



母親的抉擇
Mother's Choice



籌款錦囊

FUNDRAISING GUIDE

很高興你有興趣為「母親的抉擇」舉辦籌款活動！

We're so excited that you are considering partnering with Mother's Choice by organizing a fundraiser for us!

這份籌款錦囊為你提供一些籌款的方法和心得，包括如何建立網上籌款專頁、向親友宣傳你的活動、鼓勵他人幫助香港眾多沒有家庭的孩子和意外懷孕少女。

We've created this Fundraising Guide to give you some fundraising ideas, tips on how to set up your own fundraising web page, how to get your friends and family involved, and how to spread the word to support the many children without families and pregnant teenagers in Hong Kong.

選一項活動！ Choose your challenge!

1

幾乎任何活動都可以助你為香港的孩子和少女籌款，例如：
You can do almost anything to raise money on behalf of
babies and girls in Hong Kong, including but not limited to:

2



個人挑戰

跑步、游泳、步行、歌唱、大胃王比賽等

Challenges

Running, swimming, eating, walking, climbing, singing



手工藝

烘焙、縫紉、設計、繪畫、烹飪

Crafts

Baking, sewing, creating, designing, drawing, painting, cooking



慶祝活動

生日、週年紀念、婚禮、節日和派對

Celebrations

Birthdays, anniversaries, weddings, holidays and parties

訂下目標！ Set your goal!

2

3

為你的活動訂下目標！你的善款可以帶來以下的重大影響！
Set a target goal! Here are some ideas of how your gift will make a huge impact!



讓一個領養家庭在一個月的領養支援小組得到關愛和支持

Gives an adoptive family love and support through a monthly care group



讓意外懷孕少女和嬰孩透過一個月的產前訓練班得到健康保障

Protects the health of a pregnant teen and her baby through a monthly pre-natal class



讓孩子得到一小時的個人化治療計劃，助他充份發展潛能

Ensures a child reaches their full potential through an hour of personalized therapy each month

建立你的網上個人籌款專頁

Launch your own fundraising webpage

3

個人籌款專頁可以協助你籌款！發揮你的創意，上載相片、影片和其他網上資源，讓讀者知道捐出的善款可以帶來甚麼改變！籌款專頁亦方便其他人即時在網上捐款，無需再作跟進。

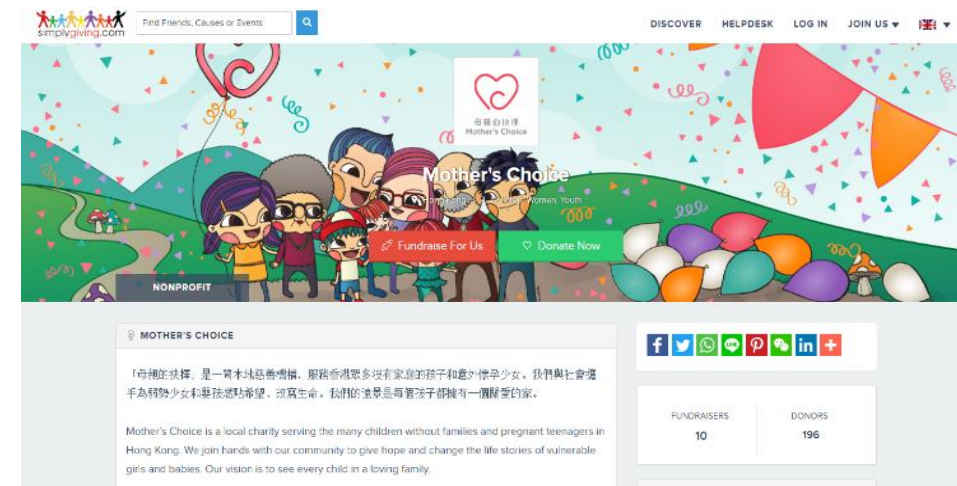
我們推介 **SimplyGiving** 或 **TwoPresents** 作為你的籌款專頁。透過這個平台，你可以輕易地建立籌款專頁和捐款，所得善款亦會直接交給「母親的抉擇」。

Having your own fundraising webpage will greatly help with your fundraiser, as you can make it fun and interesting, add photos, video and links, and show your potential sponsors what a difference their donation will make! It also makes it easier for donors to give online, so you don't have to chase them up.

We recommend **SimplyGiving** or **TwoPresents** as a great platform for your fundraising web page. It's easy for you to set up, easy for your donors to use, and they send the funds directly to Mother's Choice.

SimplyGiving – <https://www.simplygiving.com/nonprofit/motherschoice>

TwoPresents – <https://www.twopresents.com/charities/mother-s-choice>



貼士 – 讓你的籌款專頁更吸引更有效

Top Tips – Get the most out of your fundraising page

上載相片 相片容易吸引他人的注意，尤其是你自己的相片。你也可以上載籌款活動受助機構的相片。你可以從[這裡](#)下載數張「母親的抉擇」的相片。

Add photos Photos have a great impact, especially if they are personal, and include images of those you are raising money for. You can download a few Mother's Choice photos from [here](#).



上載短片 短片也是十分吸引的工具。發揮你的創意，用電話或相機攝錄一段短片去宣傳你的活動和訊息吧。你亦可以分享「[母親的抉擇](#)」的[YouTube專頁](#)內各個短片的網址。

Add a video If you are feeling really creative, a short video clip from your phone or camera can be a powerful way to get your message across. You can also link to one of the videos on [Mother's Choice's YouTube page](#).

募捐

Ask for donations

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6

開口要求他人捐款有時會很困難！以下的貼士可以幫你打開籌款話題。

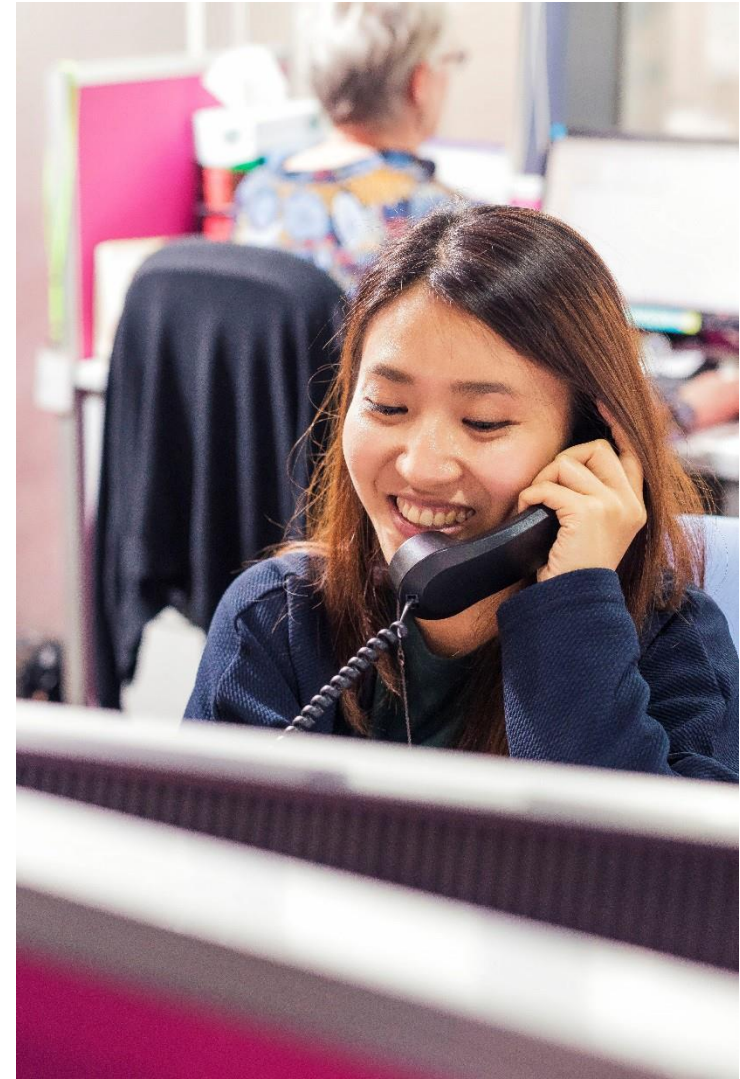
Asking for donations can be scary! Here are some tips to help you as you ask for donations.

分享你的故事

籌款專頁越多個人色彩，越容易讓讀者認同！每個人都想知道別人的故事，尤其是關於你發起籌款活動背後的真實故事。

Share your story

The more personal your online fundraising page is, the more powerful it will be to the potential donors reading it! People like hearing stories, especially real stories explaining your motivation behind your project.



募捐

Ask for donations

4

7



展示改變

告訴他人善款可以帶來的改變。讓他們知道，只要集合你想幫助「母親的抉擇」的熱誠和他們的善款，就可以改寫弱勢少女和孩子的生命！告訴他們善款的用處和帶來的改變。

緊記告訴朋友你為何幫「母親的抉擇」籌款、你為何認同「母親的抉擇」的遠景，以及他們的善款為何會改寫香港的孩子、青少年和家庭的生命。

Show the Impact

Share with your audience the difference that their donation will make. Help them to connect that your passion for Mother's Choice, combined with their donation, will change the life stories of vulnerable girls and babies! Help your donors understand where their money has gone to and what a difference it has made.

Make sure your friends know why you are raising money for Mother's Choice. Tell them why you believe in the vision of Mother's Choice, and why their donation will make a difference in the lives of children, youth, and families in Hong Kong.

募捐

Ask for donations

4



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堅持

你可能要再次開口要求他人捐款，因為他們第一次聽過以後就會忘記。

Be Persistent

Sometimes you need to tell people twice, because they will forget the first time.

定期更新

在籌款活動之前、活動期間、活動以後，讓他人得知最新的消息和進度，你便有更多機會在社交平台和朋友分享。

Regular Updates

Keep people updated with news and progress, before, during and after your fundraiser as this will give you extra opportunities to share it on social media and with friends.

貼士 – 讓你的籌款專頁更吸引更有效

Top Tips – Get the most out of your fundraising page

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家人朋友 先把你最親最友好的朋友家人列出，再考慮用甚麼方法分別和他們提起捐款吧！父母、祖父母、姨姨叔叔和你的好友都會願意支持你！

Friends and family Write down a list of your closest friends and family and ask each of them to sponsor you individually! Moms and Dads, Grandparents, Aunts and Uncles and close friends all love you and want to support you!



同學或同事 和你的同學或同事分享你的故事吧。你可以嘗試在班上分享、在告示版張貼海報或者發電郵。

School friends or colleagues Share with your school friends or your colleagues about what you are doing. You could ask for some time to share in class, or put a poster on the notice board, or even send out an email.



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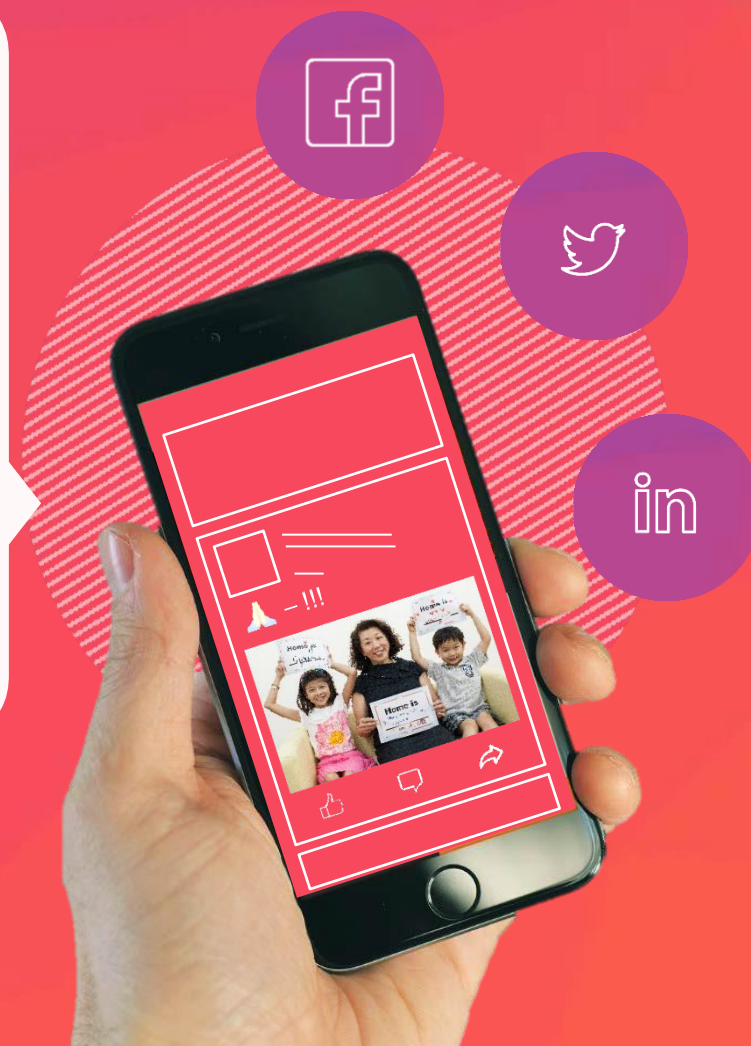
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在社交平台公佈你的籌款專頁

在你常用的社交平台例如 Facebook 和 LinkedIn 公佈你的 SimplyGiving 籌款專頁！鼓勵你的朋友家人轉發你的訊息！透過定期更新 Facebook、挑戰其他人進行比賽、邀請他人留言，在網上營造關於這個活動的對話。你可以看看是否能夠在你工作或學校的內聯網、其他網站和不同的電郵通訊清單宣傳你的籌款專頁。

Announce your fundraising page on social media

Share your SimplyGiving fundraising web page on the social media platforms that you use. It could be Facebook, Twitter or even LinkedIn! Encourage your friends and family to share your post as well! Share regular Facebook updates, competitions or invitations to comment to create more of a dialogue online. Ask if you can promote your fundraising page through your work or school intranet, or other websites and email lists.



多謝他們吧！ Say thank you!

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記得感謝你的支持者，助你完成你的籌款挑戰或活動，並提醒他們為香港沒有家庭的孩子和意外懷孕少女帶來的改變。你可以寄感謝卡甚至是感謝證書給他們。你可以用不同的創新方法表達謝意！

Remember to thank your sponsors for supporting your fundraising challenge or event, and remind them of the difference they are making in the lives of children without families and pregnant teenagers in Hong Kong. You could write thank you cards or even give certificates. There are many creative ways to say thank you!



保持聯絡

KEEP IN TOUCH

我們急不及待想知道你的籌款主意！請讓我們知道你的計劃，
「母親的抉擇」很樂意協助你！請電郵致 donate@motherschoice.org。

We can't wait to see what you get up to! Please let us know how you are getting on and whether you would like any help from the Mother's Choice team! Email us at donate@motherschoice.org.

