



11 X 11 Crowdrise Instructions

To participate, it is a simple 5 minutes process:

1. Go to the link <https://www.crowdrise.com/11x11> to set up your individualized fundraising page
2. Click on the “Set up Your Fundraiser” button on the right
3. Select “Start your own Fundraiser” for this event and fill out the short form.
 - a. Add a Fun Engaging Title (*e.g. Get your Eleven On*)
 - b. Give yourself a goal! (**Minimum of \$121**)
 - c. About your fundraiser -- Tell everyone what you’re fundraising for and why! Answer these questions:
 - i. What is Harlem Educational Activities Fund (HEAF) and What is 11 x 11 Campaign (*Feel free to use the description below*)
 - The Harlem Educational Activities Fund (HEAF) is an extraordinary college prep and leadership program founded in 1989 by Daniel and Joanna Rose. HEAF was established in response to a compelling need to close the opportunity gaps in public education confronting underserved minorities in Harlem, Washington Heights, and the Bronx. Since that time, we have expanded our reach of the "forgotten middle" to include students from four of the five boroughs attending over 100 public schools across the city. Our Harlem site is located on 125th street on the 10th floor of the famed former Hotel Theresa. Our new Brooklyn site is located on the campus of Medgar Evers College in Crown Heights. HEAF creates pathways to college and the professional world for nearly 600 low-income New York City minority youth each year, by providing resources that help them achieve higher education, fulfilling careers, and greater lifetime earnings.
 - Last year, in our first online giving campaign, we gave \$11 and asked 11 of our friends to give a mere \$11 with a goal of raising at least \$11,000. Through everyone’s hard work and dedication we nearly quadrupled this and raised over \$42,000!

We realized the power of the multiplier. We saw the power of how this multiplied and for our 2nd year we have set our goal to surpass last year, which we believe we can do with your help. Like last year, it starts with a commitment of only \$11. It's give \$11 and ask 11. It's that simple. And with your help we can take this small, grassroots campaign and grow it into something even bigger! Please help us in year 2 and let us know we can count on you!
 - ii. Why are you fundraising for HEAF? What about HEAF inspires you?
 - iii. NEED INSPIRATION? CHECK OUT [LAST YEAR’S FUNDRAISING PAGES](#)
4. Add fun, engaging photos! (*e.g. you graduating college or high school*)
5. Share link with your networks and start fundraising!
 - a. Email out your personalized link!
 - b. Reach out on social media!
 - i. Be sure to follow/like & tag us: Facebook: HEAFNYC; Twitter: @HEAFNYC ; Instagram: @HEAFNYC
 - ii. Use these hashtags: #11x11 #HEAFContinuum #donate #Peer2Peer

Any questions please contact Stefin Woolever - Email: swoolever@heaf.org Phone: 212-663-9732 ext. 318