



forever
FOOTPRINTS

Fundraising Toolkit

Looking for ways to get involved with Forever
Footprints?

✉ info@foreverfootprints.org

📷 [foreverfootprints](https://www.instagram.com/foreverfootprints)

🌐 www.foreverfootprints.org



thank you for supporting Forever Footprints!

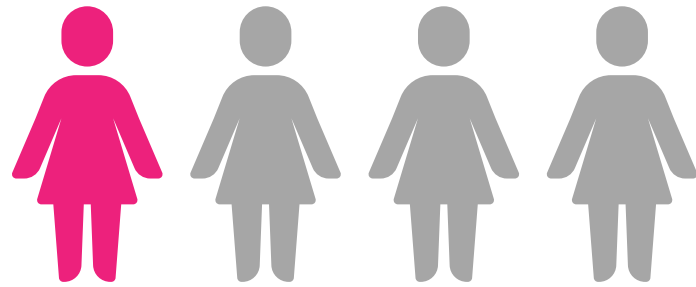
Our **mission** is to ensure that families who have suffered a pregnancy or infant loss receive the best support, comfort, and resources possible. To do so, Forever Footprints provides families with direct services, educates the medical community to improve quality of care and response, and offers opportunities for remembrance to help families find their own path to healing.

Since 2005, Forever Footprints has:

- Provided support to more than **42,000** people through in-person and virtual remembrance walks
- Trained over **800** medical professionals on response after loss
- Provided more than **3,000** memory boxes to hospitals and families
- Provided no-cost support groups to more than **1,000** individuals



A look at perinatal loss



1 in 4

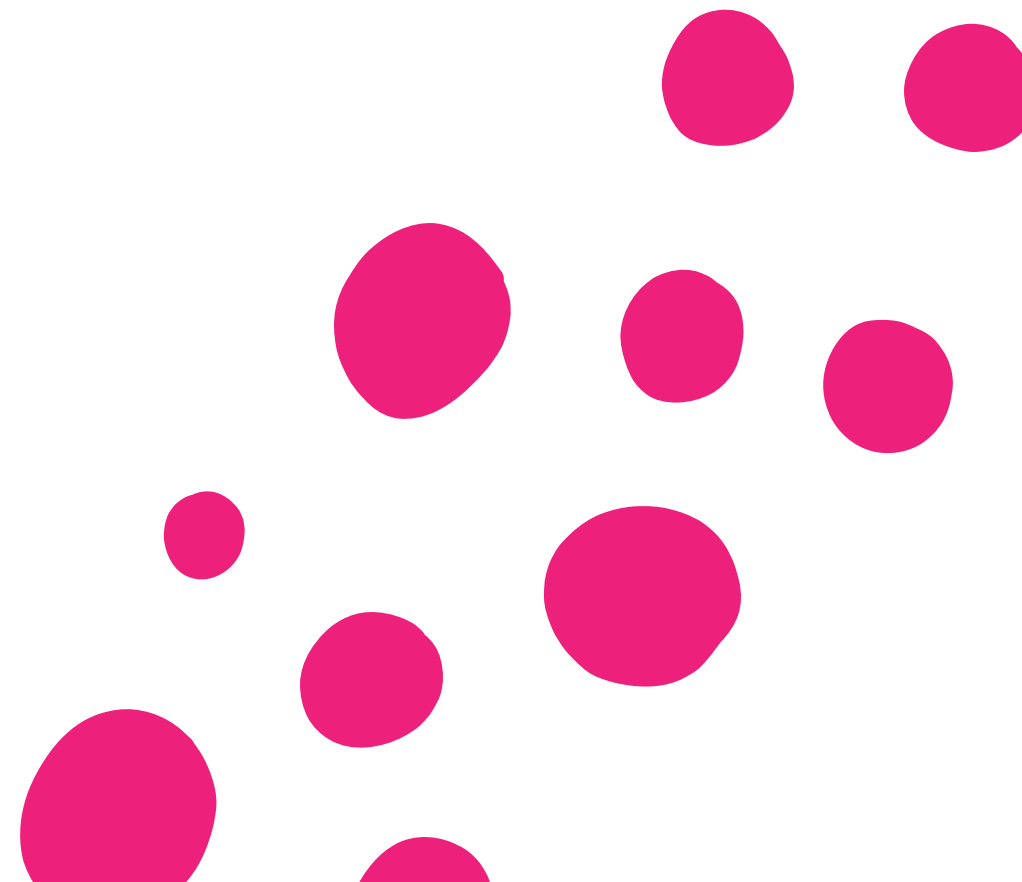
women will experience pregnancy or infant loss

1 in 3

of all conceptions that can be identified hormonally may end in loss when taking into account unrecognized pregnancies

2.4 Million

fetal and neonatal deaths occur in the perinatal period each year in the United States alone



While pregnancy and infant loss is common, very few individuals receive follow up psychological care, which can lead to complicated grief, psychological and psychiatric disorders, isolation, and poorer wellness outcomes.

Bereaved parents experience stigmatization surrounding their losses, a general lack of societal awareness of these types of losses, the inability to sufficiently mourn their babies, and minimization of loss.

Forever Footprints Donors



Travis Baker

Travis honored his siblings who should have come before him and for others who have lost siblings with sibling backpacks.



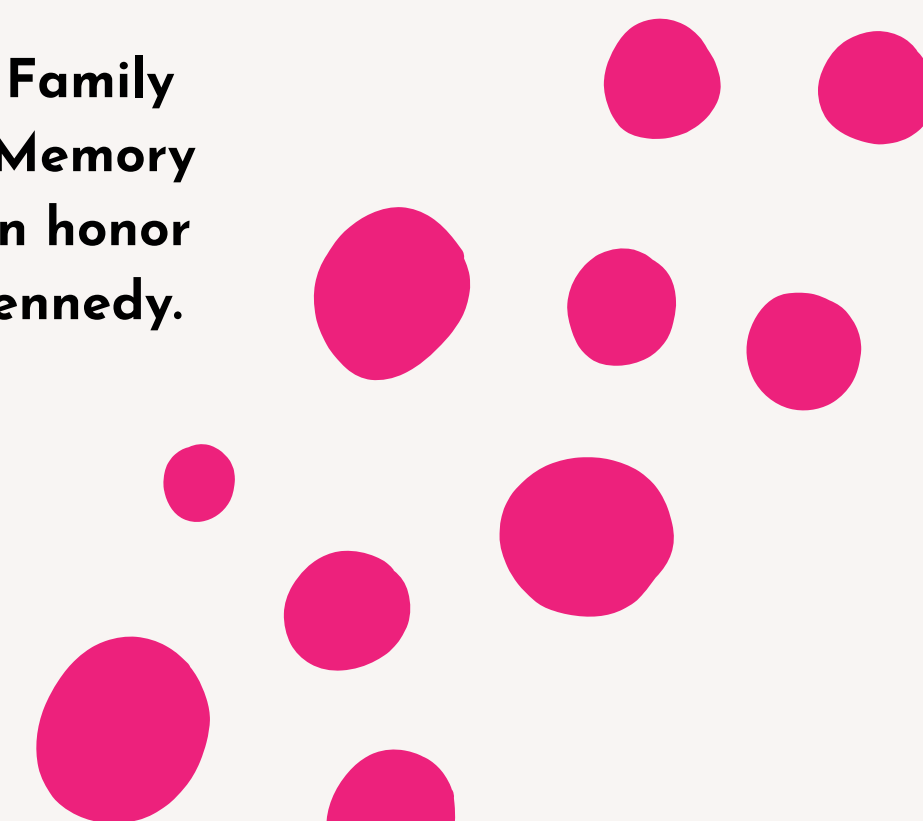
The Swaminathan Family

The Swaminathan family was the 2022 Sibling Backpack Sponsor, in honor of Nina Swaminathan.



The Kennedy Family

The Kennedy Family was the 2022 Memory Box Sponsor, in honor of Colt Lee Kennedy.



How your support makes a difference

\$20 Provides 2 support books to a newly bereaved parent.

\$50 Provides 1 Memory Box to a family who just lost their baby.

\$80 Provides 1 Sibling Backpack to a child greiving the loss of their sibling.

\$200 Covers the cost of a 1-hour support group led by a licensed therapist.

\$500 Covers on of our 8-week, loss specific peer groups.

\$1,000 Allows a family to recieve 6 months of support

Getting started with fundraising



Step 1

Choose how you will fundraise.

Check out page 7 for some ideas!

Step 2

Learn how to hold a fundraiser.

There are tips for you on page 8 that will help with planning the event.

Step 3

Get in touch with us.

You will need to approve the activity with Forever Footprints before collecting any donations. Please email info@foreverfootprints.org

Step 4

Set up a fundraising page (if needed).

Once the fundraiser is approved and depending on the type of fundraiser, setting up the fundraising page with the help of our staff is easy.

Step 5

Promote your fundraiser.

Share your fundraiser with friends, family and colleagues. Page 9 has some information about fundraiser promotion.

Step 6

Hold your fundraiser.

Take pictures and track your progress!

Step 7

Close out.

Wrap up the fundraiser by thanking all those who supported. Once you have the final amount, deposit funds with us. Find out how on page 11.

Ideas to get started

Start a campaign in honor of a baby

Create a custom fundraising page to collect donations from your loved ones in honor of a baby or babies.

Group ticket sales for your favorite sports team

Invite friends and family to join you at a sporting event with a portion of ticket sales going to Forever Footprints.

Dine-to-donate event

Reach out to your favorite restaurant or visit groupraise.com to find a local restaurant that would like to get involved.

Use your talents

Are you a great baker? Do you make jewelry? Use your talents to raise money for Forever Footprints!

Join an event or plan your own

Join a Forever Footprints event or plan your own. Check out our events page to keep up to date.

Get active

Complete a triathlon, marathon or swimathon, collecting money pledges before the event.

Connect with family & friends with a Facebook fundraiser

Set up a fundraiser on Facebook, selecting Forever Footprints as the nonprofit you'd like to fundraise for.

Involve your workplace

Start a workplace donation campaign or ask your coworkers to get involved with your fundraiser.



Planning your fundraiser

You can easily plan your fundraiser! These tips will help ensure its success.

Remember to get your fundraiser approved by Forever Footprints before you begin. Email info@foreverfootprints.org!

Choosing your activity

Choose something that is both achievable and enjoyable. You can use one of the ideas that we have provided or you may have a great idea of your own.

When and Where

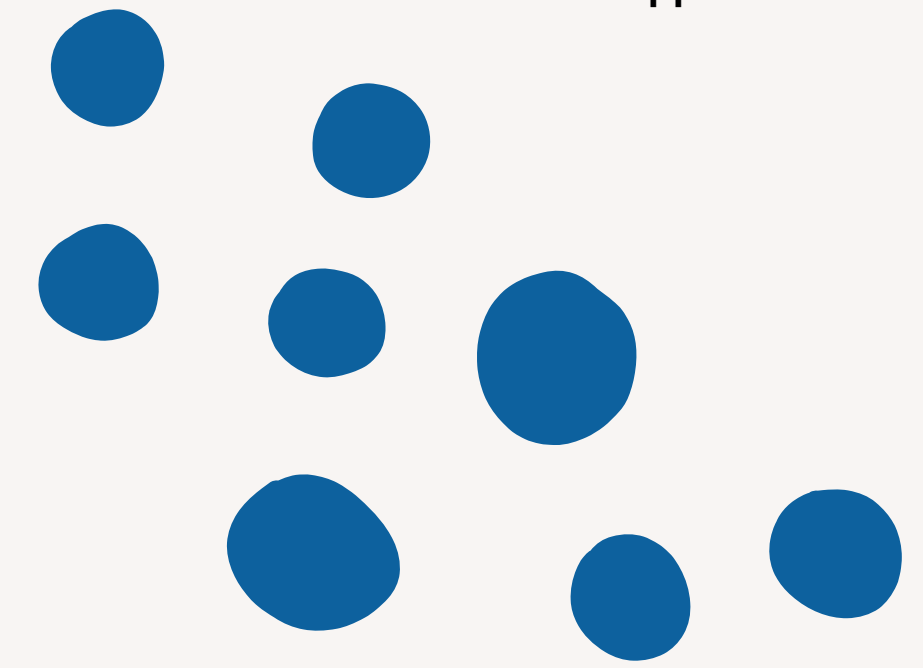
Lock in your date and location as soon as possible, giving yourself time to plan and let your supporters know about the event. Make sure to keep everyone up-to-date if there are changes to time or location.

How

Think about how you will make this happen. Have a target in mind for the fundraiser, and think of everything you will need to accomplish this goal.

Who

Who will the main supporters of this fundraiser be? Make a list of everyone who you think may be interested in the fundraiser and can help you get the word out. Keep people updated with the progress of the event and thank anyone who supported.



Marketing & Use of the Forever Footprints Logo

Once your fundraising event is approved by our team, you will be authorized to use the Forever Footprints logo for your promotional materials. Please keep in mind that use of our logo must comply with our brand guidelines, so our team must approve any promotional materials before publication!

In our fundraising toolkit, we've provided sample social media posts you may use. To create your own marketing materials, we recommend using a site like Canva for a free and easy process. We are also available to help you create custom marketing materials as needed!

Email us at info@foreverfootprints.org to obtain the approval for your fundraiser, or with any questions. We are happy to assist you!



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Fundraising Guidelines



Health and Safety

The safety of you and others is important. Please follow all available guidelines related to your event to ensure it's a safe and positive experience for all.

Alcohol and Entertainment

If your event involves selling alcohol, music, dancing, movies, sporting events, or other entertainment, you may need a permit. Contact your local city officials as needed.

Insurance

Some events and/or event venues require insurance. Any outside contractors may also be required to have insurance. Make sure you understand the insurance requirements to protect yourself and your guests!

Transporting Money

When carrying cash around, keep it in a lockable box. If you are carrying large amounts of cash have someone accompany you.

Food

If you are planning to bake or cook in order to raise funds, follow the rules for preparation, storage, display and cooking. Permits may also be required.

[Click here for the USDA food safety page.](#)

Data Protection

Don't keep information about your supporters for longer than you need to, and never share data about someone without their permission.

Submitting Funds



Online Donations

Setting up a fundraising page is the easiest way for your supporters to pay. Their donations are directly transferred to Forever Footprints. However, if you receive fundraising contributions to your own bank account, you can make an online donation at www.foreverfootprints.org/donate/

Cash Donations

If you've collected cash donations, you should deposit them into your own bank account and then make an online donation at www.foreverfootprints.org/donate/ for the same amount.

Checks

All checks should be signed, dated and made payable to Forever Footprints. Include your name, address, phone number, and details of your event. Please note that we cannot accept cash through the mail.

Send To:

Forever Footprints
1944 N. Tustin Street, Suite 118
Orange, CA 92865



Saying thank you

Don't forget to thank your supporters

Saying thank you will let your donors that you received their donation, and that you appreciate their support. Posting on social media with photos from the event is a great idea.

You may write a letter to some of the biggest supporters, as well as any businesses who donated their time, money or goods. Here is an example of what you could say:

DEAR FRIEND,

THANK YOU SO MUCH FOR YOUR DONATION TOWARD MY FOREVER FOOTPRINTS FUNDRAISER IN HONOR OF MY BABY. YOUR CONTRIBUTION MEANS SO MUCH TO ME AND MY FAMILY, AND I AM SO TOUCHED BY YOUR GENEROSITY. WITH YOUR HELP, WE RAISED \$2,000 THAT WILL SUPPORT OTHER FAMILIES EXPERIENCING INFANT AND PREGNANCY LOSS. THANK YOU AGAIN FOR YOUR SUPPORT!



Thank you for supporting Forever Footprints!

Your fundraising makes a huge difference in the lives of the families that Forever Footprints supports.

Contact us:

If you have any questions about fundraising for Forever Footprints, please get in touch by emailing info@foreverfootprints.org.

foreverfootprints.org

