



We lift as we climb,
and we climb together.



THE LINE DRIVE 2026

Fundraiser Toolkit

A practical guide for a fundraiser-led September campaign.

CAMPAIGN: SEPTEMBER 1-30 | GOAL: \$15,000

Purpose: Equip every fundraiser to tell the Project Uplift story clearly, make personal invitations confidently, coordinate outreach responsibly, and steward relationships well.

To become a fundraiser, email info@projectuplift.us with the subject Line Drive Fundraiser Interest.

1. Campaign at a glance

The Line Drive is Project Uplift's annual peer-to-peer fundraising campaign within Chapter Games, the competitive arm of the Brotherhood Leadership Initiative. The public campaign runs September 1-30 and aims to raise \$15,000 for scholarships, mentorship, and career readiness.

Campaign goal	Public period	Culmination
\$15,000	September 1-30	Homecoming Oct. 30-Nov. 1, 2026

How it all connects

- Brotherhood Leadership Initiative: The broader framework for brotherhood, leadership, service, mentorship, and sustained engagement.
- Chapter Games: The competitive and engagement arm.
- The Line Drive: The peer-to-peer fundraising campaign that converts engagement into support for Project Uplift programs.
- Annual Meeting at Homecoming: Homecoming runs Friday, October 30 through Sunday, November 1, 2026. It is the culminating moment for recognition, celebration, and the crowning of Chapter Games champions.

What funds make possible

- Scholarships that reduce financial barriers and help students persist.
- Mentorship that provides trusted guidance, encouragement, and access to networks.
- Career readiness that connects learning to internships, employment, and economic mobility.

Use direct, mission-centered language in every campaign communication. Avoid sports metaphors and keep the focus on relationships, student opportunity, and community impact.

2. One campaign, two communications roles

Project Uplift's role is to inform and tell the larger story. Fundraisers drive the fundraising through trusted relationships and direct outreach.

PROJECT UPLIFT	REGISTERED FUNDRAISERS
- Tell the larger mission and impact story. - Explain the campaign purpose, timeline, and collective goal. - Provide training, approved materials, page support, and campaign updates. - Use broad database communications to inform, educate, recognize, and thank. - Suppress all 2025 Line Drive donors from direct organizational solicitation during the campaign.	- Identify the people they know and are best positioned to contact. - Make the direct and personal gift request. - Use the approved Line or Community Fundraiser page. - Follow up respectfully and answer relationship-based questions. - Thank and steward each supporter.

Core communications promise: Project Uplift tells the larger story. Fundraisers make the direct ask.

Broad organizational messages should not duplicate or interfere with fundraiser-led solicitation. They may share mission context, impact, dates, progress, recognition, and gratitude without making a direct gift request to protected fundraiser contacts.

3. 2025 donors: fundraiser-led outreach

All 2025 Line Drive donors are reserved for fundraiser-led outreach in 2026. Project Uplift will exclude this entire group from broad organizational messages that make a direct Line Drive gift request. Organizational communications may still inform, educate, recognize, acknowledge, and thank.

Organization-wide suppression is automatic. Distribution of a fundraiser-specific donor follow-up list is request-based and controlled.

Suppression and list-request process

Step	Action	Responsibility
1. Protect	Place every 2025 Line Drive donor in the campaign suppression segment for direct organizational solicitation.	Project Uplift
2. Request	Ask Project Uplift for the appropriate 2025 donor follow-up list connected to the prior fundraiser.	Returning fundraiser
3. Verify	Confirm the fundraiser relationship and share only the appropriate contacts through an approved secure method.	Project Uplift
4. Reach out	Make the personal invitation and follow up through the fundraiser's approved page.	Fundraiser
5. Steward	Thank supporters, record relevant notes, and follow Project Uplift's post-campaign instructions.	Fundraiser + Project Uplift

Data stewardship rules

- All 2025 Line Drive donors are suppressed from direct organizational Line Drive asks, whether or not a fundraiser requests a list.
- A donor follow-up list must be requested; donor information is never automatically distributed.
- Any distributed list is limited to appropriate supporters associated with that fundraiser and is subject to availability, consent, privacy, and opt-out requirements.
- Use donor information only for the 2026 Line Drive and only for approved fundraiser outreach.
- Do not forward, share, upload to another system, or use the information for an unrelated purpose.
- Respect all do-not-contact instructions immediately.
- Store the list securely and delete it when Project Uplift directs after the campaign.

Suppression prevents competing direct asks. It does not necessarily remove a person from mission-centered, operational, legal, or acknowledgment communications.

4. Onboard a Line

A Line is one shared fundraising team, not a collection of separate individual pages. Each participating Line uses one Donorbox peer-to-peer page and designates one person to maintain it.

Step 1: Name the Line Captain

- Choose one Line Captain to own the shared fundraising page and coordinate the team.
- Name one backup contact who can coordinate with the Captain and Project Uplift.
- Do not share Donorbox passwords across the Line.
- Teammates send page changes to the Captain rather than accessing Project Uplift's organization account.

Step 2: Submit the Line profile

Required item	What to provide
Line identity	Line designation and year, such as Spring 1999.
Page owner	Captain name, email, phone, and backup contact.
Line story	Two or three sentences explaining why the Line supports Project Uplift.
Approved image	A Line photo or graphic the team has permission to publish.
Line goal	A clear target that contributes to the overall \$15,000 campaign goal.

Step 3: Activate the shared page

- Project Uplift sends the Donorbox peer-to-peer invitation to the Line Captain.
- The Captain adds the approved Line name, image, story, and goal, then previews the page on mobile.
- Project Uplift completes a factual and brand review before public sharing.
- Every teammate uses the same approved Line link and Line-specific QR code.

5. Your fundraiser journey

A strong campaign is an experience, not a single ask. The journey creates predictable moments for preparation, training, support, direct outreach, recognition, and connection.

Stage	Timing	Fundraiser focus
Recruit and register	Now-Aug. 1	Name a Line Captain and backup, confirm the team, or enroll as a Community Fundraiser.
Welcome and onboard	Aug. 1-14	Accept the Donorbox invitation and review the mission, communications roles, tools, and page responsibilities.
Train and prepare	Aug. 15-23	Complete the page, set a goal, identify relationship owners, and request any eligible prior-donor follow-up list.
Coordinate outreach	Aug. 24-31	Confirm prospect ownership and suppression needs; schedule personal launch messages.
Launch and build	Sept. 1-20	Make direct invitations, share progress, thank supporters, and join check-ins.
Final follow-up	Sept. 21-30	Reconnect respectfully and share final campaign progress.
Recognize and retain	Annual Meeting	Celebrate participants, share impact, crown champions, and keep supporters connected.

Recommended support rhythm

- One pre-campaign training and live Q&A.;
- One weekly 20-30 minute check-in during September.
- Ad hoc support for pages, messaging, donor coordination, or troubleshooting.
- A final 72-hour reminder and a post-campaign thank-you.
- A short orientation video distributed with the toolkit for easy review.

6. Prepare before September 1

Preparation starts with a clear goal, a complete page, a focused prospect list, confirmed relationship ownership, and messages ready to send.

Set the fundraising goal

- For a Line, agree on one shared goal and a simple team donor plan.
- For a Community Fundraiser, choose a meaningful and achievable personal goal.
- Translate the goal into specific outreach - for example, 10 gifts of \$50 equals \$500.
- Write down why the goal matters to you and the people you plan to contact.

Build and coordinate the prospect list

Start close	Expand thoughtfully	Coordinate ownership
Family, close friends, Line brothers, mentors	Coworkers, alumni, faith, civic, and community contacts	Name the fundraiser responsible for each relationship; avoid duplicate asks

Page and outreach checklist

- Use a clear headshot or Line image you have permission to share.
- Write two or three sentences explaining your connection to the mission.
- State the Line or individual fundraising goal.
- Confirm that every Line teammate is sharing the same unique page.
- Request and coordinate any eligible 2025 donor follow-up list.
- Check every link and QR code on mobile.
- Draft the personal email, text, and follow-up messages before September 1.

7. Core talking points

Use these points in your own voice. Keep the story clear, concrete, and connected to the donor's opportunity to help.

The mission in one sentence

Project Uplift helps students and young alumni persist and move toward opportunity through scholarships, mentorship, and career readiness.

What is happening now

- Project Uplift has disbursed eight scholarships in 2026: two spring awards and six fall awards.
- Project Uplift supported 26 mentees and 19 mentors through structured mentoring in 2025-26, providing guidance, encouragement, accountability, and professional exposure.
- Project Uplift offered seven career readiness workshops in 2026 and connects students with additional career-development resources through CareerSpring.
- Project Uplift holds the 2026 Candid Platinum Seal of Transparency and is a member of the National Partnership for Educational Access and the Tennessee Nonprofit Network.

Why The Line Drive

The Line Drive turns trusted relationships and community networks into direct support for the mission. In 2025, nearly 200 donors contributed approximately \$12,000. This September, the community is working toward a \$15,000 goal.

Your personal bridge

Complete this sentence before outreach: I am raising money for Project Uplift because... Keep the answer specific, genuine, and short enough to say naturally.

Do not overstate partnerships or outcomes. Use only confirmed facts, and direct detailed questions to info@projectuplift.us.

8. Ready-to-use fundraiser messages

Personalize the bracketed text and use your natural voice. These messages are for registered fundraisers to send directly to people they know.

Personal launch email

Subject: Join [Line designation] in supporting Project Uplift this September

Hi [Name],

This September, [Line designation] is raising [Line goal] through Project Uplift's 2026 Line Drive. Project Uplift helps students and young alumni through scholarships, mentorship, and career readiness.

Will you make a gift through our shared Line page? Your support would mean a great deal to us.

[Line page link]

Thank you,
[Name]

Text message

Hi [Name] - [Line designation] is raising funds for Project Uplift this September. The campaign supports scholarships, mentorship, and career readiness. Would you consider a gift through our Line page? [Line page link] Thank you!

Returning donor follow-up

Hi [Name] - Thank you again for supporting my Project Uplift fundraiser last year. I am participating in The Line Drive again this September because [personal reason]. Would you consider renewing your support through my 2026 page? [Line page link] I appreciate your past support and your consideration.

Social post

[Line designation] is raising funds for Project Uplift this September. Our goal is [amount], supporting scholarships, mentorship, and career readiness for students and young alumni. Learn why this work matters to us and support our shared page: [Line page link]

9. Keep the campaign moving

Most successful campaigns require more than one message. Follow up respectfully, vary the story, and show progress.

Midpoint update

We are halfway through The Line Drive, and [Line designation] is grateful for everyone who has helped. Together, we have raised [amount] toward our [Line goal] goal. If you have not had a chance to give, there is still time to support Project Uplift's scholarships, mentorship, and career readiness work: [Line page link]

Final 72 hours

Only 72 hours remain in The Line Drive. [Line designation] is [amount] away from our goal. If Project Uplift's work matters to you, please consider giving or sharing today: [Line page link]

Donor thank-you

Thank you for supporting our fundraiser and Project Uplift. Your gift is part of a community effort to help students persist, build networks, and move toward opportunity. We appreciate your trust and support.

A simple weekly rhythm

Week	Theme	Action
1	Launch personally	Send direct email and texts before posting broadly.
2	Share the why	Tell a mission or impact story and invite new supporters.
3	Show progress	Thank donors when appropriate and share the gap to goal.
4	Follow up	Use the countdown message and make final individual follow-ups.

Respect relationships: coordinate within the team, avoid duplicate asks, honor opt-outs, and stop outreach when someone declines.

10. Support, check-ins, and readiness

Fundraisers should know where to go for help. Project Uplift will use confirmed participant contact details to share training invitations, campaign reminders, and check-in information.

Bring these questions to training

- What is our goal and donor plan?
- Who are the first ten people I will contact?
- Who owns each relationship on the team's prospect list?
- Do I need to request an eligible 2025 donor follow-up list?
- What personal story connects me to the mission?
- What support do I need before September 1?

Pre-launch sign-off

- Our Line named one Captain and one backup contact.
- We confirmed the Line profile, approved image, story, and goal.
- The Captain accepted the Donorbox invitation and prepared the shared page.
- Project Uplift reviewed and approved the page.
- Every teammate has the same unique link and Line-specific QR code.
- We built a coordinated prospect list with one relationship owner per contact.
- We requested and reviewed any eligible prior-donor follow-up list.
- Project Uplift confirmed the relevant suppression process.
- We know how Project Uplift will check in and how to ask for help.

Fundraiser interest, donor-list requests, and campaign support: info@projectuplift.us

Campaign giving page: <https://donorbox.org/chapter-games-the-line-drive-2026>

Chapter Games: <https://chaptergames.projectuplift.us/>

Planning approach informed by CFRE International peer-to-peer fundraiser recruitment and training guidance.

11. Share the right campaign link

Use the correct link so each gift follows the intended pathway.



<https://donorbox.org/chapter-games-the-line-drive-2026>

General campaign materials	Line or Community Fundraiser outreach
Use the main campaign QR code for Project Uplift's public information and community-wide materials.	Use the unique approved fundraiser link and QR code so supporters reach the intended fundraiser page.

Project Uplift tells the larger story. Fundraisers make the direct ask.

Questions, prior-donor requests, and fundraiser support: info@projectuplift.us