

# COMMUNITY GIVING TOOLKIT



Photo by Amit Rudro for CRS

**Your Guide to Successful  
Community Fundraising**





Photo by Julian Spath/CRS

## CRS MISSION STATEMENT

*Catholic Relief Services carries out the commitment of the Bishops of the United States to assist the poor and vulnerable overseas. We are motivated by the Gospel of Jesus Christ to cherish, preserve and uphold the sacredness and dignity of all human life, foster charity and justice, and embody Catholic social and moral teaching as we act to:*

### PROMOTE HUMAN DEVELOPMENT

*by responding to major emergencies, fighting disease and poverty, and nurturing peaceful and just societies; and,*

### SERVE CATHOLICS IN THE UNITED STATES

*as they live their faith in solidarity with their brothers and sisters around the world.*

*As part of the universal mission of the Catholic Church, we work with local, national and international Catholic institutions and structures, as well as other organizations, to assist people on the basis of need, not creed, race or nationality.*

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# INTRODUCTION

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## WELCOME TO TEAM CRS!

**Thank you for engaging your community to support the mission of Catholic Relief Services.**

For more than 75 years, CRS has been providing expertise and compassion to assist our sisters and brothers around the world who experience poverty and vulnerability.

But we can't do this lifesaving work without your help. When you team up with friends, family and co-workers, you have the power to create change.

CRS has developed three online giving options to help you raise money to feed the hungry, heal the sick and respond to emergencies around the world. You can make a life-changing difference by starting your fundraiser today.

### Choose your fundraiser.

Choose from three fundraising options: Ark of Hope, Table of Thanks, or Create Your Own Fundraiser at [crs.org/leadtheway/fundraise](https://crs.org/leadtheway/fundraise).



#### **Create a page.**

Set up your community's online fundraising page. It's easy and takes only minutes!



#### **Show your commitment.**

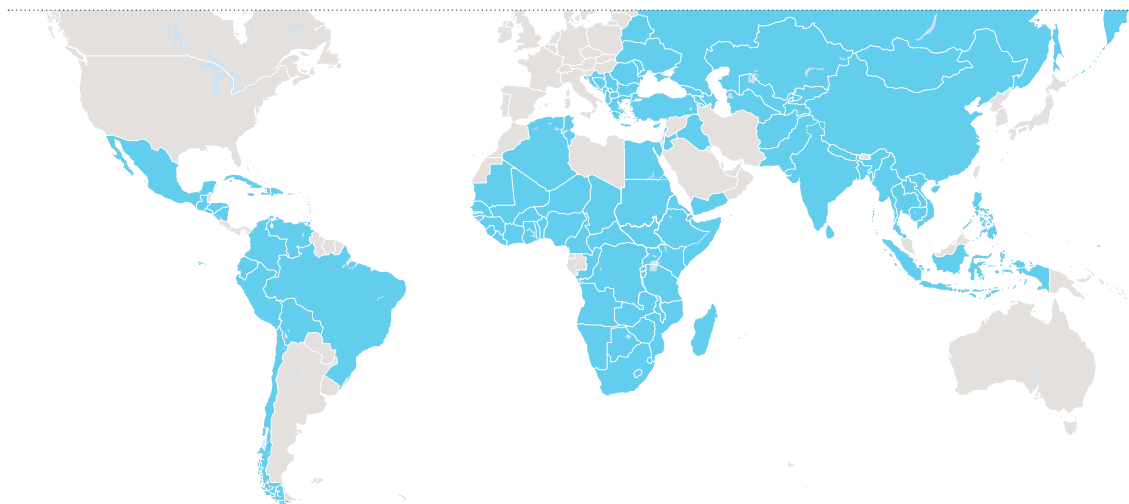
Choose your fundraising goal and make the first donation to show your family and friends that you are passionate and committed to the work of CRS.



#### **Engage your community.**

Mobilize your friends, family, co-workers and others by sharing your fundraiser! Watch your compassion grow into generosity that saves lives around the world.

*CRS serves more than **140 million people** in more than **100 countries** with **2,130 valued partners.***



# GET STARTED

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## CREATING YOUR FUNDRAISING TEAM

Use your skills, talents and fundraising passion to make a real difference in the lives of people around the world, all while having fun and building relationships within your community. Consider your community and what will inspire them to come together in service of our global family.

Here are a few tips to ensure your fundraising effort is a success.

### 1. Select your CRS fundraiser.



#### Ark of Hope

Recall the story of Noah and the flood as you raise donations.



#### Table of Thanks

Show thanks for God's blessings at an upcoming celebration with your community.



#### Create Your Own

Plan an event, competition or another fundraiser that will mobilize your community.

### 2. Set a goal.

How much money can you raise? You should be ambitious but realistic—many of CRS' supporters set a goal of \$200. You can always adjust that as you go. Your page will have a thermometer to help you chart your progress.

### 3. Spread the word.

You created your team's page and it's ready to go. What do you do now? Spread the word! Don't be shy. Share your page with family and friends. Send them an email or a text and share your fundraiser on social media. Tell people your story! Why is your community supporting CRS? Make it personal—people want to know why you're passionate about sharing in CRS' mission! Upload pictures, a gif, make a video, or even livestream on your page.

### 4. Say "Thank You!"

Send a personal thank you email, handwritten note or even a text to all your supporters. They are helping you reach your goal—you couldn't do it without them—so tell them why you're grateful for their support. A simple thank you goes a long way and helps your family and friends feel like a part of your passion.

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#### Need Help?

Send questions to [iis@crs.org](mailto:iis@crs.org) or call 877-435-7277.

# FUNDRAISER IDEAS

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Need some help planning your fundraiser? Here are a few ideas. Get creative and think about what will inspire your community! These ideas can be used as part of any of the three fundraising options. Incorporate prayers and stories from [crs.org/leadtheway](https://crs.org/leadtheway) to draw even stronger connections to the work and mission of CRS.

## Host a CRS Café

Host a virtual cooking class and serve up an international dish! Request a donation to participate and invite families to join. It will be a delicious and safe way to bring your community together and you can share information about the countries where CRS works!

## Make a Joyful Noise

Hold a virtual or outdoor concert with local musicians. Ask musicians to donate their talents and then request donations from concert goers. In between sets or songs, share information about important global issues CRS is helping to address.

## Take Trivia to the Next Level

Do you have trivia masters in your community? Bring everyone together for an online trivia competition. Request donations for participating and consider questions with global themes or about CRS and its work around the world. Teams can get creative with their names and win bragging rights for their infinite knowledge.

## Make it a Competition

A surefire way to get people engaged is to weave in elements of a friendly competition. Organize a competition within your community to see who can raise the most for CRS. Update your community regularly on which team is in the lead to keep people motivated to give.

## Race for CRS

Register for a race and ask your co-workers, friends and family to sponsor you using your online fundraising page. Let your supporters know that their contributions will help CRS serve people who are poor and vulnerable in more than 100 countries.

## Snack After Mass

After Mass, sell coffee and doughnuts, tamales or whatever tasty treat excites your community and announce that proceeds go to CRS. If you are celebrating virtually, have people put in orders online for pickup.

## Remember a Loved One

We can honor our loved ones by building a better world. Celebrate the life of a special person by contributing to the mission and good work of CRS.

## Dress Up or Down

Wear a uniform at school? Tired of online meeting athleisure? Organize a dress-down or a dress-up day for your school or workplace. Encourage people to make a donation to participate.

## Host a Tournament

Do you love to game? Does a sport hold a special place in your community? Hold a tournament! Get your friends together online or outside and create a tournament for your favorite game or sport. Charge a fee to enter and request donations from your crowd.

## Party for Good

Invite people over for a birthday or housewarming party or host a fun event online. Encourage everyone to make a donation to CRS in place of a gift.

## Go Bold!

What else would you do to raise money? Would you enter a hotdog eating contest? Bike 10 miles in a costume? Sing karaoke? Whatever you would do, do it! Get creative and get others involved! We make the greatest impact when we work together.

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## We're here to help

Before getting started, read CRS' [Guidelines for Fundraising](https://crs.org/guidelines-for-fundraising). Our fundraising team is available with ideas, helpful information, and answers to any questions you may have. Contact us at [iis@crs.org](mailto:iis@crs.org) or call 877-435-7277.



Photo by Oscar Leiva/Silverlight

## FOLLOW CRS ON SOCIAL MEDIA!



@catholicreliefservices



@catholicreliefservices



@catholicrelief

## SAMPLE MESSAGES FOR SOCIAL MEDIA

### Facebook

#### **Fundraising Launch**

I'm part of a fundraiser to raise money for Catholic Relief Services. Join me as I share in CRS' mission to serve people in need in more than 100 countries around the world—because we are all called to address the root causes and effects of poverty, promote the sacredness and dignity of human life and help build a more just and peaceful society.

My goal is to raise (insert goal and time period). You can help by donating (insert page link here) and sharing this post with your friends! #LeadNow

#### **Progress Update**

Just (insert time passed) into my fundraiser and I'm already halfway to my goal! Thanks to everyone who has contributed so far. I just need (insert total needed. Ex: 10 more people to give \$20 each)! Will you help? Give at (insert page link here) #LeadNow

#### **General Thank You**

I am so grateful to everyone who contributed to my campaign to raise (insert goal) to support the mission of CRS! Your donations helped me reach my goal—and are now helping communities around the world to thrive! Check out my page to learn more! (insert page link) #LeadNow

### Twitter

#### **Celebration**

Happy birthday to me! I'm celebrating this year by giving back. Join me! (insert page link here) #LeadNow

#### **In Memory**

Help to honor (name) by supporting something (she/he) cared so much about. Donate to CRS in (name's) memory here. (insert page link) #LeadNow

#### **Competition**

Help our team reach our goal of raising (insert goal) for @CatholicRelief. (insert page link here) #LeadNow

#### **Thank you**

(@Name) just donated \$X—thank you! Only \$xx until I reach my goal for @CatholicRelief. (insert page link) #LeadNow

### Instagram

#### **(Photo)**

I'm raising money to support the mission of @CatholicReliefServices. Help me reach my goal! (insert page link) #LeadNow

#### **(Photo)**

(Photo) The mission of @CatholicReliefServices supports safe, thriving communities. Let's build a better world for our global family. Join me today (insert page here)! #LeadNow



Photo by Byron Lippincott/CRS

## FUNDRAISING GUIDELINES

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### Thank you for fundraising on behalf of CRS.

Before getting started, review the fundraising guidelines below. Our fundraising team is available with ideas, helpful information, and answers to any questions you may have. Contact us at [iis@crs.org](mailto:iis@crs.org) or call 877-435-7277.

#### General Guidelines

- Events that conflict in any way with CRS' mission, Catholic teachings or other program priorities are not allowed.
- CRS does not accept nonmonetary contributions of items like food or clothing.
- CRS cannot sponsor or solicit contributions for events.
- If you solicit donations of goods and/or services for an auction or other event, clearly state that you are soliciting for an event that will benefit CRS, not directly for CRS.
- It is recommended that any vendor involved in the event provide evidence of insurance.
- If you choose to serve alcohol during your event, the responsibility of serving it should remain with a third party. Proof of age is required, and signs should be posted to that effect.

#### Logo Use Guidelines

In connection with your fundraiser, you may use the CRS name and logo, subject to the following terms and conditions:

- You may not change or alter the logo in any way.
- If the event benefits more than one charity, the CRS logo should appear in the same size as the other charity's logo.
- CRS reserves the right to revoke the use of the logo at any time.
- Charitable fundraising is a regulated activity in many states. You are responsible for ensuring that you are in compliance with federal, state and local regulations.
- Please visit our website at [crs.org/privacy](https://crs.org/privacy) to obtain a copy of our Privacy Policy.

### Financial Guidelines

- Donations to CRS are tax-deductible. We generate tax receipts for all monetary donations given directly to us.
- CRS cannot provide tax receipts for donations made to a third party. CRS cannot provide tax receipts for goods (e.g., items for auction) or services (e.g., donated advertisements, printing) donated to your event.
- If collecting individual checks, mail your donation with the offline donation form. Each donor can make their check out to Catholic Relief Services and put the appropriate code in the memo line as indicated on the offline donation form. If you are collecting cash, please submit one check. Tax receipts will be sent to the names and addresses on the checks.
- All promotional materials must clearly state what percentage (or dollar amount) of the sales or admission price will be donated to CRS. You must state that your event is “benefiting CRS” or a “donation will be made to CRS” as opposed to stating that “a portion of the proceeds will support CRS.”

- CRS cannot cover expenses incurred in the production of the fundraiser.
- CRS reserves the right to audit all event revenues and expenses to ensure we comply with U.S. tax regulations. Please save all receipts in the event that you are audited.
- CRS cannot send a letter that states we have received funds in anticipation of their actual receipt.
- CRS cannot send letters stating we have received goods or services on behalf of an event organizer.

### Legal Guidelines

- CRS cannot sign documents that make us legally responsible for any portion of an event.
- You are responsible for securing all necessary insurance, permits and authorizations to carry out your fundraiser.





Photo by Georgina Goodwin/CRS

*“Fundraising is a very rich and beautiful activity. It is a confident, joyful and hope-filled expression of ministry. In ministering to each other, each from the riches that he or she possesses, we work together for the full coming of God’s Kingdom.”*  
—Henri J.M. Nouwen

## FAQ

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### What kind of fundraiser can I host?

We invite you to join us in one of our two online platforms—CRS Ark of Hope or Table of Thanks—or to be creative and plan an event that is unique to your community by using our Create Your Own Event option. Please ensure your event doesn’t conflict with Catholic Relief Services’ mission or Catholic social teaching.

### How much money do I need to raise?

There is no minimum requirement for your fundraiser. All the money you raise supports CRS’ mission to serve vulnerable people in need around the world, so even a small amount is valuable. But don’t be afraid to be ambitious when setting your fundraising goal.

### What happens to the money given by my community?

Your community’s contribution supports our programs around the world, helping to:

- Feed families who are hungry.
- Protect children who are vulnerable.
- Help farmers grow better crops.
- Provide health care and clean water to remote communities.
- Help CRS respond immediately to emergencies.

We serve more than 140 million people in more than 100 countries without regard to race, religion or nationality. CRS maintains strict standards of efficiency, accountability and transparency: 92% of expenditures go directly to support lifesaving programs.

### Can I specify which project I want my donations to support?

All donations from the CRS Ark of Hope, CRS Table of Thanks and Create Your Own Event fundraiser are directed to where they are needed most in programs around the world. This allows CRS to respond immediately where the need is greatest.

### What is my “dashboard”?

Your team dashboard is where you’ll set up and manage your team fundraising page and is the first page you see when you log in. From the dashboard, you can customize your team page, see who has donated to your team fundraiser, find other resources to make your fundraiser a success and thank those who have supported your team.

### How do I customize my community giving page?

When you set up your team’s fundraising page, it will contain generic text. Feel free to customize this page so those supporting your team know why you’re participating and why you’re passionate about CRS. You can edit the text and photos on your page from your dashboard. From the dashboard, click on the “Edit Your Page” link on the left. From there, you can create a custom URL for your page, add a photo, change your fundraising goal and edit page content and settings.



Photo by Shareef Sarhan for CRS

### Does Catholic Relief Services provide any financial support to cover expenses associated with my fundraiser?

No. CRS does not fund expenses incurred in connection with your fundraising campaign or event. If you anticipate any expenses, we suggest seeking local sponsors.

### Can I use some of the money from donations to cover expenses?

No. Donations cannot be used to cover expenses. However, local sponsorships are a great way to offset costs associated with your fundraiser. A donation can be added onto the cost of a ticket or sale item.

One hundred percent of donations made to an online fundraising page are tax-deductible and funds cannot be retrieved to cover expenses.

When promoting an event or sale, all promotional materials must clearly state what percentage, or dollar amount of sales or admission prices will be donated to CRS. You must state that your event is “benefiting CRS” or a “donation will be made to CRS.” Do not state that “a portion of the proceeds will support CRS.”

### Can I use Catholic Relief Services’ logo on my community giving page and promotional materials?

Yes. You may use the CRS logo in connection with your fundraiser, subject to the following terms and conditions:

- You may not change or alter the logo in any way.
- If the event benefits more than one charity, the CRS logo should appear in the same size as other charity logos.
- CRS reserves the right to revoke the use of the logo at any time.

### Can I use Catholic Relief Services’ name on my fundraising page, promotional materials, or other event or campaign activities?

Yes. You may use the CRS name in connection with your fundraiser, subject to the following terms and conditions:

- If you solicit donations of goods and/or services for an auction or other event, clearly state that you are soliciting for an event that will benefit CRS, and that you are hosting the event—not CRS.
- When promoting an event or sale, all promotional materials must clearly state what percentage, or dollar amount of sales or admission prices will be donated to CRS. You must state that your event is “benefiting CRS” or a “donation will be made to CRS.” Do not state that “a portion of the proceeds will support CRS.”

### Are there any guidelines I should be aware of before planning my fundraiser?

Yes. Please review and adhere to [CRS’ Guidelines for Fundraising](#).

### Can I count offline donations—checks and cash—on my community giving page?

Cash and checks will not be represented on your community giving page, but they are still an important part of your community’s generosity and should be celebrated as part of your overall giving total. Checks and cash should be submitted using the guidance below.

### To whom should donors write their checks?

Checks should be written directly to Catholic Relief Services. Please use the offline donation forms to submit donations by check.

### What should I do if someone donates cash?

Please convert all cash donations to a check before mailing to CRS. This will ensure you receive a tax receipt. Tax receipts can only be sent to the names and addresses on the check.

### Are donations collected through my fundraiser tax-deductible?

Yes, but only for monetary donations given directly to Catholic Relief Services. This includes credit card donations made through the community giving platform, checks made payable to CRS and cash donations linked to an individual. If you are sending multiple checks to CRS at one time, tax receipts will be sent to the name and address listed on each check. For cash donations submitted by check, tax receipts will be sent to the names and addresses included on the checks. CRS cannot provide tax receipts for goods, like items for auction, or services, like advertisements and printing, donated to your event.

### Can I use a mobile payment service like Venmo, PayPal or Cash App, or third-party websites like GoFundMe or Facebook, to collect donations for my event?

CRS recognizes that these options appear easier, but they do not allow us to issue tax receipts or allow the donor to claim the gift as a charitable contribution. We encourage the use of our fundraising platform for virtual donations so that it can be accurately tracked and tax receipts can be issued.

If you use a third-party website or mobile payment app, you must:

- Inform supporters that they will not receive a tax receipt by donating through this platform.
- Inform supporters that you, as the individual, are collecting funds to send to CRS.
- Do not use the CRS logo in any way that makes it appear that a third-party site is an official CRS donation channel. If you use the CRS logo, please make it clear that the funds are coming to your private account and the total amount will be donated to CRS.

### What is a matching gift and how does it work?

A matching gift is when a secondary donor agrees to contribute a gift that “matches,” or doubles, the contribution made by another donor.

- Many employers will match the charitable contributions their employees make. You or your supporters can find out if an employer matches gifts on CRS’ Matching Gifts page. If the company does match gifts, please mail their completed matching gift form to Catholic Relief Services, P.O. Box 17090, Baltimore, Maryland 21297.
- As part of your fundraising campaign, you can seek out a sponsor to match any gifts made within a certain period—often over one day. A “matching day” is a great way to incentivize new donors to give to your campaign.

### Will CRS accept nonmonetary contributions that I raise through my event, like clothing?

No. CRS cannot accept nonmonetary contributions.

### Where should I mail offline donations raised through my fundraiser?

Catholic Relief Services  
P.O. Box 17090  
Baltimore, MD 21297-0303

### How quickly should I send in the donations?

Please mail any check or cash donations to CRS as soon as you can. The sooner we receive them, the faster we can process them and send acknowledgements and tax receipts to donors.

### Are there other ways to support Catholic Relief Services?

Put your faith into action through prayer, reflection, advocacy and giving by engaging in our campaigns to lead toward a more just world. Visit [crs.org/leadtheway](https://crs.org/leadtheway) to learn more.

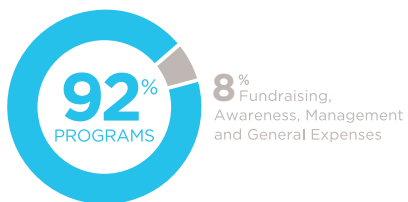
### Is there someone I can talk to if I have questions?

Yes. You can contact CRS Community Support at [iis@crs.org](mailto:iis@crs.org) or call 877-435-7277.

*Thank you for your work  
on behalf of CRS!*

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2020 Operating Expenses



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877-435-7277 | [crs.org](http://crs.org) | [crsespanol.org](http://crsespanol.org)

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