



## Step by Step Plant-A-Thon Registration April 22nd-May 23rd, 2021

Thank you so much for joining us for our first ever Plant-A-Thon to benefit Kiva Center! Spring is in the air, the soil is thawing, and the dandelions, daffodil, and crocus are blooming. So it's time to get planting! Take your garden to the next level this spring by supporting The Kiva Center's vision of helping to connect children with nature..

All you have to do is plant your garden as you normally would, and find people to sponsor your efforts in support of the Kiva Center.

1. Measure the square footage of your garden (don't worry if you don't have a garden, there are other ways to engage with the campaign, see below)
2. Make a fundraiser page (instructions below)
3. Invite people to sponsor your garden through your personal fundraising page.

### How to Set Up Your Fundraising Page:

1. Head over to [ColoradoGives.org](https://ColoradoGives.org)
2. At the top right, click Login. If you don't have a donor account, you can make one here! If you have ever made a donation for Colorado Gives Day in December, you may already have an account.
3. Scroll down to the "Find A Nonprofit" section and type "The Kiva Center" into the "By Name" search bar.
4. Click on the Kiva Center logo. Once on this page, click the "Start A Fundraiser" button. This is where you will make your personalized fundraising page for the Plant-A-Thon!
  - Campaign Title: "[Insert your name, family name, or team name] is raising money for the TKC Plant-A-Thon"
  - Your Campaign Summary:
    - Tell your friend and family why you love Kiva Center, and why they may be inspired to pledge to your campaign. If you want, you can include that the money that you raise will go towards helping support Kiva Center students and programs this year and will help invest in Kiva's long-term sustainability and success through the continuing uncertainty of the COVID Pandemic.
    - Make sure to tell the square footage of the area you're going to plant and suggest a pledge amount based on a \$/sq. ft. For example, if your garden is 36 square feet, you may suggest that people support at \$1-\$3/sq. ft. If you have a 200 square foot garden, you may suggest \$0.25/square foot.
    - If you won't be planting a garden, you can explain that you'll be participating in one of the community planting projects (listed below) and that they are supporting your efforts to engage in the conscious community ecosystem.
  - URL Link: Choose a personalized link. This is what you will share with your networks to start collecting donations.
  - Personal Details:
    - Add a favorite photo from your time at Kiva.

- o Your personal appeal: A simple one sentence description of why you're passionate about gardening and why you're sharing your passion.
- Campaign Goal: We want people to donate or raise whatever they can, but if you need guidance, we recommend \$200 for an individual, \$500 for a team or family, or \$750+ for a company.
- Start Date: when you make your page, the end date should be May 23rd
- Once you have completed your fundraising page, Kiva will approve it and add it to our SuperCampaign so everyone can track their progress together!

#### **Opportunities for People without Gardens:**

- Participate in a special collaborative volunteer project with Boulder County and The Kiva Center on Saturday, May 8th. Email [info@thekivacenter.com](mailto:info@thekivacenter.com) with the subject "Boulder County Volunteer Sign-up." We are still waiting on details about timing.
- Grow microgreens on your countertop and have people sponsor it! [Click here for a short video demonstration for growing microgreens.](#)

#### **Social Media and staying connected**

Be sure to capture some photos and videos of you in the garden and post to social media. Tag @thekivacenter and #strengthencommunity when you post!

**Please email us** ([info@thekivacenter.com](mailto:info@thekivacenter.com)) photos and videos of you in your garden throughout the month. At the end of the Plant-a-Thon, we will put together a video celebrating everyone's success!

If you have any questions, please reach out to Garrett at [info@thekivacenter.com](mailto:info@thekivacenter.com) and have fun plantin y'all!