



Capital Campaign

Peer-to-Peer Fundraiser Toolkit



Mamatoto
Village

Table of Contents

Welcome!

Campaign Overview

Getting Started!

The Basics

Step 1: Personalize Your Website, Tell Your Story

Step 2: Create Your Prospective Supporter List

Step 3: Write your Email(s)

Step 4: Plan Your Weekly Outreach

Step 5: Hit Send! Again and Again!

Step 6: Thank Your Supporters

Milestones, Rewards & Recognition

Frequently Asked Questions

What if someone wants to support my campaign but does not want to donate on the website?

Can a company/business or foundation support my campaign?

My donor's company will match their gift, will that count toward my total?

Appendix Materials

Sample Website Set Up

Sample Social Media Templates

LinkedIn

Facebook

Twitter

Sample Email Templates

Email #1

Email #2

Email #3

50 contacts - Building Your Outreach List

Thank you

Welcome



Thank you for joining the Mamatoto Village Movement of Collective Care Campaign. We are grateful you have chosen to start a fundraiser to support our efforts to sustain our maternal health and perinatal workforce training center in the heart of Ward 7. This space serves as the backdrop in which Black women are empowered and provided with the resources and community they need to thrive as mothers, caregivers, and professionals.

This toolkit has everything you need to successfully raise funds for Mamatoto Village.

In this document, you will find:

- background on Mamatoto Village and our capital campaign
- an outline for success
- sample materials
- tips and other resources

While we have made every effort to make this toolkit as comprehensive as possible, if you need additional information or assistance, our team is also available to help you in any way we can – we want you to reach your goal! We will check in with you as you fundraise.

Please feel free to contact us at any time at giving@mamatotovillage.org.



Campaign Overview

The countdown is on for the final push to close out phase I of the Movement of Collective Care Capital Campaign. We have until January 31, 2025 to raise \$550,000.

Reaching this goal will be a group effort from our entire Village! We are so grateful that you have chosen to share this with your community in order to help the Mamatoto Village grow.

Getting started is as easy as 1) creating your page 2) adding a personal note about why this is important to you 3) setting a fundraising goal and target date and 4) sending your link out to as many friends and family as possible! From email to social media, don't be shy! The more people you ask, the faster you'll reach your goal. If just 25 people gave you \$20 you'd have raised \$500 (our suggested minimum goal per fundraiser).

Getting Started!

The Basics



If this is your first time managing your own fundraiser, no worries! We have prepared this toolkit to help you, and the Mamatoto Development team is also here to ensure you meet your goal. Below, we go step by step into how to prepare your website and share it with friends and family for maximum success.

The detailed steps below are to ensure that you have all the information needed to feel ready to set up and launch your fundraiser. However, they are not meant to overwhelm! The most important thing to remember is to get your story out there to your community in whatever way is easiest and fastest for you. So, once you personalize your webpage, be sure to share it on social media and send it out via email, then you'll be off and running! Read on for a more detailed way to think through this process.



Step 1: Personalize Your Website, Tell Your Story

You should personalize your website with your story and a photo. Think about what has motivated you to support Mamatoto Village and use this space to share that with your community. In the appendix, we have provided some examples and templates you can fill in. Use these as a starting place to share why Mamatoto's work resonates with you.

The appendix also contains more information about the goals and mission of Mamatoto Village, which we encourage you to share if it helps you tell your story.



Step 2: Create Your Prospective Supporter List

Remember, telling your story authentically and telling it to as many people as possible is the secret to the success of any fundraising initiative.

You'll want to create a list of names/emails to whom you will send your personal fundraising page and then be ready to follow up with this list throughout the campaign. Use the "50 names" exercise in the appendix below to help you start gathering at least 50 contacts. And don't stop there! The more people you ask, the faster you'll reach your goal.

If 50 people donated just \$10 each to you, or 25 people gave \$20, you would raise \$500! It's that simple.

Think about friends and family anywhere in the country – or the world!
There is no geographic limit to who may be excited to help advance this mission.



Step 3: Write your Email(s)

Once you have your website ready and a list of who you will send it to, it's time to craft the message you will send. This will likely overlap with your story on your website; that's okay! Your goal is to inspire the reader to click on the link to your website and donate. If they see a similar message once they get there, that only reinforces your messaging overall.

You should plan on sending an email at least every other week in the period you have set out for your fundraiser, and more if you can! As you think of how to tell your story in that initial email, think about how to build on that story throughout an email series. The Mamatoto team will help you think through the timeline for your fundraiser and how you can plan your emails to meet your goal by the date you set.

A sample of how to build your email series has been included in the appendix.

As your friends and family answer your calls to action and make donations to your page, be sure to remove them from future emails that ask them to give. You may want to create a second email list of "donated contacts". Send this "donated contacts" list to BCC emails that update them on your progress, express your gratitude, and share the impact of their gifts. Some may choose to make a second donation as they get excited about helping you reach your goal, but this should come from thanking them for their impact. Once they've given, you don't need to ask again.



Step 4: Plan Your Weekly Outreach

As you know, people's inboxes are full! Some of your friends will likely want to contribute to your campaign, but your first email will be buried in the list. This is the reason we suggest planning at least three emails. If you can send four, even better!

As you prepare to send out your fundraising page for the first time, plan out your email series and mark your calendar for when you will send each. In between emails, plan to follow up with your closest friends directly via text or a phone call. You want to meet your potential supporters wherever they are. This means it's also a good idea to post on social media throughout the campaign – mark your calendar with those plans as well!



Step 5: Hit Send! Again and Again!

Now, you're ready to get your message out to your community! Send emails and post on social media throughout the timeframe for your personal fundraiser, according to your planned calendar. You'll want to track who has donated to you along the way and thank them with a quick note (email or text) once they give. Be sure to remove those people's emails from your following email ask, so you're not re-asking people who have already given.



Step 6: Thank Your Supporters

Once you close out your fundraiser, send one more thank you to your "donated" list! Let them know the outcome of your fundraiser (how much you raised in total) and the impact of their collective giving by sharing the capital campaign with them. Invite your supporters to follow Mamatoto Village on social media and/or join our email list to remain part of the movement and receive information on future programming.

Milestones, Rewards & Recognition

We look forward to celebrating your fundraising success! We will recognize donors throughout the campaign in several ways, including but not limited to our annual report, newsletters, and social media.



Frequently Asked Questions

What if someone wants to support my campaign but does not want to donate on the website?

Donors not wanting to give through the website are also welcome to send a check.

Please have them write YOUR name on the memo line so we are sure it's attributed to your campaign, and mail it to:

Mamatoto Village
4315 Sheriff Road NE
Washington, DC 20019

Can a company/business, or foundation support my campaign?

Absolutely! Suppose you have connections to businesses or foundations (including family foundations) that want to fund Mamatoto Village. In that case, we encourage you to talk with them about your efforts and the impact Mamatoto has on women, birthing people, and families in Washington, DC.

These entities can give directly to your website, or you may connect them with Mamatoto Development staff to coordinate other ways of transferring their funding. Mamatoto Development staff are happy to assist you if an application process is required.

My donor's company will match their gift; will that count toward my total?

Absolutely! We encourage you to remind your donors to check with their companies about matching opportunities, as many corporations offer this (often forgotten) perk to their employees.

If your donor can get their gift matched, ask them to send you an email or screenshot of the confirmation of the match. Send that to Giving@mamatotovillage.org, and we will credit your fundraiser page immediately, as the gift itself may take several months to arrive, depending on each corporation's process.

Can I coordinate a tour of the space with potential donors?

Yes! We would love to have you and potential donors in our space. You can request a visit through [this form](#).

Appendix Materials

The text below is a sample of what you may want to insert into *Add A Note: Why are you passionate about this campaign?* field in your GiveLively page. Note that GiveLively will not allow for the paragraph breaks to show up as we have them below. But for readability and ease of using this sample language to blend with your own, we have presented it here in shorter paragraphs

Sample Website Set-Up

“As a supporter of Mamatoto Village, a Black maternal health 501c3 nonprofit organization in Washington, DC, I am actively raising funds for their capital campaign the **Movement of Collective Care**, which aims to pay off the remaining balance of their newly built maternal health services center, the only Black maternal health center east of the river. They are approximately \$550,000 away from their \$2 million goal, and every contribution brings us closer to reaching the goal.

Mamatoto Village is a remarkable space nestled in the heart of Ward 7 that offers exceptional pregnancy and postpartum support, midwifery care, and perinatal workforce training. Mamatoto is a safe haven for the community, promoting radical collective care that supports their vision of healthy mamas, healthy babies, and healthy communities.

My goal is to raise \$XXXX by DATE to help make a lasting impact.
Please donate to help me reach my goal and join me in supporting the **Movement of Collective Care**.

Sample Social Media Templates

LinkedIn

Join me in supporting Mamatoto Village’s Capital Campaign, **Movement of Collective Care**. My goal is to raise \$GOAL by DATE to help Mamatoto Village sustain their maternal health and perinatal workforce training center -- please consider donating to my fundraising page here: **Insert your personal fundraising webpage URL**

Facebook

Hi Everyone! I am creating a team to raise money for the Mamatoto Village Movement of Collective Care Capital Campaign. Mamatoto Village is a remarkable space nestled in the heart of Ward 7 that offers exceptional pregnancy and postpartum support, midwifery care, and perinatal workforce training. My goal is to raise at least \$GOAL by DATE. Please support my efforts by visiting my campaign website to make your contribution: **Insert your personal fundraising webpage URL**

** Important for Facebook, do not start a Facebook Fundraiser through the Facebook platform, rather, share your GiveLively personal URL in each of your fundraising posts **

Twitter/X

I’m joining @mamatotovillage Movement of Collective Care to raise money for their Capital Campaign. Please help me raise \$GOAL by DATE. Donate here [insert bit.ly link] & join the movement!

The best emails are ones that tell your unique story about why Mamatoto Village's work is important to you, thus inspiring your community to get involved in this movement. Our samples offer a model for a three-email series, where you fill in the details for your personal story.

Sample Email Templates

Email #1

Dear friends,

As many of you know, I am a supporter of Mamatoto Village, a Black maternal health 501c3 nonprofit organization in Washington, DC. I am helping to raise funds to close out phase I of their capital campaign the Movement of Collective Care, which aims to pay off the remaining balance of their newly built maternal health services center, the only Black maternal health center east of the river. They are approximately \$550,000 away from their \$2 million goal, and every contribution brings us closer to reaching the goal.

Mamatoto Village is a remarkable space nestled in the heart of Ward 7 that offers exceptional pregnancy and postpartum support, midwifery care, and perinatal workforce training. Mamatoto is a safe haven for the community, promoting radical collective care that supports their vision of healthy mamas, healthy babies, and healthy communities.

[Insert personal story about why Mamatoto's work is important to you].

My goal is to raise **\$GOAL by DATE**; will you help me reach my goal with a donation to my personal fundraising page today **[Insert link]**? Gifts of any size will all add up to big changes in the community, and together we can make a lasting impact.

If you have any questions about the Movement of Collective Care, how to donate to my campaign, or want to know more about my experience supporting Mamatoto Village, please feel free to get in touch anytime. Thank you in advance for your support!

Sincerely,
NAME

Sample Email Templates (continued)

Email #2

Dear friends,

A few weeks ago I reached out about the fundraiser [[insert personal link](#)] I started to help support Mamatoto Village close phase I of the Movement of Collective Care capital campaign. This campaign was launched to help pay off the remaining balance for their new maternal health and perinatal workforce training center in the heart of Ward 7.

I think it's safe to say that, our eyes have been opened to the many inequalities in our community over time. The statistics are especially stark when it comes to Black women's birthing experiences- but Mamatoto Village is changing the narrative. Their space, east of the river, serves as the backdrop in which Black women are empowered and provided with the resources and community they need to thrive as mothers, caregivers, and professionals.

[Insert story about why Mamatoto's work is important to you].

That is why I am so excited to participate in the Movement of Collective Care. Will you help me reach my goal of raising **\$GOAL** and join me in this movement? Giving is easy! Just click here for my personal website [[link to website](#)].

Thank you again for supporting this critical work. I look forward to sharing updates on our progress and hope you will stay an engaged member of the Village with me!

Sincerely,
NAME

Email #3

Dear friends,

As we enter the final stretch of my Mamatoto Village fundraising campaign [[Link to page](#)], I'm hoping you can help me cross the finish line!

My goal is to raise **\$GOAL by DATE**, and I'm only AMOUNT away! With your gift, I know that we will hit this goal.

You will help sustain a space that will change the narrative that inadequate, inaccessible, and inefficient maternal healthcare for Black birthing people is the norm. At Mamatoto Village, Black women are empowered and provided with the resources and community they need to thrive as mothers, caregivers, and professionals.

I promise to keep you updated on our progress!. Thank you for joining the Movement of Collective Care!

Sincerely,
NAME

50 Contacts

Building Your Outreach List



Are you wondering who to ask for a donation? Here's a quick way to jog your memory of people who would consider supporting you! This list isn't exhaustive but rather an exercise to help you consider all the different groups of people you could ask to support your efforts. Don't stop at 50 – the more people you ask, the quicker you'll reach your goals! Grab a pen and start writing. You'll be surprised by how quickly your list grows!

- | | | | | |
|----------------|---|--|---|---|
| 5
relatives | 5
friends from high school | 5
friends from college | 5
current co-workers | 5
former co-workers |
| 5
neighbors | 5
religious or social group contacts | 5
people you do business with (salon, mechanic, trainer, etc) | 5
people who have invited you to a gathering | 5
friends through your partner, children, parents, etc (friend of a friend!) |



**Thank you for helping us reach
our fundraising goal.**



Mamatoto Village