



## Community Fundraising with EveryDayHero

You can play an important role in taking Hispanic causes to heart by creating an online community fundraising page. It's easy to get started. Follow the simple instructions below. And Don't forget to share your fundraiser with family, friends, and colleagues!

### (1) Create a supporter account and a supporter page

- It's easy: simply click on [www.hispanicfederation.org/support/cf/](http://www.hispanicfederation.org/support/cf/) to get started.
  - You will be asked to provide a few details to create your fundraising page. You may add a photo and your personal story.
  - Finally share your fundraiser to inspire donations and support from family, friends, and colleagues!
- If you have questions, please contact our Development Team at [donors@hispanicfederation.org](mailto:donors@hispanicfederation.org).

### (2) Create a Team (optional)

If you are an organization, sports team, or other group of caring people, you have the option to create a virtual **team**. This is ideal for a group of friends to track your collective fundraising goals. After creating your supporter page, **click on "Create a team."** Name your team. Then, click on "Invite" to ask your friends to join the team. Your team will have a custom web link to share with your friends and potential donors!

Below is a brief guide and tips on the next steps you may take to kick your fundraiser into high gear! Please contact us with questions at [donors@hispanicfederation.org](mailto:donors@hispanicfederation.org). Thank you for your support!

### (3) Getting the Word Out!

*[send to your fellow team members – if you did not create a team, skip ahead to EMAIL #2]*

**EMAIL 1: Send to your friends with **TEAM NAME**, Board Members, and other key supporters**

Subject line: Thanks for Making a Difference

Email body copy:

Dear Friend,

I've partnered with Hispanic Federation to help the recovery in Puerto Rico. I'd like to invite you to join a virtual team to work together to make a difference!

#### **MAKING A DIFFERENCE**

You can help by fundraising for Hispanic Federation's **UNIDOS Disaster Relief and Recovery Program** leading up to **TEAM EVENT TITLE** (for example, our benefit concert) on **DATE OF EVENT**.

Money raised from **TEAM EVENT TITLE** will continue to fund the immediate and long-term needs of families and communities in Puerto Rico as they recover from Hurricane Maria, which hit the island in September 2017. Our collective goal is to raise more than **\$TEAM FUNDRAISING GOAL**.

## REGISTER NOW AND START FUNDRAISING

- 1) Register now at [\[INSERT Supporter Page WEB LINK provided by EverydayHero\]](#) to join the **TEAM NAME everydayhero** community fundraising team page.
- 2) Click on “Join Team” to create an **everdayhero** fundraising “supporter page.” Sign up using Facebook or e-mail and following a few easy steps.
- 3) After creating your supporter page, please share via email and social media with your friends! Below are a couple samples of emails and posts.

The really exciting thing about using **everydayhero** is that you can track everything that you give – from your voice (social posts and shares) to the money you raise...it all counts.

Thank you again for your support.

Kind regards,

The team at **TEAM NAME & Hispanic Federation**

### **EMAIL 2: Send to your friends and colleagues to ask them to support your page!**

**Subject:** Join Me to Support Puerto Rico

**Email body copy:**

Join me at **LOCATION on DATE** to celebrate **EVENT TITLE/OCCASION** (for example, “my birthday”). I am using this special occasion to raise funds to benefit communities in Puerto Rico in their ongoing recovery from the September 2017 hurricane. Even if you will not be able join me for this special occasion please consider making a contribution to help meet my goal! I plan to raise at least **\$FUNDRAISING GOAL** and if possible exceed that amount to have an even bigger impact! To donate and share on social media, go to: [\[INSERT SUPPORTER PAGE WEB LINK provided by EverydayHero\]](#)

Thank you for any amount you can contribute to support! Each donation makes a huge difference!

### **INCLUDE TEXT BELOW IN EMAIL 1 and 2:**

#### **Sample social media posts**

Do you want to make a difference? I’m supporting Hispanic Federation’s UNIDOS Disaster Relief and Recovery Program. Join us and donate today at [\[INSERT SUPPORTER PAGE WEB LINK provided by EverydayHero\]](#)

We’re trying to raise **\$X,000** to help speed our friends in Puerto Rico in their recovery process. Want to help? Join us and donate at [\[INSERT SUPPORTER PAGE WEB LINK provided by EverydayHero\]](#)

Join me and support a great cause! Donate to Hispanic Federation’s UNIDOS Disaster Relief and Recovery Program at [\[INSERT SUPPORTER PAGE WEB LINK provided by EverydayHero\]](#)

#### **About Hispanic Federation**

Hispanic Federation (HF) is the nation’s premier Latino nonprofit membership and advocacy organization. With headquarters in New York City, and offices in Washington D.C., Florida, Connecticut, Rhode Island, and Puerto Rico, HF works to uplift millions of Hispanic children, youth and families locally and nationally by strengthening Latino nonprofits, engaging in public policy advocacy, and implementing innovative community programs.

**Hispanic Federation - Taking Hispanic causes to heart**

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