



NATIONAL DAY OF GIVING

NATIONAL FUNDRAISER & COMMUNITY SERVICE INITIATIVE
ENGAGING INROADS HIGH SCHOOL SCHOLARS

STUDENT FUNDRAISING TOOLKIT

CAMPAIGN • OCTOBER 18 - NOVEMBER 7, 2026

Everything you need to launch, promote, and
manage your fundraising campaign.

Your Gift Lifts the Next Generation



WELCOME



THANK YOU FOR BEING PART OF THE FIRST INROADS NATIONAL DAY OF GIVING.

As a College Links student, you can help lead this campaign by sharing your story, connecting with your community, and inviting others to support opportunities for students like you. Whether you have fundraised before or this is your first time, this toolkit will guide you through creating your page, sharing your fundraiser, and thanking your supporters. You do not need to use every example exactly as written. Make each message your own. The most meaningful fundraising messages come from your experience and sound like you.

As a College Links student, you have firsthand experience with the opportunities INROADS provides.

Your fundraiser gives you a chance to:

- ✔ Share your INROADS experience
- ✔ Celebrate what you have learned and accomplished
- ✔ Help more people understand the impact of College Links
- ✔ Invite your community to support opportunities for students like you

Whether someone donates, shares your fundraiser, or learns more about INROADS, your participation helps raise awareness.



FUNDRAISING CHECKLIST



BEFORE SHARING YOUR FUNDRAISER

- 1 Register for the National Day of Giving.
- 2 Activate your Bloomerang Qgiv account.
- 3 Add a profile photo.
- 4 Personalize your fundraising story.
- 5 Review your page for accuracy.
- 6 Copy and test your fundraising link.
- 7 Make a list of people you would like to contact.
- 8 Personalize your first email or text.
- 9 Send your first message.



SET UP YOUR QGIV ACCOUNT

VISIT QGIV



STEPS

- 1 Click **Register for Event**.
- 2 Select **Join or Start a Team**.
- 3 Choose your **College Links market**.
- 4 Enter your personal information and click **Next**.
- 5 Complete your registration.
- 6 Check your email.
- 7 Activate your account and create a password.

NOW, PERSONALIZE IT! →

PERSONALIZE YOUR FUNDRAISING PAGE



STEPS

- 1 From the **Congratulations!** page, open **My Fundraising Dashboard**.
- 2 Click **Get Started** in the center of the dashboard to complete your profile.
- 3 Select **Edit My Page** at the bottom of the left-hand column.
- 4 Under **Participant Message**, use the **gear icon** to add your story, then DELETE the widget title that says Participant Personal Message.
- 5 Scroll down and click the green **Save Changes** button.
- 6 Select **My Fundraising Tools** to return to the dashboard.
- 7 Copy your personal fundraising link.

BEFORE SHARING, OPEN YOUR PUBLIC PAGE AND CHECK

-
- Your profile photo
 - Your personal message
 - Your fundraising goal
 - Your fundraising link



TELL YOUR STORY

WHY IT MATTERS

People are more likely to support a fundraiser when they understand the person behind it. Your story does not need to be long or dramatic. A few honest, specific sentences can help people understand why INROADS matters to you.

CONSIDER THESE QUESTIONS

- *Why did you join College Links?*
- *What have you learned through the program?*
- *Has College Links changed how you think about college, careers, or your future?*
- *What experience stands out to you?*
- *What opportunities has INROADS given you?*
- *Why are you participating in the National Day of Giving?*
- *What would you like other students to experience?*

NOTE

Choose the questions that feel most meaningful.
You do not need to answer all of them.

EXAMPLE FUNDRAISING STORY



Hi everyone!

I'm excited to participate in the INROADS National Day of Giving. Since joining College Links, I have had the opportunity to learn more about college, careers, and leadership while building skills that will help me in the future.

[Add something specific that you have learned, experienced, or accomplished through College Links.]

I'm raising money to support INROADS programs so more students can access opportunities like these.

If you are able to make a donation or share my fundraising page, I would really appreciate your support.

Thank you for being part of my journey!



MAKE IT YOUR OWN

Use this example as a starting point, then add your own experiences and voice.

EMAIL + TEXT LAUNCH MESSAGES



EMAIL SUBJECT

I'm participating in the INROADS National Day of Giving!

EMAIL BODY

Hi *[Name]*,

I'm excited to share that I'm participating in the INROADS National Day of Giving.

[Share how INROADS has affected you, something you have learned, or why this campaign matters to you.]

I'm helping raise support for INROADS programs so more students like me can benefit from opportunities that prepare them for college, careers, and leadership.

If you are able, I would really appreciate your support. You can learn more or donate here:

[Fundraising Link]

Thank you for your encouragement and support!

[Your Name]

TEXT MESSAGE

Hi *[Name]*! I'm participating in the INROADS National Day of Giving. **[Share one sentence about what INROADS has meant to you.]** If you would like to support my fundraiser or learn more, here is my link: **[Link]**

Thank you!

REMINDER AND DAY-OF MESSAGES



REMINDER MESSAGE

Hi *[Name]*,

I wanted to send a quick reminder about my INROADS National Day of Giving fundraiser.

[Share an update or one sentence about why the campaign matters to you.]

If you have already donated or shared my fundraiser, thank you! If not, there is still time to support INROADS programs.

[Fundraising Link]

Thank you for considering it!

NATIONAL DAY OF GIVING MESSAGE

Today is the INROADS National Day of Giving!

[Share one final thought about what INROADS has meant to you.]

If you have been thinking about supporting my fundraiser, today is a great opportunity to donate or share my page.

[Fundraising Link]

Thank you for supporting students like me!



THANK YOUR SUPPORTERS

THANK-YOU MESSAGE

Hi *[Name]*!

Thank you so much for supporting my INROADS National Day of Giving fundraiser.

Your generosity and encouragement mean a lot to me. Thanks to supporters like you, programs like College Links can continue creating opportunities for students.

Whether you donated or shared my fundraiser, thank you for being part of the campaign.

I truly appreciate your support!

REMEMBER TO THANK PEOPLE WHO

- Donate
- Share your fundraising link
- Help you reach other people
- Offer encouragement

SOCIAL MEDIA CONTENT- PERSONAL FUNDRAISING POST



PERSONAL FUNDRAISING POST

HOW TO USE IT

1. Open the Canva link [Link to Template](#)

2. Make a copy of the template

The original template is view-only. Go to File → Make a copy to create your own editable version in Canva.

3. Add your photo

Upload your photo and place it in the designated photo area.

4. Download and share

Download your finished post as a PNG or JPG and share it on your social media channels.

RECOMMENDED CAPTION

I'm fundraising for INROADS as part of National Day of Giving to help create more opportunities for high school students like me.

Your support can help empower students, expand access to opportunities, and strengthen our communities.

Support my personal fundraising page here: [\[Insert Link\]](#)

Thank you for helping me make an impact!

SOCIAL MEDIA CONTENT- I GAVE BACK POST



CAPTION:

Through National Day of Giving, I had the opportunity to support my community and be part of something bigger.

You can still help create positive impact for students and communities through INROADS.

Support National Day of Giving: **[Insert Link]**

SOCIAL MEDIA CONTENT- I PARTICIPATED POST



CAPTION:

National Day of Giving brought students together through service, generosity, and community action.

I'm proud to have been part of this initiative and the impact we can create together.

You can still be part of the impact: **[Insert Link]**

SOCIAL MEDIA CONTENT- I VOLUNTEERED POST



CAPTION:

National Day of Giving gave me the opportunity to serve my community and make a difference.

There's still time for you to make an impact, too. Support INROADS and help create more opportunities for the next generation.

Give today: **[Insert Link]**

INSTAGRAM STORY IDEAS



STORY 1 — INTRODUCE THE CAMPAIGN

Visual: National Day of Giving piece with your headshot

I'm participating in the INROADS National Day of Giving!

[Add one sentence about what INROADS has meant to you.]

Link sticker: **Support My Fundraiser**

STORY 2 — SHARE YOUR EXPERIENCE

Visual: Selfie or recent photo

One thing I have gained from INROADS is **[experience, skill, or accomplishment]**. Help more students like me access opportunities like these.

Link sticker: **Learn More**

STORY 3 — SHARE YOUR PROGRESS

Visual: *Screenshot of your fundraising page*

I'm working toward my fundraising goal! Thank you to everyone who has donated or shared my page.

Link sticker: **Help Me Keep Going**

STORY 4 — FINAL REMINDER

Visual: *Countdown sticker*

The INROADS National Day of Giving is almost here!

[Add one sentence about why you are participating.]

Link sticker: **Support or Share**

FINAL REMINDERS



DO

- ✓ Share your own story.
- ✓ Personalize the examples.
- ✓ Include your fundraising link.
- ✓ Thank your supporters.
- ✓ Celebrate your progress.
- ✓ Follow up midway and at the end.

AVOID

- ✗ Trying to make every message perfect
- ✗ Copying a template without personalizing it
- ✗ Pressuring anyone to donate
- ✗ Focusing only on the donation amount
- ✗ Posting once and assuming everyone saw it
- ✗ Getting discouraged if someone cannot contribute

CAMPAIGN DETAILS



OCTOBER 18 - NOVEMBER 7, 2026

[LINK TO QGIV](#)





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