CORAL
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Raise Funds for Coral Reefs



Your DIY Fundraising Playbook

Thank you for your interest in fundraising for the Coral Reef Alliance!

Whether you host a backyard gathering, organize a walk, lead a school fundraiser, or dedicate your birthday to coral reefs, you can bring people together and help protect some of the most important ecosystems on Earth.

This guide is designed to help you:

- Choose a fundraiser that works for you
- Create your online fundraising page
- Plan and promote your activity
- Talk confidently about CORAL's work
- Collect donations securely
- Celebrate your impact

You don't need to be a professional event planner or coral scientist. You just need an idea, a few people to invite, and a desire to make a difference.





How to Get Started

Step 1 **Choose your idea.** Pick something that fits your interests, community, available time, and budget. Simple fundraisers can be just as meaningful as large events.

Step 2 **Create a fundraising page online.** Click here to visit CORAL's online fundraising page and click "Create Your Own Fundraiser." You can personalize your page with:

- Your fundraising goal
- A photo
- The reason you care about coral reefs
- Information about your event or challenge

Step 3 **Set a Goal and a Date.** Choose a goal that feels motivating and achievable. You can always increase it later. Not sure where to begin? Consider one of these:

- $250 for a small personal campaign
- $500 for a birthday or classroom fundraiser
- $1,000 for a community gathering or team challenge
- $2,500 or more for a larger event or campaign

Step 4 **Invite your community.** Start with the people most likely to care: family, friends, classmates, coworkers, neighbors, club members, or fellow ocean enthusiasts. Personal invitations are usually the most effective. Tell people why coral reefs—and this fundraiser—matter to you.

Step 5 **Show gratitude.** Be sure to thank people for participating!

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Choose Your Own Adventure

The best fundraiser is one you will enjoy organizing. Start with the simplest version of your idea and add only what will make it more meaningful or effective.

If you want to…	Try this	What you'll need
Start today	Create and share a personal fundraising page	A photo, a goal and your story
Add a simple activity	Host a dinner, trivia night, class or challenge	A date, location and invitation
Engage a group	Organize a walk, school campaign or team competition	A small planning team and four to eight weeks
Build on an existing event	Add CORAL as the beneficiary of a concert, sale or celebration	Permission from the organizer and a clear donation plan







What You're Agreeing to as Host

Hosting is a generous act. Thank you! As a host, you are a member of our alliance and an ambassador of the organization. Here are some helpful tips...

Be Ready to Talk about CORAL

The Coral Reef Alliance is a global nonprofit working to save the world's coral reefs. CORAL brings together communities, scientists, governments, and local organizations to improve water quality, strengthen marine protection, and help reefs adapt to climate change. By supporting solutions that are locally led, grounded in science, and built to last, CORAL is creating a future in which coral reefs and the people who depend on them can thrive.

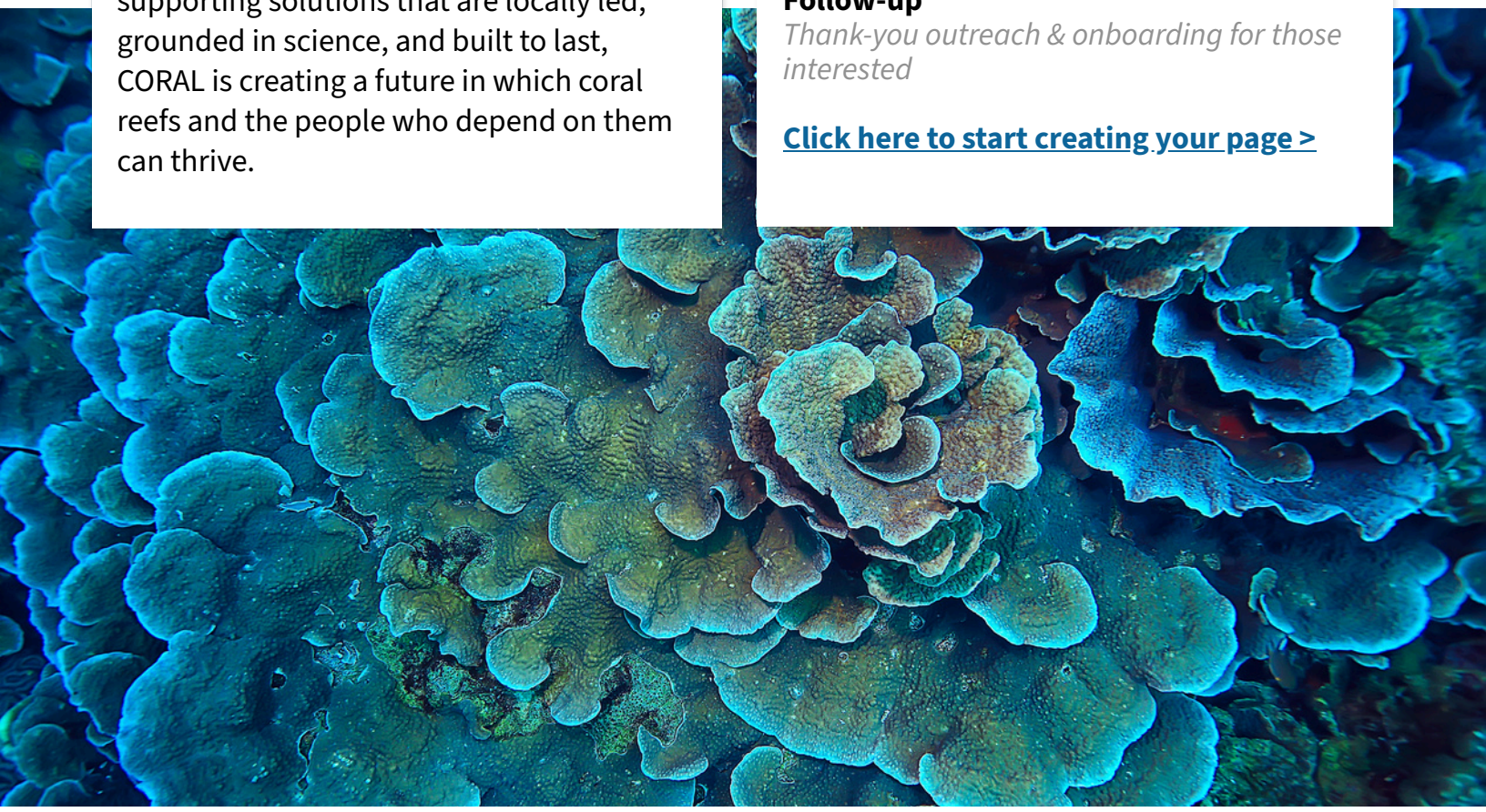
Set up your fundraising page

Mission Content
Talking points, visuals, and printed materials

Staff Representations
One CORAL member at the event, where feasible

Follow-up
Thank-you outreach & onboarding for those interested

Click here to start creating your page >



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Communication Tools You Can Use

Email copy

Hi [Name],
I'm hosting [EVENT OR CHALLENGE] to raise funds for the Coral Reef Alliance, a nonprofit working with communities around the world to protect coral reefs.

I chose this cause because [ONE OR TWO PERSONAL SENTENCES].

I'd love for you to join me on [DATE] at [LOCATION OR ONLINE DETAILS]. You can learn more, participate, or make a donation here:
[FUNDRAISING PAGE LINK]

My goal is to raise $[AMOUNT]. Every contribution will help CORAL advance science-based, community-led solutions that give reefs a better chance to adapt and thrive.

Thank you for being part of it!

Social media copy

I'm fundraising for coral reefs! 🌊🪸
On [DATE], I'm [DESCRIBE EVENT OR CHALLENGE] to support the Coral Reef Alliance. CORAL works with communities around the world to reduce threats to reefs and create the conditions they need to adapt and thrive.
My goal is to raise $[AMOUNT], and I'd love your help.
Donate, participate, or share my page: [LINK]

One-minute welcome script

You do not need to give a formal presentation. A short, sincere welcome is enough.

Thank you so much for being here.

We're gathering today to have fun, connect with one another, and support the Coral Reef Alliance.
Coral reefs sustain marine life and support people around the world, but they face growing pressure from climate change, pollution, overfishing, and other threats. CORAL works alongside communities, scientists, governments, and local organizations to put solutions into action.
Our goal is to raise $[AMOUNT]. If you would like to contribute, you can scan the QR code or visit the fundraising link. Every donation of any size helps.

Thank you for being part of a community that cares about the future of coral reefs.

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Frequently Asked Questions

Do I need approval to start a fundraiser?

You may create a personal fundraising page and organize a simple activity benefiting CORAL. Activities involving sponsors, ticket sales, alcohol, raffles, commercial products, media outreach, or the use of CORAL's logo outside the approved toolkit may require additional review.

Will CORAL promote my fundraiser?

CORAL cannot guarantee promotion through its email, website, or social media channels. Your own network will be the most important audience for your campaign.

Can a CORAL staff member attend or speak?

Because CORAL's team works across multiple regions and has limited capacity, staff participation cannot be guaranteed. The toolkit includes language, videos, and a short script you can use in place of a speaker.

Are donations tax-deductible?

CORAL is a U.S. 501(c)(3) nonprofit organization. Donations made directly to CORAL are generally tax-deductible as allowed by law. Donors should consult their tax advisers regarding their individual circumstances. Payments for tickets, products, meals, or other benefits may not be fully tax-deductible.

Will donors receive receipts?

Donors who give through your official online fundraising page will receive an automated acknowledgment. If you collect donations through another method, receipt availability may vary.

Can my employer match donations?

Possibly. Encourage donors to check whether their employers offer matching gifts. A matching gift can double (or sometimes triple) the impact of a donation.

Can I restrict funds to a particular location or project?

Peer-to-peer fundraising gifts are most helpful when they support CORAL's overall mission and can be directed where they are needed most. Contact CORAL before promising that funds will support a specific project, community, or country.

Ready to host?

Let's talk.

Reach out to Mandy Norman, CORAL's Director of Marketing & Development, at **mnorman@coral.org** to continue the conversation. We'd love to help you turn an afternoon or evening into more connections of change for a healthier future for reefs.