Thank you for taking the challenge.

The Great Tech Community Challenge is about bringing people together to build a more inclusive tech industry - all while having some fun! With your help, we will raise $50,000 to expand Hack the Hood’s impact across Northern California. Every dollar goes towards providing more youth of color with job skills, tech training, and year-round mentoring - increasing their opportunities to earn and learn.

This guide is your resource throughout the campaign, to make sure you have everything you need to reach your goal. Thank you again for joining us!

**CAMPAIGN OVERVIEW**

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**A 30-day rally** to raise $50,000 to expand Hack the Hood’s programming
Starts October 4th at [hackthehood.org/challenge](http://hackthehood.org/challenge)

**Peer-to-Peer fundraising:** Fundraise on your own or create a team
Set a goal for your team, recruit people to join, and compete with others!

**Fun prizes** for individual fundraisers and for the winning teams!
**Tell Your Story**

Personalize your page so that people understand why this campaign is important to you. Consider mentioning your own experiences or passion for making tech more inclusive.

**Add a Video**

Make your page really stand-out by adding a “Challenge” video - directly calling on your friends to join your efforts! It doesn’t have to be fancy (think “Ice Bucket Challenge”), just hit record on your phone or laptop and tape a short, fun message!

**Use Email**

People are statistically more likely to take action if they get a person email from you! So in addition to social media, send a couple emails (with a link to your page) to recruit your friends, family, and colleagues. We’ve already created a template for you, which you can access in the back-end of your campaign!
KEY DATES

October 4th Campaign is live!

October 18th Halfway point (Target: at least 50% of the goal)

November 3rd Campaign ends!

November 3rd Finish Line party for top fundraisers (TENTATIVE DATE)

WHY PEER-TO-PEER?

Peer-to-peer fundraising is a form of crowdfunding in which supporters leverage their networks to raise money for one common cause. In this case, together we’re raising money to fund Hack the Hood’s work with youth of color interested in tech.

From our central campaign page -hackthehood.org/challenge - anyone can start a fundraiser and/or join a team of fundraisers. We hope that by becoming an advocate in this way it gives everyone a chance to connect on a deeper level with the work of Hack the Hood.

We also want to bring people together! We want you to get creative with how you use the “challenge” concept. Challenge your friends, family, colleagues, or the tech industry at-large to take part in our campaign! Make your own video, write unique emails, or find creative ways to use social media to recruit new donors and fundraisers.

Ultimately we call this a “Community Challenge” because it’s about building a greater community of support around the young people in our programs.
Meet Abel Regalado

- 2015 Hack the Hood Bootcamp graduate
- Started his own school “Hack Club”
- Now working as a freelance web designer
- Attended Berkeley Entrepreneurship Camp
- Invited to The White House

“Hack the Hood offered me opportunities and connections.”

- Abel, 2016

After finishing our Bootcamp in 2015, Abel Regalado traveled to San Francisco to attend two more coding programs, started his own coding club, and raised funds to attend MakeSchool Summer Academy.

Yet he isn’t just a coder, but also passionate about entrepreneurship and social justice.

After building his own freelance web dev business, he took the initiative to begin meeting with a Hack the Hood career coach to help him set concrete goals and work towards them. His coach helped him apply for and secure a $5,000 scholarship to Entrepreneurship Camp at Berkeley. This Fall he was even invited to a White House Summit on the future of high school education.

The Great Tech Community Challenge aims to provide all Hack the Hood youth with access to these kinds of opportunities, by helping fund year-round programming. It also helps make sure that alumni like Abel continue to gain access to the varied events and programs which help them build and maintain successful, meaningful careers.
SAMPLE FUNDRAISING TWEETS (Edit to make your own)

“Join @hackthehood’s #greattechchallenge and help create more opportunities for young people of color (your unique page link here)”

“I’m taking @hackthehood’s #greattechchallenge to help create more opportunities for young people of color (your unique page link here)”

“Help me reach my goal of raising $500 to support @hackthehood’s work with young people of color (link) #greattechchallenge”

SAMPLE FUNDRAISING FACEBOOK POSTS

“I’m taking The Great Tech Community Challenge! I’ll be raising money this month for Hack the Hood and their programs which provide mentorship, training, and opportunities to young people of color interested in tech. #GreatTechChallenge

Help me #challengetech to be more inclusive by giving to my campaign today: (link)

“Help me reach my goal of raising $500 to support Hack the Hood’s work with young people of color interested in tech! It’s called The Great Tech Challenge and you can learn more here (link)”

HASHTAGS

#greattechchallenge #challengetech #hackthehood
SOCIAL MEDIA RESOURCES

GRAPHICS (Click to download)

The Great Tech Community Challenge
For Young People of Color
Hack the Hood is using the “Classy” platform for peer-to-peer fundraising. Here are some helpful guides created by Classy:

- [How to Create a Fundraising Page](#)
- [How to Create a Team Page](#)
- [How to Join a Team Page](#)
- [Classy Team Captain Guides](#)

Hack the Hood’s [Facebook Page](#) (ground zero for campaign updates)

Questions? [challenge@hackthehood.org](mailto:challenge@hackthehood.org)