



# NAVY SEAL FOUNDATION

*A Nation of Support for Our Most Elite Team*

# FUNDRAISING TOOLKIT



# TABLE OF CONTENTS

## 03 INTRODUCTION

---

## 04 TIPS FOR SUCCESSFUL FUNDRAISING

---

## 05 HOW WE CAN SUPPORT

---

## 05 TALKING POINTS

---

## 08 SAMPLE EMAILS & SOCIAL MEDIA GUIDE

---

## 10 FUNDRAISING RESOURCES

---



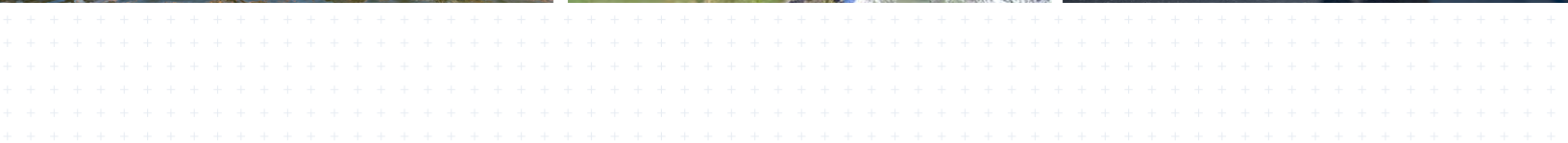


# WELCOME TO THE NAVY SEAL FOUNDATION TEAM

---

Thank you for your willingness to support the men, women, and families of the Naval Special Warfare (NSW) community through the Navy SEAL Foundation (NSF). We are grateful to have you on our team! Your support enables our ability to provide critical, evidence-based programs for SEALs and their families - programs designed to build **strength** and **resilience**, encourage optimal **health**, enhance opportunities for growth through **education**, and solidify a sense of **community** and belonging. We put together this toolkit to set you up for success in your efforts to fundraise for NSF.

It takes a nation of support to make a powerful impact on the wide range of needs of the NSW community and we are honored to have you with us. From athletic events and golf outings to bake sales and block parties, together NSF grassroots fundraisers make an impactful difference in the lives of SEALs and their families. Thank you for being our teammate.



# TIPS FOR SUCCESSFUL FUNDRAISING

---

## 1. Determine your Tactical Plan and What Mission Success Looks Like

Once you've decided to join the NSF team by launching a fundraising campaign, get yourself organized by determining how you want to raise funds, your fundraising goal, the event expenses, and where you want to gather support. Keeping a detailed list of tasks and the timeline will help keep you organized on a path to achieve your goal.

[Here are some ideas to help you get started!](#)

## 2. Review the [NSF Fundraising Event Protocols](#) and then [fill out the NSF Independent Fundraising Event Form](#)

Help us help you! This form gives you the ability to put your event on our radar as well as request support in the form of NSF information and brochures, adding your event to our calendar, and more!

## 3. NSF Impact - Sell the Mission

Customize your fundraising page so your contacts understand why fundraising for the Navy SEAL Foundation is important to you - your personal story is what will be most compelling. We also recommend providing examples of what support at different levels could provide.

Examples:

- > \$500 could fund travel for a wounded SEAL or SWCC in need of specialized care for their return to duty
- > \$250 could provide graduate-level test prep assistance for a transitioning SEAL or SWCC
- > \$150 could fund one session of grief counseling for a Gold Star family member
- > \$100 could pay for a physical rehabilitation session for a SEAL or SWCC
- > \$50 could cover two hours of Respite Child Care for one family of a deployed service member
- > \$25 could provide one meal for a Command Memorial
- > \$10 could fund 1 water bottle for an NSW kid at Summer Camp

## 4. Follow Up

Follow-up can make all the difference. Your friends and supporters have busy lives and will need a reminder about the fundraiser you are hosting. Be passionate. Caring is contagious and if your friends see that this is something you care strongly about, they will likely get engaged.

## 5. Say Thank You!

Thanking donors isn't just the polite thing to do, it's the smart thing. This could be a post on social media, an individual email, a handwritten note, or even a phone call. While thanking donors is obviously one way you should follow up after fundraising, don't forget to acknowledge all the other people who made your campaign or event possible. Volunteers and sponsors should also be thanked too. Retaining volunteers means having experienced support and satisfied sponsors may be willing to invest further next time.



# HOW WE CAN SUPPORT

Our Board and staff are incredibly grateful that NSF has been selected as the beneficiary of your fundraising efforts. We hope you will understand that the volume of events sometimes outpaces our ability to guarantee a Foundation representative at each event. We are able to provide the following in support of your event/campaign:

- › A letter of authorization to validate the authenticity of the fundraising event
- › Consent to use the Navy SEAL Foundation logo and name after review and approval of event and materials
- › Written tax receipts to donors who make checks payable to the Navy SEAL Foundation
- › A fundraising webpage
- › An on-staff point of contact to answer your questions

## TALKING POINTS

**Mission Statement:** The Navy SEAL Foundation provides immediate and ongoing support and assistance to the Naval Special Warfare community and its families.

**Commitment Statement:** Sworn to protect us from America's foes. They operate under cover of darkness, against unimaginable odds. Not for status. Not for glory. But to defend our way of life. With strength, courage, and honor. And so we stand with our SEALs, SWCCs, veterans, and their families as a nation of unwavering support. Even when out of sight, they are always top of mind.

**Who We Are:** Established in 2000, the Navy SEAL Foundation (NSF) is a 501(c)(3) national nonprofit organization that provides a comprehensive set of over 30 essential programs for SEALs, SWCCs, veterans, and their families. We stand at the forefront of crucial care and support for this unique community. We are there to help keep our warriors strong, healthy, and in the fight. We are there to help them transition to successful careers in the civilian sector. We are there to help their families every step of the way. And under the tragic circumstances that a member of NSW does not come home, we are there to assist as well.

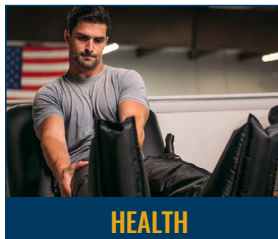
NSF maintains over 30 programs under five Pillars of Support:



STRENGTH



RESILIENCE



HEALTH



EDUCATION



COMMUNITY

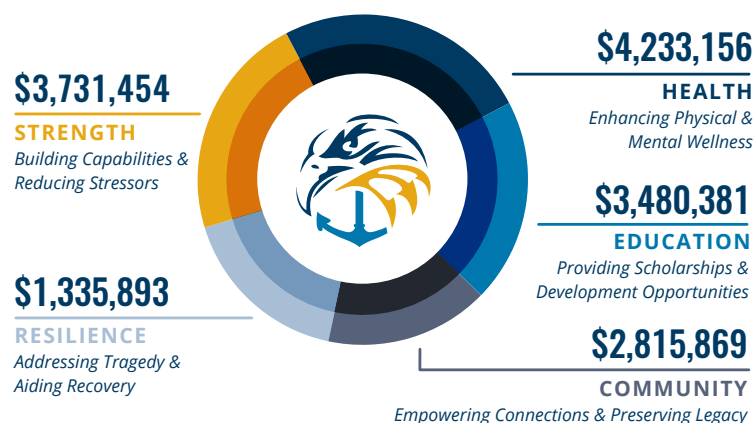
Each of our specialized programs maps directly back to the U.S. Special Operations Command directive and NSW's Preservation of the Force and Family Program designed to address the "fraying" of the force caused by the stress of more than 19 years of sustained combat. NSF's programs provide supplemental and relevant support that is not offered by the U.S. Navy but has proven necessary to the health of the force.

We are committed to maintaining a resilient, sustainable, and healthy force in perpetuity. At the same time, we are helping those who have served this country with honor and distinction to transition successfully from active-duty service into a new chapter of their lives. September 11, 2021, marks the 20th anniversary of the attacks of 9/11, the starting point of the most prolonged period of conflict our nation has ever known. Young men who joined the Navy and became SEALs immediately after the towers fell have endured two decades of harsh training and combat. Many of them are beginning to retire from their service. These men have fought for us, they have lost teammates, they have endured injuries and hardships that most of us cannot imagine, and they will continue to battle the adverse effects of what they have experienced well into the future. Together, we will adapt to new challenges while continuing to serve those who sacrifice so much on our behalf.

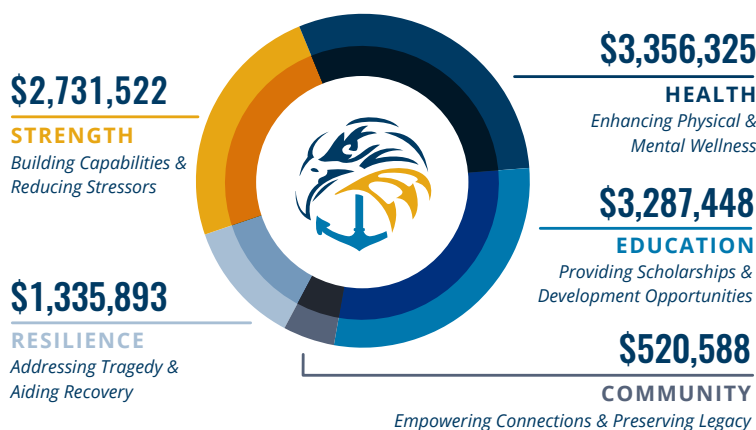
Additionally, we have committed to supporting our surviving families, spouses, children, parents, and siblings until the support we offer is no longer needed by them. For some, the support provided by NSF will only be needed for a few years; for others, including those whose fathers died before they were even born, they will require a much longer obligation of support.

## PROGRAM OFFERINGS BY PILLAR

### 2019 DIRECT PROGRAM SUPPORT: \$17,016,253



### 2020 DIRECT PROGRAM SUPPORT: \$11,179,939



**93¢** of every dollar donated directly funds our programs or is retained for future mission use.



4-star rating since 2011. Perfect score since 2016. Ranked in the top 0.7% of over 9000 rated charities.

**500+** surviving family members supported with ongoing needs related to their loss.

The COVID-19 pandemic prevented many NSF Programs from taking place in their traditional format (summer camps for kids, Impact Forum, Gold Star Retreats, Resiliency events, etc.). We look forward to offering these important programs again this year.

# OVERALL REACH & METRICS

## ACTIVE DUTY

ACTIVE DUTY OPERATORS SEAL/SWCC: 4,029

ACTIVE DUTY SUPPORT PERSONNEL: 3,807

RESERVISTS: 726

**TOTAL ACTIVE DUTY: 8,562**

74% ARE MARRIED: 6,336

55% HAVE KIDS (AVERAGE NUMBER OF KIDS 1.9) : 8,947

**TOTAL NSW COMMUNITY SERVED: 23,845**

## VETERANS

APPROXIMATELY 250 SEAL/SWCC OPERATORS RETIRE OR SEPARATE FROM NSW EACH YEAR

CURRENT ESTIMATED POST 9/11 SEAL/SWCC VETERAN POPULATION: 4,833

VETERANS CURRENTLY ACCOUNT FOR 15% OF NSF'S CONSTITUENTS AND THE MAJORITY OF NSF'S VETERAN SUPPORT IS FOR POST 9/11 WARRIORS

NSF SUPPORTS PRE 9/11 VETERAN SEAL AND SWCC OPERATORS, AS WELL



# SAMPLE EMAILS & SOCIAL MEDIA GUIDE

Finding the right messaging can be challenging. Here are some sample messages for your use. Don't forget that personal stories are what are most compelling. Feel free to add in your own reasons for being part of team NSF.

## Written Solicitation

New Message

To

Cc Bcc

Subject *Join me in Standing with SEALs*

*Dear Sam,*

*In 2020, the Navy SEAL Foundation (NSF) and their teammates celebrated a significant milestone—their 20th year of support to the Naval Special Warfare (NSW) community and its families. We are so proud of their accomplishments over the past two decades—the impact their programs have made in the lives of SEALs and their families is incredible.*

*For this reason, I am asking you to join me in my support of NSF by donating to my ::Campaign Name:: on ::Event Date::.*

*The Navy SEAL Foundation has spent the past 20+ years taking care of these men and their families who sacrifice so much to ensure our freedoms. These men have fought for us, they have lost teammates, they have endured injuries and hardships that most of us cannot imagine, and they will continue to battle the negative effects of what they have experienced well into the future. The Foundation will continue to serve the fallen, their families, the wounded, ill, and injured. They will continue to advocate and develop initiatives to focus on brain injury, mental health, and suicide prevention.*









*I chose NSF because their mission is close to my heart, but also because they rank in the top percent of nonprofit organizations with .93 cents of every dollar donated directly funds programs or is retained for future mission use. Donations in any amount will make an impactful difference in the lives of SEALs and their families. Please visit my personal donation page at ::URL::.*



*Thank you for your consideration of this request!*

*Sincerely,*

*Alex*

Send









SupportingNSF



Liked by Navy SEAL Foundation and others

I am raising funds in support of the @navysealfoundation in support of the men, women, and families of the Naval Special Warfare community. I have chosen this nonprofit because I recognize the incredible sacrifices of this elite community, especially since the September 11, 2001 attacks. Since its inception over 20 years ago, NSF has funded over \$108 million in programmatic assistance for the NSW community. This includes new initiatives in 2020 like mental health research and help for those dramatically affected by the COVID-19 pandemic.

I hope you'll consider supporting me as I work toward my goal of \$1,000.

You can donate by clicking here: (Insert URL).

...@navysealfoundation #navysealfoundation

#standwithseals #NSFteammates #anationofsupport ...more



5,326 likes

## Thank You

Saying "thank you" is the most important step in the fundraising process. While NSF does thank and acknowledge every gift received, a thank you from you is a nice personal touch. Here is a sample thank you note for your use but don't forget that personal phone calls and outreach also help to show how much you appreciate their support of the Navy SEAL Foundation!

New Message



To

Cc Bcc

Subject *Thank You!*

*Dear Sam,*

*I would like to personally thank you for your generous support of my fundraising campaign to benefit the Navy SEAL Foundation. I truly appreciate you joining me in supporting the men, women, and families of the Naval Special Warfare (NSW) community.*

*Since its inception over 20 years ago, NSF has funded over \$108 million in programmatic assistance for the NSW community. This includes new initiatives in 2020 like mental health research and help for those dramatically affected by the COVID-19 pandemic.*

*It takes a nation of support to make a powerful impact on the wide range of needs of the SEAL community and I am honored to have your support. Thank you!*

*Sincerely,*

*Alex*

## Don't Stop There!

Ask again, keep them updated. A one-time supporter can absolutely turn into a repeat donor, you just have to ask them to give again. This starts with a 'thank you' as mentioned above, and then keeping them informed about the Navy SEAL Foundation's programs and mission as well as updating them on what you've raised and what your fundraising goal is. The Navy SEAL Foundation sends emails out bi-weekly of the most current programmatic support or news which can be a helpful resource to you. You can sign up to receive NSF emails by visiting [navysealfoundation.org](https://navysealfoundation.org).

New Message

To

Cc Bcc

Subject









Dear Sam,

I hope you are doing well! I wanted to share the most recent email I received from the Navy SEAL Foundation regarding the critical support they provide to the NSW community. **::Highlight something from the email::**. Because of the incredible dedication from teammates like you, the Foundation can operate at 100% and with the confidence that their organization can weather any storm. Your care, concern, and generosity provides real, everyday help to SEALs, SWCCs, NSW personnel, and their families. With support from friends and families, I've raised **::Insert how much you have raised::**. I hope you'll consider supporting me as I work toward my goal of **::Insert your goal amount::**. You can donate by clicking here: **::Insert URL::**.

Sincerely,

Alex

Send



# FUNDRAISING RESOURCES

## Photos & Videos

[Approved NSW photos](#)

 [NSF Vimeo Channel](#)

 [NSF YouTube Channel](#)

## Financial Information and Documents

<https://www.navysealfoundation.org/about/financials/>

# TESTIMONIALS

---

*"I say that the need is growing more now than ever. And the support that we've been able to bring together the last 20 years is just the start. The number of new programs that I'm seeing the Foundation start every year, proactively, whether it be researching brain trauma, whether it be the camps for the kids, whether it be transition programs or scholarships, there is such a need. And that need is only growing as we put more men and women through the community and through the paces."*

*"The Navy SEAL Foundation has courageously made a decision to illuminate some of the challenges that our warriors are experiencing following 20 years of persistent conflict. The Foundation has recognized that many of these warriors who volunteered to step up to the line and do some of this nation's toughest bidding, to ensure its safety and security, are coming home burdened with injuries that are both visible and invisible."*

*"I look at Navy SEAL Foundation as a force multiplier. They come in. They evaluate programs and initiatives. They ensure that they're the highest quality, that they're the gold standard. They implement a reporting procedure and practice for the organizations to begin speaking with each other -- then the impact begins."*

*"And it's a great thing for me to know, still being active, that if something should happen that my wife and kids will be taken care of. It's honestly extremely comforting it makes me feel like I can do my job to the best of my abilities and not have to worry about anything else going on if I'm not home."*

*"We didn't get to choose when our parents left. We didn't get to choose when they came home. A lot of us didn't get to choose where we lived. There was so much out of our control that, for the first time, we really had someone go, no, what do you want? What do you want to do? How can we help you? Thank you to the Foundation for giving us a voice."*

## NAVY SEAL FOUNDATION ADDRESS

---

### Mailing Address:

Navy SEAL Foundation  
1619 D Street  
Virginia Beach, VA 23459  
[Development@navysealfoundation.org](mailto:Development@navysealfoundation.org)  
757.744.5326