

# FCI FUNDRAISING TOOLKIT

## Welcome, Friend!

Thanks for helping fundraise for Florida Community Innovation (FCI). Your support has a profound impact on our organization's efforts, and we appreciate your generosity!

Your donations directly fund our student programs, providing valuable opportunities for aspiring changemakers to learn and grow. With your support, we can offer mentorship, professional development, and real-world experiences, empowering our student interns to become leaders in civic tech and public service.

Additionally, your contribution helps maintain our Florida Resource Map (FRM)—a comprehensive digital platform connecting community members to essential resources including healthcare services, educational programs, and job opportunities.

FCI also fuels civic tech projects developed by our interns and volunteers, **such as a certification to verify the effectiveness of anti-human trafficking training of major hospitality providers and an environmental sustainability messaging study.** These initiatives embody the spirit of innovation needed to improve our communities.

**Fundraising may seem challenging, but your support proves that it's about leveraging your network to advance a cause you care about!** Your contribution is an investment in the future of our community. We are here to support you, so if you have any questions or concerns, please feel free to reach out to our team at [info@floridainnovation.org](mailto:info@floridainnovation.org).

We are honored to have you as our partner in building a more innovative and prosperous Florida. Thank you for considering supporting us and being part of our mission to create positive change!

## Where does your donation go?

\$20 helps facilitate career development opportunities for our interns.

\$50 goes towards supporting FCI's webinars and workshops.

\$100 goes towards maintaining FCI's website.

\$500 covers an intern's honorarium for a semester.

\$1000 ensures the maintenance of the Florida Resource Map.

# FCI Talking Points



## What is FCI's mission?

FCI conducts groundbreaking work connecting Florida's citizens with trusted information and resources to navigate challenging times. Right now, there's a big need for digital technology that can help marginalized communities, and FCI seeks to fill that gap.

FCI focuses on empowering young innovators and giving them the tools they need to develop technology that can help their communities. FCI's model will address serious infrastructural gaps as well as provide exciting job possibilities for the workforce of the future. FCI is made up of a committed network of volunteers and students who envision a Florida where each person has access to reliable information, necessary services, and rewarding professions.

## How does FCI accomplish its mission?

FCI aims to connect Florida's residents with vital resources and trustworthy information. So we are developing the [Florida Resource Map \(FRM\)](#), an interactive, digital tool. The FRM will simplify the search process for essential resources for the state's most vulnerable communities by providing social and community workers with a comprehensive, reliable database to find and manage information about local shelters, health centers, and food banks.



# FCI Talking Points



## How does FCI work with young professionals/students?

FCI hosts 30+ students from multiple universities each semester. We offer mentorship, professional development, and real-world experiences, empowering our students to become leaders and changemakers, building innovative technology in partnership with communities.

Many of our students develop their own civic tech projects and are encouraged to apply for their own research grants.

In addition to the hands-on student program, FCI collaborates with graduate student teams at the University of Michigan, University of Central Florida, American University, and Georgetown University to conduct research that supports our projects.

## How can you get involved?

FCI is always looking to bring top technical talent into conversation with pressing social needs, while offering you the chance to grow your technical skills and provide mentorship to students.

You can be a mentor to a student, volunteer/assist with projects featured on <http://floridainnovation.org>, or be a guest speaker.



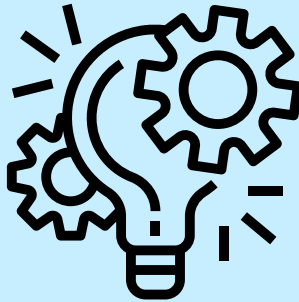
# How to Start Fundraising for FCI With Tuesday

Join our cause  
here and set  
your donation to  
recur monthly!



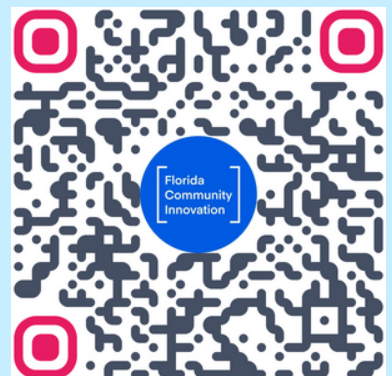
Visit  
[FloridaInnovation.org/donate](https://FloridaInnovation.org/donate)

Or, you can donate to a  
specific project!



You can donate to the  
overall organization...

Share the QR code with  
others to spread the word.







# Example Text Message to Send to Friends

Hi [**friend's name**!] I'm reaching out to you today to let you know about an organization I am working with that is near and dear to me: Florida Community Innovation.

FCI is developing the Florida Resource Map, an incredible web-based tool that will simplify the search process for essential resources. It will help social and community workers find and manage information about local shelters, health centers, and food banks, making it easier for Floridians to find the support they need.

To support FCI's growth and success, we are reaching out to individuals like you who share our mission. Learn more about FCI and its projects at [floridainnovation.org](https://floridainnovation.org)!

Would you be willing to donate to FCI? Your generosity will directly aid their mission of connecting Floridians with vital resources, while educating the next generation of civic technologists at the same time. It's all about experiential learning for social good, grounded in community listening.

# Example Email

Subject: Support FCI in Ensuring Access to Vital Resources in Florida

Dear **[Name]**,

I'm reaching out to you today to share an important cause that I believe in wholeheartedly. The Florida Community Innovation (FCI) is seeking funding to continue to build crucial digital infrastructure created by Floridian talent.

FCI has launched an impressive web-based tool called the Florida Resource Map (FRM). This innovative platform simplifies the search process for essential resources by providing a comprehensive database of local shelters, health centers, and food banks. Through this tool, FCI is making a tangible difference in the lives of vulnerable communities throughout the state.

In order to continue their impactful work, FCI relies on the generosity of individuals like us. I am writing to personally ask if you would consider making a donation to FCI. Even a small contribution can have a tremendous impact on their ability to connect Floridians with vital resources and reliable information.

By donating to FCI, you will be helping to bridge the gap in access to crucial resources and empower individuals and families in need.

If you are interested in learning more about FCI's mission or the FRM, click [here](#).

Thank you for taking the time to consider this opportunity. Together, we can make a positive impact and bring about lasting change!





## Social Media Outreach

**Make sure to link the fundraiser in your bio!**

**If you'd like to highlight one of our interns, please email [info@floridainnovation.org](mailto:info@floridainnovation.org).**

**Example Caption:** Join the FCI Fundraising Frenzy! I know FCI through **[enter own words]** and would love your help to support the groundbreaking work FCI is doing. Here's how you can help donate to FCI!

**Example Caption:** Join the FCI Fun(d) Club! I am working to fundraise (\$\$) for FCI, a non-profit focused on connecting Florida's citizens with trusted information and resources to navigate challenging times. [continue your own message].

### *Fun Captions You Can Use!*

- *Join the FCI Fundraising Frenzy!*
- *Make Waves of Goodness! Contribute to FCI's Cause and Create Lasting Impact!*
- *Let's Make the World Brighter Together! Donate to FCI and Spark Positive Change!*
- *Florida may have Disney, but supporting FCI is the real magic kingdom! Donate now and make dreams come true!*
- *Orange you glad to support FCI in Florida? Let's squeeze out some generosity for a great cause!*
- *Don't palm off this opportunity! Let's make a sunshine-ing donation for FCI!*
- *Support Civic Tech for Social Good and Move the Needle with FCI!*



Thank you for your donation to FCI! Through Tuesday, you should receive a confirmation email soon.

We are honored to have you as our partner in creating a more innovative and prosperous Florida. Your support drives the positive changes we strive for, and we are sincerely grateful for your commitment to our cause!

Look forward to hearing from us in your inbox soon with news from FCI!