



Virtual Adelante Festival

Alumni Fundraising Challenge Overview & Toolkit

Join the first-ever AMIGOS alumni fundraising challenge, an activity of the [Adelante Festival!](#)

Fellow alum Paul Reidy ('77, '78, '79) is passionate about connecting alumni to make an impact for AMIGOS. So, he is matching all donations up to \$5,000!

Will you join Paul in making an impact for AMIGOS and individually raise \$250? The challenge will kick off on August 5th. Questions? Contact Sam Waters at swaters@amigosinternational.org.

Step 1: Create your Fundraising Campaign on CauseVox or Facebook

Option 1: Create a CauseVox fundraising page

- Go to <https://www.amigosfundraising.org/>
- On the right-hand side of page, click on “Join the Campaign”
- Follow the prompts to create your fundraising page
 - Fundraising Goal- Set your goal to \$250 or another amount.
 - Speak from the heart and keep your message short and inspiring.
 - Use pictures, inspirational quotes, song lyrics—whatever inspires you!

Option 2: Create a Facebook Fundraising Campaign

- Log on to your Facebook account
- Click “Fundraisers” in the left menu of your News Feed
- Click “Raise Money”
- Select “Nonprofit/Charity”
- Select “Amigos de las Americas”
- Choose a cover photo and fill in the fundraiser details
- Click “Create”

Step 2: Contact your networks!

When your CauseVox page or Facebook campaign is ready, start sharing it! The best way to share your page is by creating a short, personal message to send out to individuals or small groups and including the link to your page or campaign in that message.

Don't forget to share your page on social media too! Try sharing your page to your networks on Facebook, Instagram, LinkedIn, and maybe even TikTok!

Step 3: Do not forget to thank your donors!