

CAMPAIGN TOOLKIT



NOVAK DJOKOVIC
FOUNDATION
SUPPORTER



 NOVAK
DJOKOVIC
FOUNDATION

WELCOME

Start your own campaign to provide children in Serbia with opportunities for better development and education.

You can make a difference!

This **step-by-step guide** will help you achieve your fundraising goal, but our team is always here to support you too. Email us at giving@novakdjokovicfoundation.org if you have any questions.



How you can
join

Sometimes doing what you love is all it takes to change the world.

There are so many ways you can leave your mark.

You can run, hike, dance, paint, sing, organise the best birthday party ever, marry the person of your dreams and still **help children in Serbia get a better start in life.**

WRITE YOUR STORY

Decide on a Campaign Theme

START CAMPAIGN →

ENDURANCE

Race, bike or run - Ask for donations per mile or to donate to your campaign for race day.

SEASON OF GIVING

Fundraise with us during our holiday campaign Season of Giving.

Share with others your purpose for launching a campaign and show them your commitment to achieving your fundraising goal.

WEDDING

Ask wedding guests to donate to your campaign in lieu of gifts.

BIRTHDAY

Instead of gifts, ask your friends and family to donate for your birthday and help change outcomes of children in Serbia.

SCHOOL

Start a campaign at your school with students and teachers.



YOU CAN INVEST IN THEIR FUTURE TODAY...

Just **\$75** helps provide educational opportunities for a child, so set your campaign goal today and determine how many children you will impact through your efforts.

THE BEST
PART



100% of your donation goes toward our programs, so every cent you raise helps directly impact the kids who need it the most.

GET INSPIRED

You Can Do Anything To Raise The Money

TWO SERBIAN SISTERS



Jasmina and Katarina biked **400 km from Vietnam to Cambodia** to raise money for early childhood education.

DAMIEN



Damien decided to give up his **12th birthday** and instead asked for donations. Thanks to the help from his friends and family, Damien managed to fundraise \$350.

JELMER & MILJANA



They conquered **KILIMANJARO** (5.895m, Tanzania). With this expedition they wanted to help raise awareness around the importance of sports & education in early childhood development.

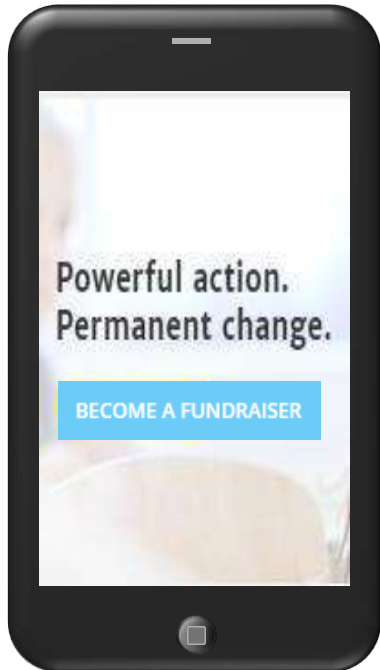
STUDENTS FROM NICE



As part of a school assignment **6 students created « KidsPath »**, an association in partnership with Novak Djokovic Foundation in aim to enable children in Serbia, a better access to preschool education.

HOW TO START YOUR CAMPAIGN?

Launch your page [\(click\)](#)



- ✓ Click on **Become a fundraiser** and choose **join as individual** or **create a team**
- ✓ **Personalize your fundraising page**, insert photos and tell your message.
- ✓ **Donate** and inspire others to get involved.
- ✓ **Call your family and close friends**. They should hear first about your campaign in a personal message. ↘

Dear friends,

By giving every child in Serbia the opportunity to receive a quality preschool education, we are giving them a chance to flourish. To believe that they are worthy of their dreams.

We want to take this chance and help raise funds for Novak Djokovic Foundation & the cause that is so close to our heart. You can help us by making a donation to our campaign.

So let's believe in their dreams together! Thank you for your support.

Your Name



COMMUNITY SUPPORT

- ✓ Share your campaign on social media to reach more people. Tell your story and why this campaign is significant to you.
- ✓ Share on Facebook, Instagram, LinkedIn and **Twitter** and tag our social media profiles for more visibility.

The tone of your communication is very important. Do not always ask for money, instead explain why this campaign is so important to you.

- ✓ Keep your network updated about the progress you've made.
- ✓ Continue updating your network and following up with potential donors.

WE'RE ALMOST THERE

- ✓ Send all your contacts a remainder to donate and when your campaign will be finished.
- ✓ Say THANK YOU to everyone who donates.

Dear friend,

Thank you for donating to my Celebrate Children campaign. By making long-term investments in early childhood education programs, we are investing in everyone's future. More importantly, we are investing in dreams.

Thank you for joining me.

Your Name

Click and watch
video



AFTER YOUR CAMPAIGN

After your campaign is over, **100% of your donation goes toward our programs.**
Then, we'll report back to you with info what your campaign made possible.



We owe our deepest gratitude to everyone who believes, as we do, in every child.
You have our thanks, but more importantly, you have theirs.



LET'S DO GREAT THINGS TOGETHER!

Have questions?

NDF team is here to answer any questions you have.

Novak Djokovic Foundation
giving@novakdjokovicfoundation.org