation form. At the top, it says 'Fundraise' with a close button (X) and navigation links 'Sign Up > Create Page > Share'. Below this are two buttons: 'Join an existing team' and 'Create your own team' (which is selected with a blue checkmark). The form includes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

# 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.



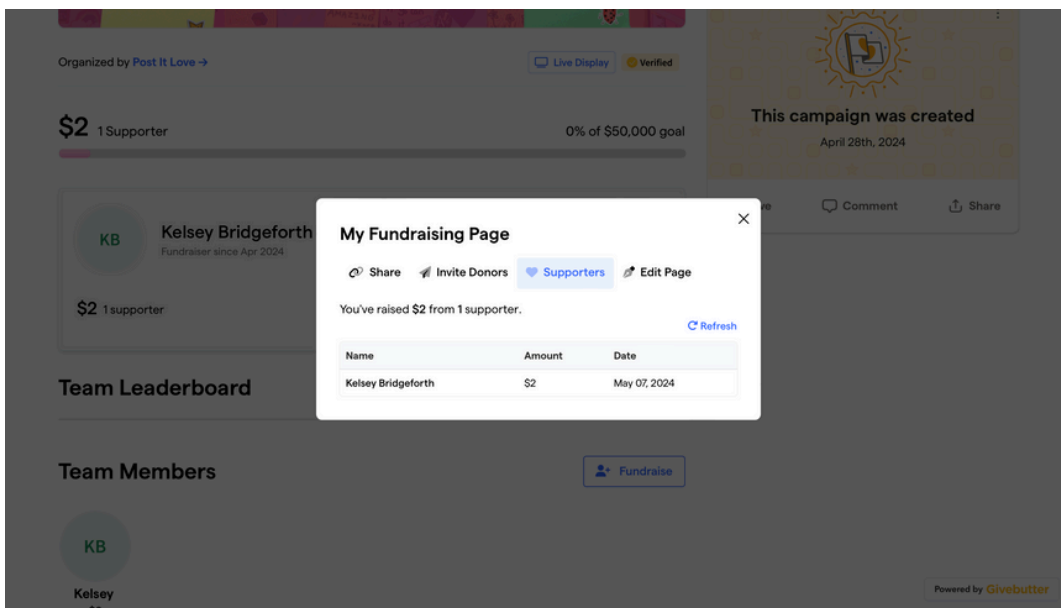
2. Use "Invite Donors" to quickly reach out to supporters. Just enter their name and phone number or email, and they'll receive a personalized invitation to contribute to your Post It Love fundraiser. You can track who has responded or not yet taken action.



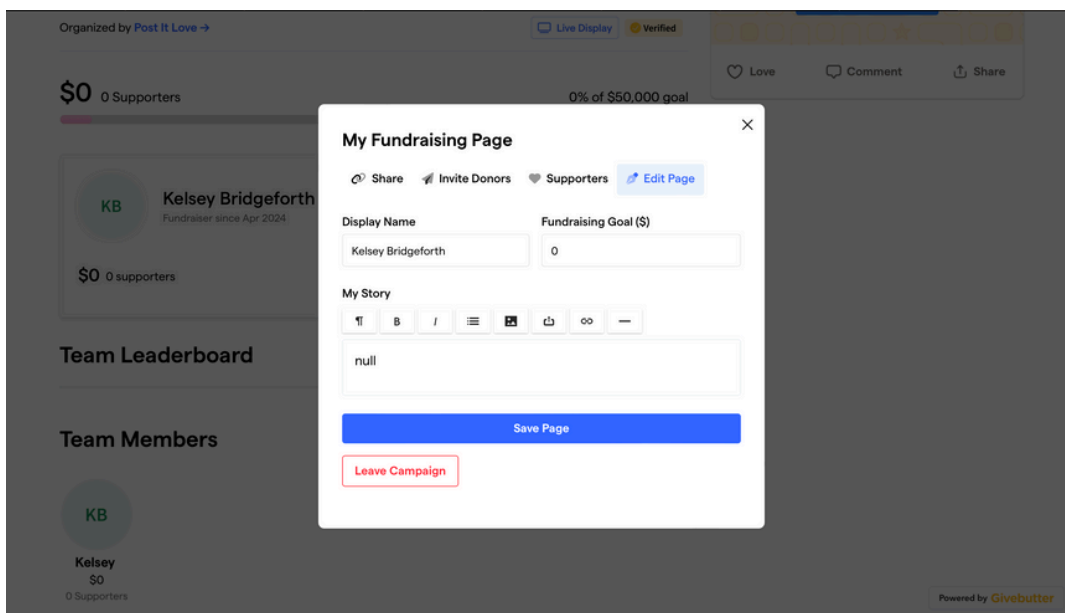


# USING GIVEBUTTER

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!

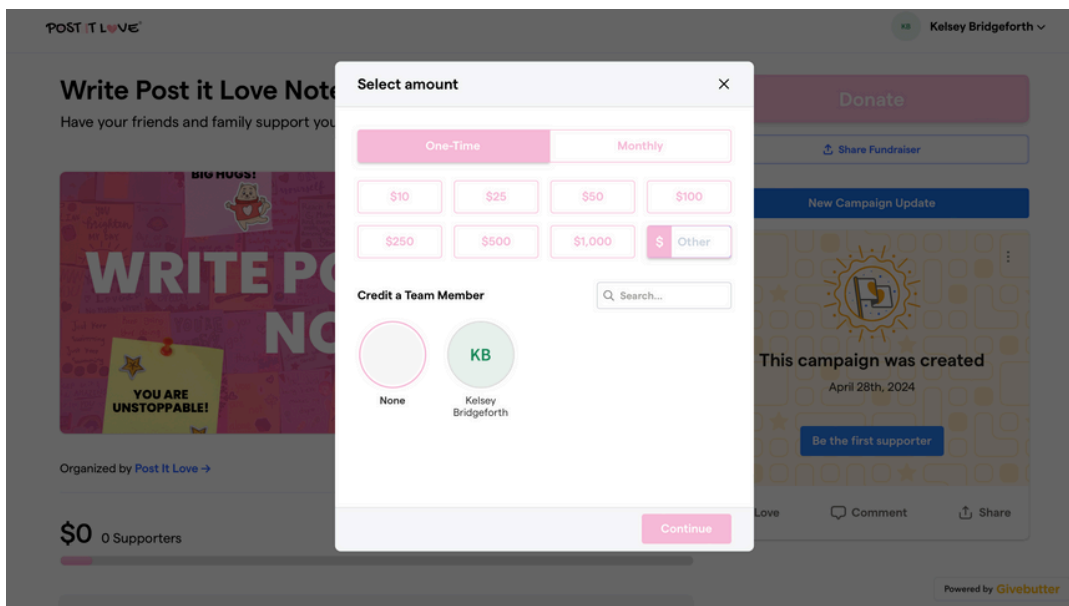


4. Personalize your fundraising page by setting a goal, updating your display name to one your supporters will recognize, and sharing your story. Add photos, videos, and compelling details to showcase your campaign and engage potential donors.

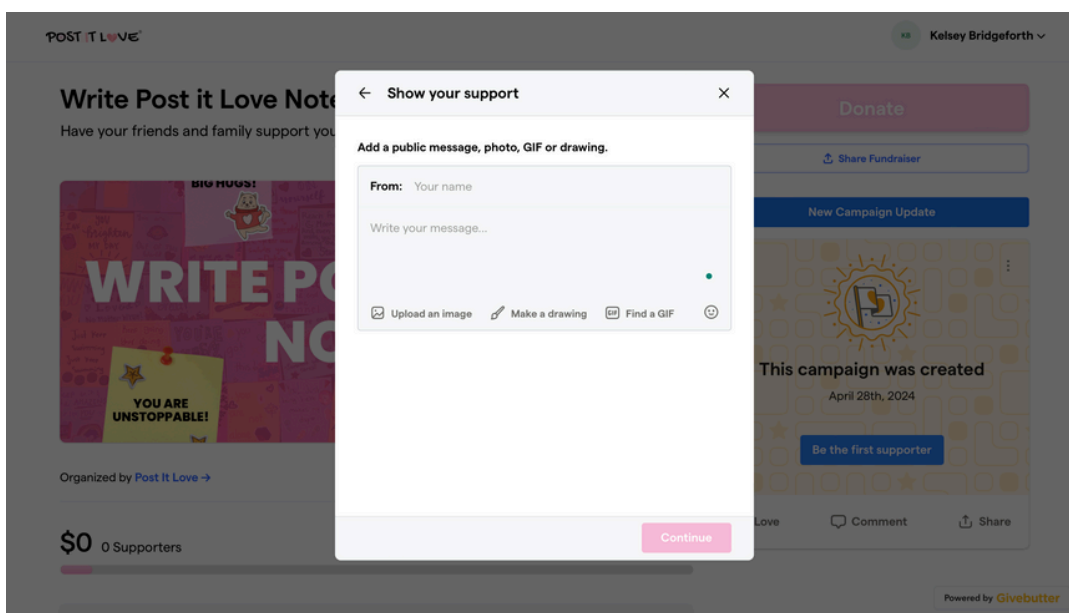


# USING GIVEBUTTER – What Your Supporters See

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

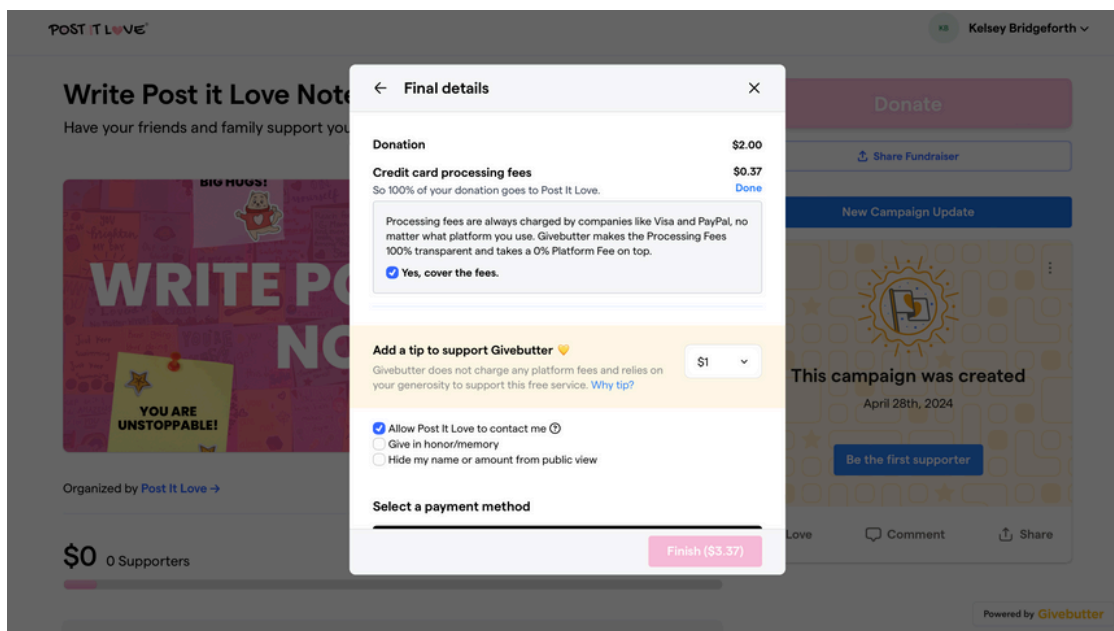


2. Encourage supporters to leave public messages on your fundraising page. These visible notes on the left side of the thread are a great way to highlight your campaign and attract more donations.

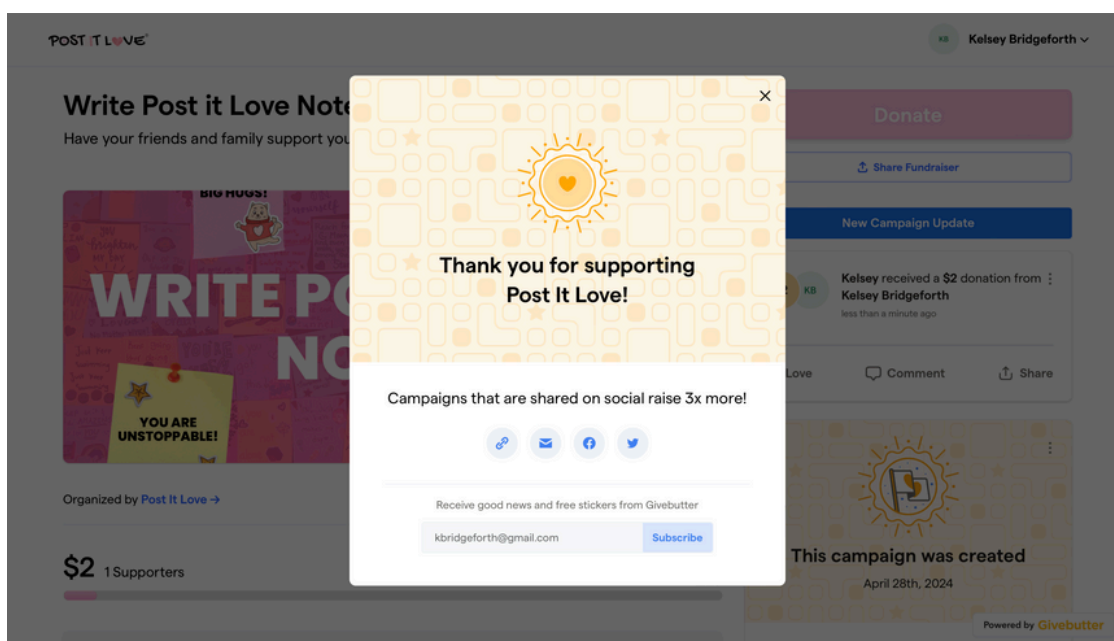


# USING GIVEBUTTER – What Your Supporters See

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.

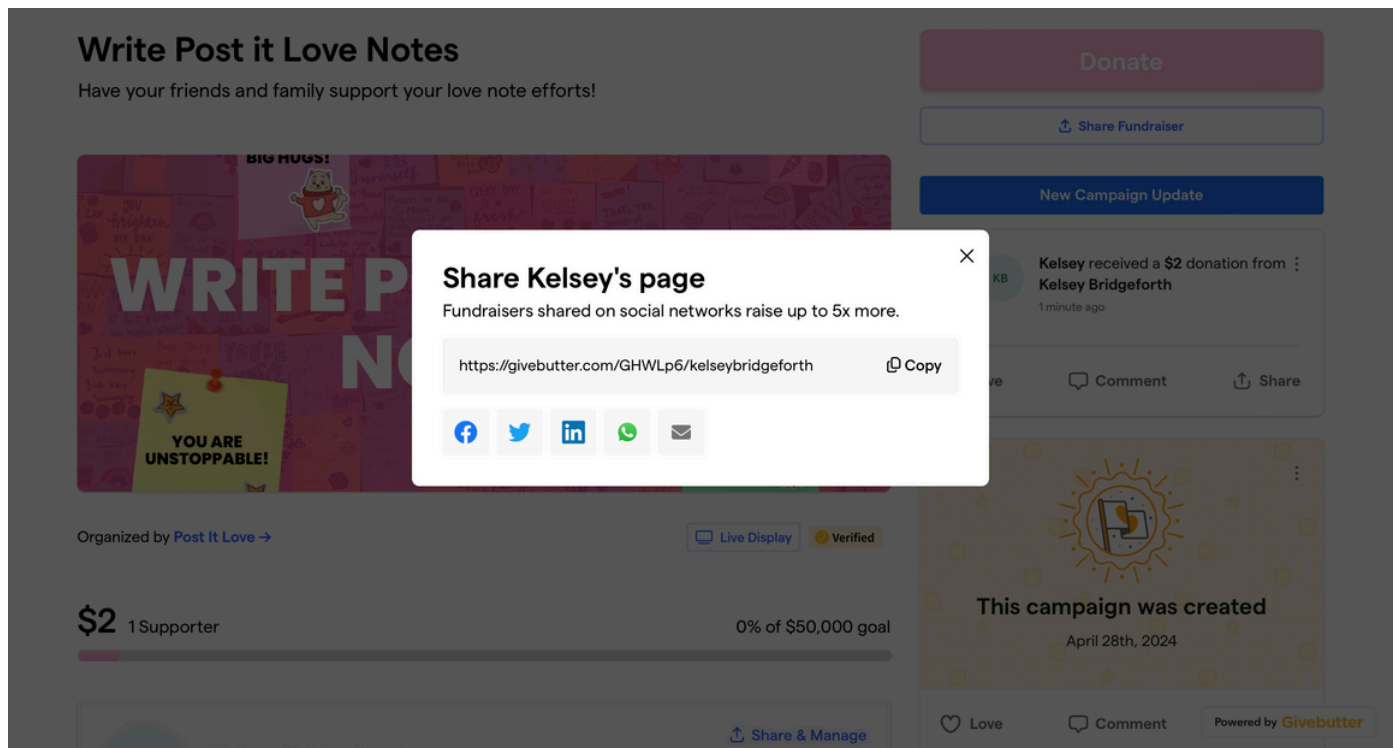


4. Encourage supporters to share their contributions on social media. Campaigns shared socially raise 3 times more.



# 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've recently launched a fundraiser for Post It Love, a nonprofit organization dedicated to uplifting and encouraging young students through the power of handwritten notes.

As someone who [personal connection to the cause, e.g., values kindness, believes in the importance of education, etc.], I'm passionate about supporting this incredible initiative. By writing simple yet heartfelt messages on index cards, we can boost students' self-esteem, inspire them to do their best and create a lasting impact on their lives.

I've set a personal goal of raising [fundraising goal] to contribute to Post It Love's mission. Every dollar raised will go towards providing supplies and resources to schools, ensuring that more students can experience the joy of receiving a thoughtful, handwritten note.

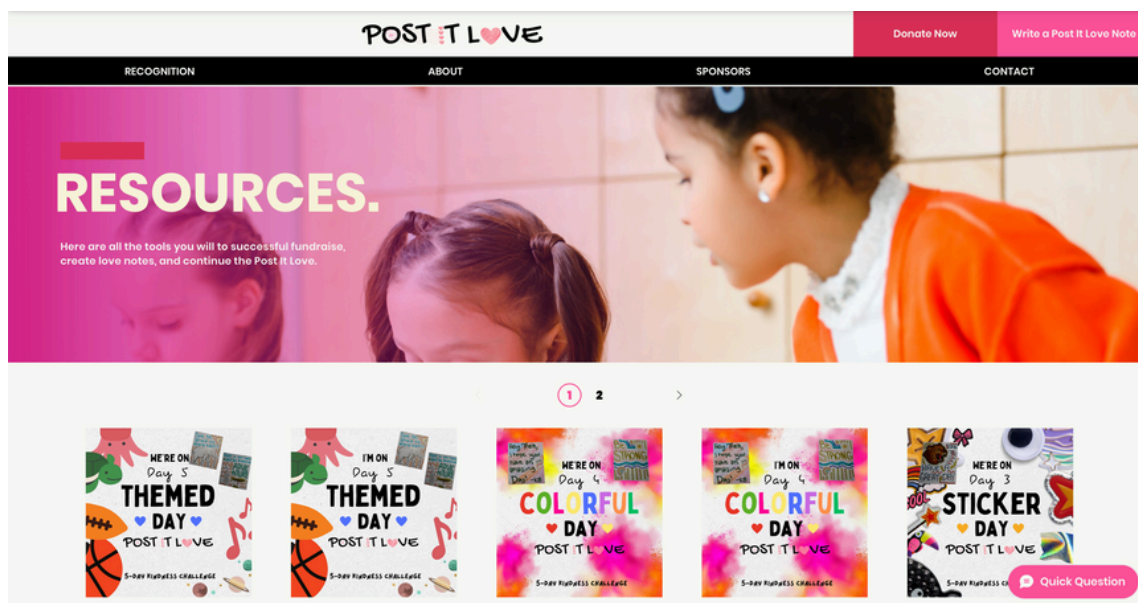
Will you help me reach my goal? Your support, no matter the amount, will make a meaningful difference in the lives of these students. To contribute, simply click the link to my fundraising page: [link to your Givebutter page]

Thank you for taking the time to read this message and for considering supporting my fundraiser. Together, we can create a ripple effect of kindness and positivity, one Love 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.



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 16.5% of children aged 5-17, roughly 7.6 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.<sup>3</sup> This trend threatens their future opportunities and hinders their overall growth.



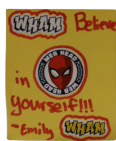
### Mission

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

### Power of Encouragement



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



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

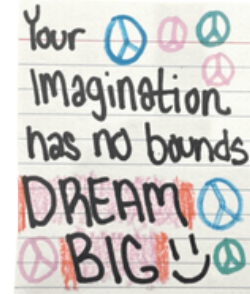
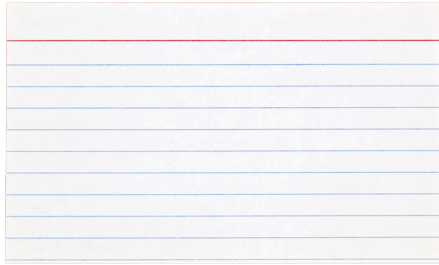


Funds the expansion of Post It Love's program to an additional school, bringing the power of encouraging words to hundreds more students.

# POST IT LOVE

## LOVE NOTE GUIDE!

Turn this into ✨THIS✨



One side only

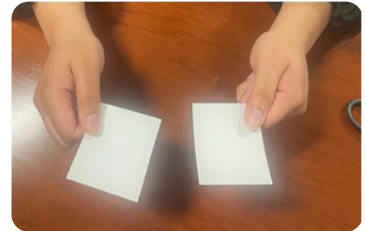
1



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**

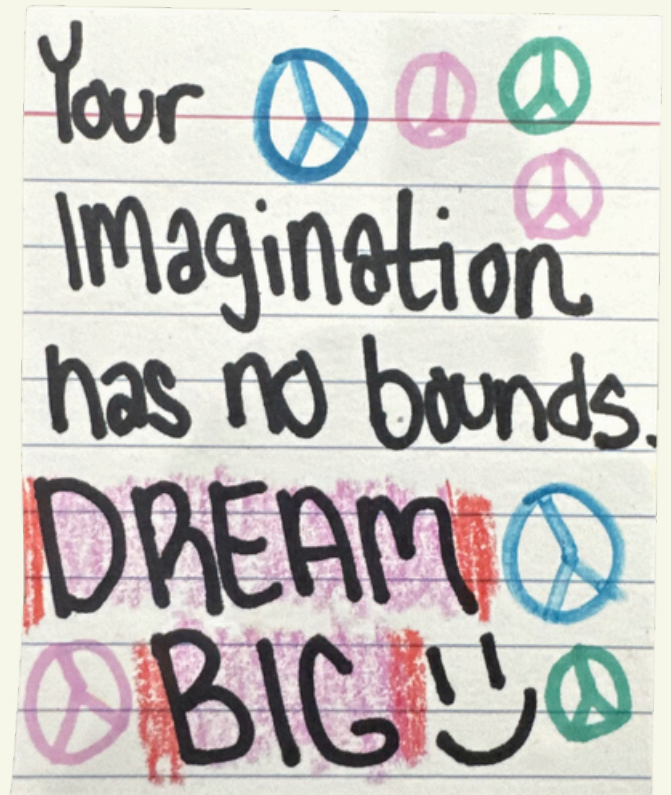
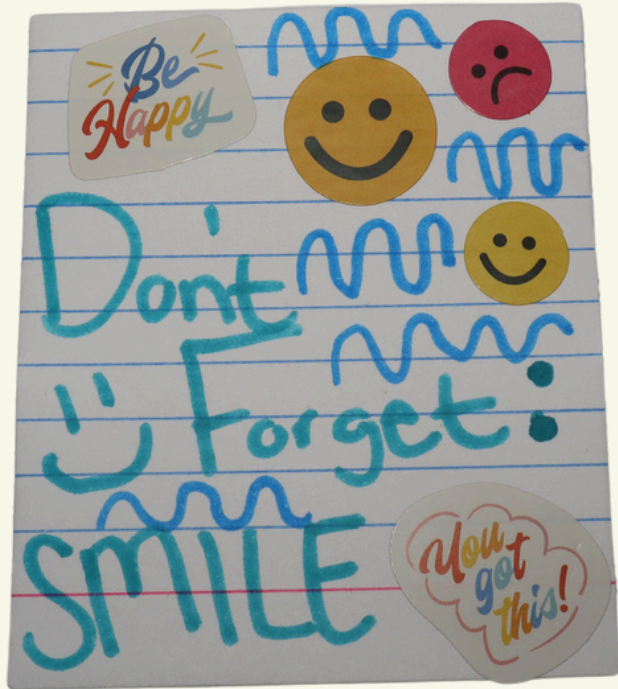


### What Not to Include

#### 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





## 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 take a moment to express my heartfelt gratitude for your recent donation to my Post It Love fundraiser. Your generosity and support mean the world to me and will make a tangible difference in the lives of elementary school students.

Thanks to your contribution, we're one step closer to reaching my fundraising goal and ensuring that more students experience the joy and encouragement of receiving a thoughtful, handwritten note. Your kindness is helping to create a ripple effect of positivity that will extend far beyond the classroom.

Your support is a testament to the power of community and the impact we can make when we come together for a common cause. I'm truly grateful to have you as part of my network and to know that you share my commitment to spreading love and positivity.

Once again, thank you from the bottom of my heart. Your donation is not only supporting Post It Love but also affirming the importance of small acts of kindness in making the world a better place.

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 final amount raised and a heartfelt thank you message to supporters. Share this on social media, expressing gratitude and highlighting the collective impact. Share the number of Post It notes written and displayed during your event. Estimate the number of students/individuals positively impacted (35 notes support 1 student per school week). Encourage others to host their own Post It Love events or join future initiatives. Set new goals for future fundraising or volunteering efforts. Congratulations on a successful event!



# 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](mailto:Fundraise@postitlove.com)

713-701-9939

