Since 1916, volunteers have caroled throughout Nashville and its surrounding areas for the benefit of Fannie Battle Day Home for children. Today, that tradition continues through the traditional door-to-door fundraising, as well as other creative ways thought up by volunteers. Caroling for Kids runs annually from December 1st - 24th.

Digital Caroling was launched in 2019 to create a new (and maybe a little competitive) online fundraising experience. With a little work and a lot of fun, your participation will make a huge impact by helping us continue providing high-quality, affordable care, and programs dedicated to empowering families.

Happy Holidays!

Our mission is to provide accessible and affordable high-quality childcare while empowering families to reach their fullest potential.
STEPS TO LAUNCHING YOUR CAMPAIGN

1. Visit fanniebattle.org/caroling and select "Digital Caroling"

2. Click the Start Fundraising for Fannie Battle button

3. Create an account through JustGiving (or log in if you already have one)

4. Select Taking part in an event

5. Search for 103rd Annual Caroling for Kids

6. Follow the steps to building your event
YOU'RE NOW READY TO SET-UP YOUR PAGE

From here you can customize your Fundraising Page by adding a new cover photo, creating a team, writing updates to your supporters, and share your page.

Click **Personalize** to re-name your page headline (if you want), tell your supporters the what for and why you are raising money, add your fundraising goal, and more!

Make sure to hit “Save and continue”

GET SOCIAL!

We have created some fun social graphics and sample posts to get your campaign started at [fanniebattle.org/caroling](http://fanniebattle.org/caroling).

Tag us on:
- facebook and insta stories so we can re-post
- twitter so we can RT
- Use the hashtag #carolingforkids

WHO CAN I CONTACT FOR HELP?

We are here to help and guide your experience in any way possible. If you have any questions please feel free to reach out to:

**Melissa McWilliams**
Development Director
mmcwilliams@fanniebattle.org
tel. 615.228.6745


We want to hear from you!

What made your Digital Caroling fundraiser a success? What advice would you give other fundraisers? Did the tools we provided work?

Contact Melissa McWilliams at 615.228.6745 x117 or mmcwilliams@fanniebattle.org
**CAN I ADD OFFLINE DONATIONS**

Yes.

For checks received or donations sent directly to the organization:
1. Log into your account
2. Click "Edit" underneath the page you’d like to add the balance to
3. Click "edit" alongside the ‘Raised offline’ on the right
4. Amend the total amount raised offline and select ‘Save’.

If you receive cash or money sent to digital cash apps such as paypal or venmo, simply make the donation directly to your JustGiving page.

If you’d like to acknowledge the friends and family who’ve given you money offline, you can add a quick update to your page thanking them for their donation.

**WHAT IS TEAM FUNDRAISING AND SHOULD I REGISTER A TEAM?**

Team Fundraising is a great option for groups looking fundraiser together. Once you start a team, you will automatically become captain and can start recruiting to help raise funds. Each team member will have their own fundraising page. This is excellent for team competitions.

Examples of team fundraising:
- Businesses or departments within the business (HR, Sales, etc.)
- Scouting groups
- School clubs
- Athletic teams

**TIPS FOR YOUR CAMPAIGN**

- **Set a goal.** Goals are a fun way to get people pumped up about your drive. The amount is up to you and no amount is too big or too small.
- **Set a date.** Caroling for Kids runs Dec. 1st - 24th, however you can set your fundraiser for any length of time within the event.
- **Make it personal.** What does Fannie Battle mean to you? Why are you passionate about our organization? Want to make an even bigger impact? Be the first to donate to your campaign.
- **Keep your page updated.** Thank those donating as it happens, post your progress, etc.
- **Get creative!** If you’re registered as a team, come up with fun ways to get competitive for those who raise the most money.
- **Add photos.** Digital fundraising campaigns raise 14% more per photo than those without. Visit fanniebattle.org/caroling for some inspiration.
- **Share on social (and don’t forget email).** Your campaign is digital after all. Social media is a great platform to reach a much larger audience. Plus we can help share!
- **Thank your supporters.** After your fundraiser has ended, it’s always a nice touch to send your supporters a thank you.
- **Keep us updated with how your fundraiser went!**