



How to Start a Fundraiser for Back2School

A Guided Step-by-Step Plan for Impactful Giving

You don't need a title or a team to make a difference. You just need the intention to help—and a clear way to get started.

This guide is built with purpose in mind. Every action you take brings a child closer to a confident, prepared start to the school year. Whether you're organizing something small in your community or leading a larger effort, approach it with clarity, kindness, and commitment.

Start with the goal: helping a student feel ready to belong.

Step 1: Define Your Style of Fundraising

Think about your setting, your network, and what energizes you. Then choose a path that fits:

- Launch an online campaign (e.g., LaunchGood)
- Host a collection at your mosque, church, school, library, or community center
- Ask your workplace to match donations or support a giving campaign
- Start a peer-to-peer fundraiser with your friends, family, or youth group
- Organize a youth-led effort—after a basketball game, during a summer hangout, or as a meaningful community project

Whatever you choose, lead it with purpose. The goal is bigger than the backpack—it's the confidence inside it.

Step 2: Set a Clear Goal

Setting a specific goal helps you stay focused and encourages others to contribute. Some examples:

- \$25 = Fully equips one student
- \$500 = Supports 20 students
- \$2,000 = Provides a classroom grant for a teacher
- \$5,000 = Covers one year of tuition for a child in need

Step 3: Spread the Word

Share your mission in a personal, heartfelt way:

- Post on social media, message groups, or community boards
- Share your reason for supporting Back2School—it helps others connect
- Get others involved by asking for help spreading the word



Step 4: Collect and Track Donations

- Use your preferred fundraising platform or collect in person
- Keep a basic log of what's raised
- For supply donations or cash drop-offs, coordinate with your local ICNA Relief office or email: back2school@icnarelief.org

Step 5: Celebrate and Share the Impact

- Thank everyone who gave, in person or online
- Post photos and results of your fundraiser to inspire others
- Send us your story—we'd love to hear how it went!

Lead with Intention

Behind every backpack is a story—and your efforts are part of it. When you lead with purpose and compassion, you help a child walk into the classroom feeling seen, supported, and ready to learn.

Need support? We're here to help. Email us at: back2school@icnarelief.org