



Abiona Centre

For Infant & Early Mental Health

Formerly Massey Centre and Humewood House

Eat **4** Eight

Teen Mom Budget Challenge

Fundraiser Toolkit



2023

Thank you for stepping up to take the challenge!

We deeply appreciate your support and acknowledge the significant impact it will have on at-risk young moms. Your dedication to fundraising actively contributes to providing essential services for those who need them the most. The funds raised will enable us to offer safe housing, mental health support, educational opportunities, and comprehensive services to countless adolescent moms and their babies throughout the year.

Through your actions, you ensure that young moms and their babies can take crucial steps towards healing from trauma, acquiring essential life skills, and ultimately achieving independence. Your generosity empowers them to strive for a brighter future for themselves and their little ones. From the bottom of our hearts, we extend our heartfelt gratitude to you. Thank you.

**Need some help? Have questions?
Give us a shout. We are happy to help!**



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Fundraising Tips!



PERSONALIZE!

People respond to personalized stories and pictures. Tell people what inspired you to fundraise for Abiona Centre. Add a photo or video. **People who personalize their pages raise 20X more money than those who don't.**



ADD URGENCY

People are more likely to donate if there is a deadline they need to give by. There are lots of creative ways you can add some urgency to your fundraising. For example: you can say "If I raise \$2000 by Sep-tember 1, I'll wear a batman costume to work".



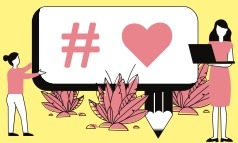
KICK START WITH A DONATION

Nobody likes to be first. That's why it's always a good idea to get your fundraising off to a good start by making the first contribution. This will make others more likely to get involved.



START WITH CLOSE CONTACTS

It's always best to start by emailing your close contacts because they are the most likely to donate. Try sending some quick personal messages to your inner circle to build up some momentum. Then reach out to your other contacts.



SHARE ON SOCIAL MEDIA

Once you've sent your first batch of emails out, it's time to turn to social media. One of the best strategies to use on both Facebook and Twitter is tagging and thanking people that have already donated while you are asking for new donations. This spreads your message further and lets the people you are asking know that people are already getting behind you.



FOLLOW UP!

Don't hesitate to send a few follow-up emails. Emails are easy to overlook and people often open them up quickly and then forget to go back to them. Use email to keep people up to date with your progress as you hit different milestones (50% raised, 75% raised, etc.) and ask supporters to help you hit the next milestone.

Social Media

Be sure to share that you are taking this journey on social media! Engage your friends, family and co-workers to support you, or encourage them to join the challenge! Tag [@abionacentre](#) in photos of your journey and include the **#eat4eight** hashtag!

Click the pictures below to save free shareable social media images to help get you started!



You can find us on Facebook, Twitter, and Instagram. Click below to follow us!



Email Template



Need some help getting started with an email? Consider using our template as a base!

Hello!

On October 11, 2023, I'll be participating in the Eat4Eight: Teen Mom Budget Challenge. Living off the food budget of a teen mom, I'll have only \$8 for breakfast, lunch, and dinner. It's an eye-opening experience when you consider that many teen moms at Abiona Centre face this challenge every day, often sharing their budget to provide for their babies.

I'm reaching out to ask for your support in reaching my fundraising goal. Donating to my Eat4Eight page will make a huge impact in the lives of teen moms. The funds raised will help them go back to school, find safe housing, access mental health services, heal from trauma, and learn vital life skills for independent living with their babies.

Make a donation today on my Eat4Eight page: [INSERT YOUR PAGE LINK](#)

Thank you for your support!

Best regards,
[\[Your Name\]](#)

