



2021 Light of Hope – What You Need to Know

March 19-29, 2021

As a Fundraising Champion, you play a critical role in the success of this year's Light of Hope. CASA of Larimer County needs to raise \$110,000 through the event, and without in-person attendance, we are leaning on our community of supporters. Thank you for signing up!

Plan to launch your campaign on March 19. CASA of Larimer County will send you a reminders in the days before the event goes live on our website, casaevent.org.

You should have your fundraising page set-up before March 19 in case you encounter issues. It's an easy process (instructions below), and you can reach out to renee@casalarimer.com if you have any trouble.

On March 19 you should start sharing your fundraising page through social media and/or email.

Setting up a Light of Hope Fundraising Page

Create an Account

- From this [link](#) you will be taken to a page to either create an account or sign in if you already have an account in our donation system. You can also create an account using your Facebook account if you choose.
- After you enter your information, check your email. You will need to click the emailed link to establish a Login Name and Password.
- After creating your login credentials, go back to the [Social Fundraising link](#) and log-in to set up your fundraising page.

Managing your Fundraising Page

The charts on your primary page show the progress toward your fundraising goal, as well as the overall progress towards the campaign's goal. It also shows you a list of top fundraising pages for this campaign.

Use the navigation bar below the charts to navigate through the features of your fundraising page.

- **Page Content** – Edit the text and images that appear on your fundraising page.
 - [Set Your Goal](#) - We encourage fundraisers to set a Light of Hope goal of at least \$2,000. You are not responsible for raising the full amount-- any amount will help support our programs! We just know aspirational goals raise more money. Your goal will show up on your fundraising page, where you can see your progress.
 - [Upload a Photo](#) - Upload a personal photo to appear on both your fundraising page and the fundraiser listing page (All Fundraisers).

- Add personal Content - Tell your supporters why you support CASA of Larimer County. Use the content editor, which works similarly to Microsoft Word, to add text and images to your page. Be sure to click **Save** to save your changes.

Sample Description:

I am passionate about CASA of Larimer County because I know the impact that they have on children and families is life changing. Both the Court Appointed Special Advocates and Family Connections programs strive to help with the immediate needs of children and families and help create long-term habits and connections that will last a lifetime.

I'm raising money to support CASA of Larimer County's Light of Hope event. Please join me by making a donation on my page.

- **Comments** – When your donors make a donation, they can leave a comment. Use this page to hide any comments that you don't want displayed on your page.

How do I share my fundraising page?

Social Media

Social media is one of the best ways to spread the word about your fundraising page!

- Share your page on social media directly using the social media buttons on your fundraising page, or
- Share CASA of Larimer County's Light of Hope posts on Facebook and Instagram and add your fundraising link
 - We will share posts about the event throughout the campaign (March 19-29), so watch us on [Facebook](#) and [Instagram](#).

Sample Post #1:

More than 600 children who experienced abuse or neglect in Larimer & Jackson counties are currently involved in a court case to decide where they will live permanently. Child abuse is happening right now in my community, which is why I'm raising funds to support CASA of Larimer County (CLC).

CLC has always provided critical services to children in-need. During the COVID-19 pandemic, CLC has stepped up in big ways to advocate for children who could easily fall through the cracks. They have adapted services to ensure children aren't forgotten, and that families can stay connected during an especially challenging time.

Please join me in supporting this wonderful organization.

Make sure your fundraising page is linked

Sample Post #2:

CASA of Larimer County (CLC) is a nonprofit organization doing amazing work to support children who have experienced abuse or neglect. They have moved their largest fundraiser of the year online, and I'm raising funds to help them reach their \$110,000 goal.

Please consider donating to my fundraiser to make a difference in the lives of children and families.

Make sure your fundraising page is linked

Email

Send emails to friends, family, and colleagues to invite them to support CLC and our Light of Hope event.

Sample Email:

Dear family and friends,

I'd like to invite you to support a cause near and dear to my heart. CASA of Larimer County needs to raise \$110,000 to continue their advocacy work supporting children who have experienced abuse. I have signed up to be a Fundraising Champion to help them reach this goal.

Please consider a donation to CASA of Larimer County (CLC). They provide one-on-one advocacy for children in foster care and out-of-home placements, and are helping families stay connected through supervised visitation. As our community has grown, so has the need for these services.

Thank you for your consideration and for helping make a difference for kids.

Warmly,
[Your Name]

Photos available at [this link](#). Feel free to use these images on social media or in emails you send.

Additionally, here are links to two videos that spotlight our work. You're welcome to share/link these videos in your communications:

1. [CASA Volunteer Video](#)
2. [CLC Supervised Visitation Video](#)

Hot tip – you can share YouTube videos using the Share button on the bottom of the video, then customize with your own message.

