



Venus de Miles Fundraising Toolkit

Thank you for supporting Greenhouse Scholars as a fundraiser for Venus de Miles!

The number of Scholars we can support is directly tied to the amount of money we raise, so your efforts are crucial to ensuring we can continue building a community of extraordinary young leaders.

Included in this tool kit are some tips & ideas to help you get started. Please feel free to reach out to venus@greenhousescholars.org or 303-459-5467 at any time for additional assistance.

GREENHOUSE SCHOLARS is an education non-profit that cultivates extraordinary college students from low-income communities. Our program supports, inspires, and drives our Scholars to be catalysts for change in their lives, their families, and their communities.

The students in our program have overcome unbelievable obstacles in their young lives, yet they have risen above to become inspiring leaders and role models. We encourage you to visit greenhousescholars.org to learn more about the organization and the young people whose lives we are helping to change for the better.

HOW DOES YOUR SUPPORT HELP?

- \$5,000 funds a one-year tuition grant for a Scholar
- \$2,000 provides grants for a life changing opportunity, such as enabling a Scholar to lead a community impact project, engage in lab research, study abroad, accept an internship, and more.
- \$1,000 supports necessary tools, such as a computer or GRE/LSAT/GMAT test preparation
- \$500 supports one semester of books

GETTING STARTED

“If you don’t ask, the answer is always no.” Send an email, post on Facebook, hang a flyer in your workspace, put an extra line in your email signature, tell friends and family at your next gathering...fundraising is all about spreading the word!

Start by setting a goal and customizing your pledge page (accessed through your Race Roster dashboard). Include the pledge page link in all your emails and posts so people have a quick, easy option to donate.

Donations by check should be made payable to Greenhouse Scholars with “Your Name - Venus de Miles” in the memo field and mailed to: Andrea Stevenson, 1881 9th Street, Suite 200, Boulder, CO 80302

HOW TO ASK

Below is a donation request example that you can adapt or modify as needed when asking for donations. We suggest personalizing this with your motivation for supporting the cause and/or including a Scholar story to illustrate the Greenhouse Scholars mission.

“This summer I will be participating in Venus de Miles. My goal is to ride/run <insert distance> for Greenhouse Scholars, an education organization that works with extraordinary college students from low-income communities and inspires, supports, and drives them to change the trajectory of their careers, their families, and their communities - forever.

Please support my ride/run, and this remarkable organization. Together we will create a community of leaders who will evolve the communities of the world. To donate now, click <insert your pledge link here>. “

PUT THE ‘FUN’ IN FUNDRAISING

Fundraising doesn’t have to be all work and no fun. Get your friends together for a social activity or bring your coworkers a treat to liven up the workday. There are lots of easy, low-maintenance ways you can raise money. Here are a just few ideas to get your creative juices flowing!

- Coordinate a happy hour at a venue or restaurant that will donate a portion of the proceeds to your fundraising account.
- Sell spoke ribbons for your bike for a small donation. Ask your friends to write motivational messages to keep you pedaling.
- Surprise your coworkers with candy bars or ice cream sandwiches for donation. Score points at work and raise money.
- Organize a wine tasting or paint & sip party. Ask guests to cover the cost to participate with a little extra added on for a donation.
- Host a shopping party! Coordinate a home party like Stella & Dot or Arbonne, and donate a portion of the proceeds or the hostess share.
- Do you like to bake or craft? Sell your homemade goods to friends and coworkers for donation.
- Host that yard sale you’ve been talking about forever! De-clutter while giving back.
- Share your training progress on social media, ask friends to pledge a \$1 per mile you train to help keep you on track with your goals.
- Does your office collect donations for a dress down or jeans day? See if Greenhouse Scholars can be the beneficiary of the next one!
- Make sure to encourage donors to request a matching gift from their companies when possible.

HOW SCHOLARS ARE MAKING AN IMPACT



A sexual assault survivor, **Ellie**, Pitzer College Class of 2018 was a co-head and committee leader for the hotline and community outreach sub-committee of the Pitzer Advocates for Survivors of Sexual Assault. She also organized a support group for survivors of sexual assault where they could come together to make a meal and discuss important issues.



Proud of both her Mexican and Polish identity, **Michelle**, Bowdoin College Class of 2016, worked to pass a proposal to create a position for a Multicultural Representative on the college's general assembly in order to create a more inclusive community. She is spending the year in Poland under a Fulbright Fellowship teaching English and exploring her Polish heritage.



Glodie, Yale University Class of 2019, became interested in computer engineering after moving to the U.S. in 2008 from the Democratic Republic of the Congo. She plans to start an organization to increase access to assistive living devices. Her work will assist people in third world countries with support such as improving education for children with autism, raising money for schools, and providing hearing aids to individuals in need.



Intrigued by her family's ability to speak Spanish from a young age, **Grace**, University of Colorado Class of 2020, became a SWAP (Student Worker Alliance Program) volunteer. The group teaches English to the immigrant workers on her campus. Her student is Marcos; a janitor from her residence hall who she tutors 2 hours each week.



With the support of Greenhouse Scholars' flex funding **Kennia**, Boston University Class of 2018, has visited Panama twice with Global Brigades. She saw firsthand the issues impacting a poverty stricken rural community. Kennia uses her experience abroad to lead discussions on campus to raise awareness about the issues facing the Latino community.



Moved by recent events, **Erna**, University of Colorado Class of 2017, formed a new chapter of Students Organize for Syria at CU Boulder. Refugee issues hit close to home for Erna, who was born to a Bosnian Muslim father and a Croatian Catholic mother who met in a refugee camp.

CUSTOMIZE YOUR PLEDGE PAGE

Make sure to personalize your Race Roster pledge page to tell potential donors why you support Greenhouse Scholars and what Venus de Miles means to you. Below are a few easy steps to setting it up.

- Log into www.raceroster.com using the email and password you created when you registered.
- Scroll to the bottom of your participant dashboard and find the “Ask for Pledges” box.
- In that box, there are three things you can update; your profile picture, a personal message, and your fundraising goal. See screen shot below for reference.
- Click Share via email (or any method that you prefer) and you will find the direct link to your pledge page. You can either email potential donors directly from your Race Roster dashboard or copy the link to send from your own email account and/or to post on social media.
- Please contact venus@greenhousescholars.org if you have any questions.

Elements to Customize:

- Profile Picture
- Personal Message
- Fundraising Goal

The screenshot displays the 'Ask For Pledges' interface for a user named Andrea Suponic. The page is titled 'PLEDGES' and 'Ask For Pledges'. The user's profile is shown with a placeholder for a photo ('ADD PHOTO'), a bio area with an 'Edit Pledge Profile' link, and a fundraising goal section set to '\$0' with an 'EDIT' button. A 'Money Raise' progress bar is visible on the right side of the page. Red arrows point from a box titled 'Elements to Customize' to the photo, bio, and goal sections.