



# Fundraising Toolkit 2022



Visit our  
crowdfunding  
campaign by  
scanning here!



# First off, thank you!

Now that you joined our Virtual Plunge, what is next?

Fundraising can seem intimidating at first, but the good news is you don't have to be an expert to make a difference! You have a chance to make a big impact, even if you personally can't make a big donation. By rallying your friends and family, you can help PPNCNY reach more people, raise more money and make a bigger splash!

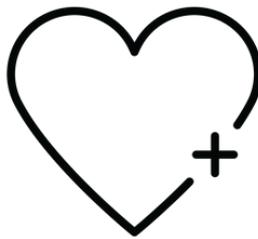
This fundraising toolkit will help guide you as you create your crowdfunding campaign for the 2022 PPNCNY Polar Plunge and let everyone know why you are taking the plunge!

We encourage you to personalize your messaging and share your WHY. Tell others what PPNCNY services, reproductive rights & patient care means to you by sharing your stories, pictures, and experiences.

## What "splash" does your donation make to our patients?

**\$50**

Provides 1 hour of comprehensive Sex Education to teens in your communities



**\$700**

Provides one pregnancy test & doctor visit

**\$250**

Provides one potentially life saving annual exam for a woman

**\$400**

Provides 1 cancer screen LEEP or colposcopy procedure

**\$7000**

Provides a 5+ year contraception device for one woman



# PP Pledge Sheet for Plungers

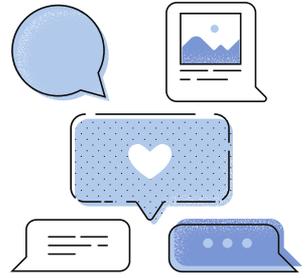
Name: \_\_\_\_\_ phone: \_\_\_\_\_ Email \_\_\_\_\_

Address \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

*All proceeds benefit Planned Parenthood of the North Country New York, Inc. Checks may be made out to PPNCNY. All sponsors with a complete address will receive a letter from PPNCNY of their tax deductible donation.*

Name	Address	City, State Zip	Phone	Pledge Amt.
1.	_____	_____	_____	_____
2.	_____	_____	_____	_____
3.	_____	_____	_____	_____
4.	_____	_____	_____	_____
5.	_____	_____	_____	_____
6.	_____	_____	_____	_____
7.	_____	_____	_____	_____
8.	_____	_____	_____	_____
9.	_____	_____	_____	_____
10.	_____	_____	_____	_____
11.	_____	_____	_____	_____
12.	_____	_____	_____	_____
13.	_____	_____	_____	_____

# Social Media & Fundraising 101!



You can do something as simple as posting your crowdfunding link, or you can challenge your friends, family & co-workers to hit a certain goal. You can also post your plunge or thank your supporters!

## Ways to increase your pledges to plunge:

- Share your "why" - why is this cause so important to you?
- Create a monetary goal you want to hit with your campaign!
- Post bi-weekly to engage new people & send reminders
- Post a link to your crowdfunding campaign in your bio section!

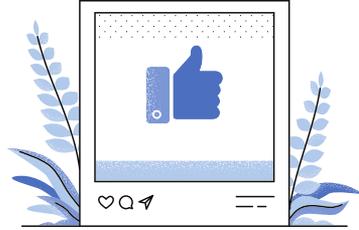
Use this hashtag to help us follow along with your fundraising journey!

# #PPNCNYPLUNGE

Just include #PPNCNYPLUNGE somewhere in your post caption!



# Messaging Guide



## Sample caption #1:

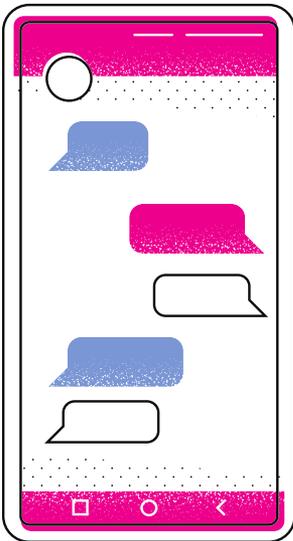
*I am taking the plunge for PPNCNY patients & to protect reproductive rights in the North Country! Follow my crowdfunding link below to join my fundraising efforts!  
\*\*Insert crowdfunding link\*\**

## Sample caption #2:

*I am plunging for PPNCNY patients! Every dollar raised goes towards PPNCNY's mission to provide care no matter what!  
Join my crowdfunding campaign to help protect reproductive rights in the North Country by following the link below! \*\*Insert crowdfunding link\*\**

## Sample caption #3:

*I need your help to support PPNCNY patients & provide life saving care to people in the North Country. Help by making a donation via my crowdfunding campaign linked below!  
\*\*Insert crowdfunding link\*\**



# Social Story Templates!

Use these templates by saving them via our Facebook event page or templates provided in your email. If you did not get these templates please email [shelby.gonyo@ppncny.org](mailto:shelby.gonyo@ppncny.org)

*I plunge to support reproductive freedom!*



Planned Parenthood  
VIRTUAL PLUNGE 2022 - APRIL-JUNE

## CONSIDER MAKING A SPLASH AND DONATING TO PPNCNY'S POLAR PLUNGE!

**\$50**

Provides 1 hour of comprehensive Sex Education to teens in your communities.



**\$100**

Provides one pregnancy test & doctor visit.

**\$250**

Provides one potentially life-saving annual exam for a woman.

**\$400**

Provides 1 cancer screen (LEEP or colposcopy procedure).

**\$1000**

Provides a 5+ year, contraceptive device for one woman.



Planned Parenthood  
VIRTUAL PLUNGE 2022 - APRIL-JUNE

**Make a splash by donating to PPNCNY's Polar Plunge!**



Planned Parenthood  
VIRTUAL PLUNGE 2022 - APRIL-JUNE

*I plunge to support*



Planned Parenthood  
VIRTUAL PLUNGE 2022 - APRIL-JUNE

*Follow us on social media!*



@PPNOCONY



@PPNCNY Education



@PPNOCONY



Planned Parenthood  
VIRTUAL PLUNGE 2022 - APRIL-JUNE

# Social Story donation bingo!

share this image via your instagram/facebook story with your crowdfunding link and encourage your followers to mark off a square by donating that amount!



\*\* when someone donates for a square tag them on that square or mark the square with a gif/"x" if they prefer not to be tagged! \*\*



# Frequently Asked Questions & Resources



## Who should checks be made out to?

Checks can be made out to "PPNCNY" or  
"Planned Parenthood of the North Country New York, Inc."

## Where should cash & checks be sent?

Cash & Checks can be delivered or mailed to:  
PPNCNY Attn: Development  
66 Brinkerhoff St.  
Plattsburgh, NY 12901



## How much do I need to raise?

There is no minimum donation, but we hope you will consider raising as much as possible to help support patients in your community.

## Contact us:

shelby.gonyo@ppncny.org  
518-561-0605 X128

