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Crowdfunding Toolkit



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GoFundMe Templates

GoFundMe Template

To get you off to a great start, we want to help you create a stellar GoFundMe campaign story. A text template is ready for you to use get inspired by, simply copy & paste and adjust where needed - tell your story!

1. Titles

- Serious games tool needed for [name facility]
- Help bring smiles to the faces of [name facility]
- Help our [residents/students/clients] smile with a serious games system/care technology/the Tovertafel
- Help [name facility] with a Tovertafel!
- Fund [name facility]'s Tovertafel/
- Help [name facility] create memorable moments for their [residents/students/clients]/
- Help us make a difference in our [residents/students/clients]'s lives/
- Investing in the wellbeing of our [residents/students/clients]
- Help us make a positive impact on the lives of our [residents/students/clients]

2. Introduction

Introduce yourself, your facility and your target group

We are [name facility], a [insert type of facility] dedicated to providing a warm and loving environment for [insert target group] where everyone feels included. We take the best care of our [residents/students/clients], and we strive to make every day special. [describe more what you love about working with your target audience to make it extra personal].



Tips to make it more personal

- Use photos of the staff, the facility and/or your target group.
- Use your own names, and mention your role.

3. Why we need a Tovertafel

Describe your challenges & how the Tovertafel can help

Life for our [residents/students/clients] is not always that easy. Because of their [cognitive challenges] daily activities can be a real struggle making their world smaller and making them feel isolated. [include other challenges you might face]

Helping them feel at ease and look forward to their day is something that we highly value. After all, what we want to foster is to make them feel purposeful, motivated, and most of all - smile. But this can be quite challenging. This is why we need your help. At [name facility], we want nothing but the best for our [residents/students/clients] and bring them moments of joy. We believe that introducing the Tovertafel would greatly contribute to achieving these goals and would be a valuable addition to our facility.

4. What is the Tovertafel?

Explanation of the Tovertafel & how it would help with your challenges

The Tovertafel ("magic table" in Dutch) is a serious games system that stimulates people living with cognitive challenges. By projecting interactive games and vibrant images onto a table or floor surface, the Tovertafel engages players with games that respond to their movements. Not only do the Tovertafel games provide fun and wonder, but scientific research suggests that they positively impact the quality of life of those with cognitive challenges. The serious games stimulate cognition, create social connections, and encourage physical movement, and much more, providing meaningful activities. Lastly, all the games are co-designed with the target group for a perfect fit with the needs of the target group.

You could redirect people to www.tover.care to learn out more about the Tovertafel or link this [Video](#). Also you could provide photos of the Tovertafel. You can find nice pictures on google images using the search term 'tovertafel'. Make sure you use photo's of the most recent Tovertafel (grey coating and yellow logo). [Youtube](#)

[Provide specific examples of how you would use the Tovertafel in your facility. For instance, you could use the Tovertafel to calm tense or restless residents/clients before bedtime, aid with medication intake, facilitate social-emotional skill development with students, or provide inclusive activities that cater to the diverse needs of mixed groups.]

5. How you can help?

We are dedicated to providing the best care possible for our [residents/students/clients], and we need your help to purchase the Tovertafel. Your donation, no matter how small, can make a big difference in the lives of those in our care. Your contribution will go directly towards purchasing the Tovertafel after the GoFundMe fee deduction. Every penny counts.

Please help us to make a real difference in the lives of our [residents/students/clients] today. Your generosity will not only positively impact the quality of life of our [residents/students/clients] but also bring a smile to their faces (and therefore ours!).

Thank you in advance for your support, and we look forward to sharing with you the impact that your donation will have on our community.

Donate now and make a real difference in the lives of our [residents/students/clients] today.

Best regards,

[name institution/staff]

Good luck, we are rooting for you!

We hope the above content helps you create an inspiring and successful campaign.



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Newsletter

Copy the text below for your use.

Title

Help *[name of care institution or school]* get a Tovertafel!

Dear *[first name]*,

No one should have to compromise on happy moments and heartwarming experiences. That is why we are saving up for a Tovertafel - and we need your help!

[Image]

But first, what is the Tovertafel?

The Tovertafel ('magic table' in Dutch) is a warm technology used in care/educational spaces that improves the quality of life of seniors living with dementia/ that challenges adults with intellectual disabilities to get the best out of themselves/ that provides teachers with classroom support through light projected serious games.

For more information about Tovertafel and its benefits, head over to this *[video]*

Select one of these videos

For Seniors living with dementia

For Adults with an intellectual disability

For children with special needs

Why are we saving up for the Tovertafel?

The Tovertafel is used in care institutions worldwide and activates people with cognitive challenges. These games can be life-changing as it positively impacts their physical and social interactions - which we want our residents/ clients/children to experience every day.

Want to help us? You can do the following:

- Donating *[link to your crowdfunding page]*
- *[Option 1, e.g., buying something]*
- *[Option 2, e.g., going to a street fair]*
- Sharing this campaign on social media or with your friends, family, and loved ones.

Your donation won't go unnoticed. In the eyes of our residents/clients/children, your support will go a long way! Thank you.

[Donate now]

Press Release

Crowdfunding has started. Copy or edit the text below for your use.

Care institution/ Primary school [name] is crowdfunding for the Tovertafel!

[City, State] - [Name Care institution/ Primary school] is pleased to announce its plans to launch /launched a crowdfunding campaign to purchase a Tovertafel, an innovative and interactive game system for people living with dementia / people with an intellectual disability/ children. The community is determined to improve the overall well-being and quality of life for their residents/clients/children by providing them with the latest technology and tools.

The Tovertafel, also known as the “Magic Table” in Dutch, has been shown to be a valuable tool in senior living communities/daycare centers/schools. It stimulates physical, cognitive, and social activity among its users and has been proven to reduce agitation and anxiety, while enhancing social interaction.

“We want to provide our residents with the best possible care, and the Tovertafel is an excellent tool to enhance their quality of life,” said [Name], [Title] of [Senior Living Community/Day care center/School]. “Our community is excited to launch this crowdfunding campaign to raise the necessary funds to purchase the Tovertafel and bring joy to the lives of our residents/clients/children.”

[Name Care institution/ Daycare Center / School] plans to launch their crowdfunding campaign soon and is calling on the generosity of the public to help them reach their goal. Donations to the campaign

will be used to purchase the Tovertafel and improve the lives of seniors living with dementia / people with an intellectual disability / children. Visit [insert crowdfunding page] to donate!

Join [Name Care institution/ Daycare Center / School] in their mission to improve the lives of seniors living with dementia / people with an intellectual disability / children. Together, we can make a difference.

For more information, please contact:

[Name], [Title]

[Name Care institution/ Daycare Center / School]

[Phone]

[Email]

Note for editors:

Please contact [Name Care institution/ Daycare Center / School] for questions or requests for image material. [name of staff member], [e-mail address of staff member]



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Press Release

Crowdfunding is secured announcement. Copy or edit the text below for your use.

***[Name Care institution/ Daycare Center / School]* has reached the fundraising goal to purchase the Tovertafel!**

Family members, friends, professionals and interested parties all gathered to raise the funds needed to buy it. The residents/clients/children of *[name of care institution or school]* can now experience many moments of happiness thanks to everyone who contributed to this effort.

Optional: *"[a cheerful quote from staff member]"*

The Tovertafel is a warm technology which is proven to positively impact the quality of lives of seniors with dementia/adults with intellectual disabilities/children with special needs. Through interactive light projections that challenge players at their own level, the care innovation promotes meaningful play and brings about a range of benefits that can improve their well-being.

[Name of care institution] has gone to great lengths in order to raise money for the Tovertafel: *[example]*, *[example]* and *[example]*. It goes without saying that their residents/clients/children are thrilled with the purchase!

The Tovertafel will be festively unveiled on *[date]*.

Note for editors:

Please contact *[Name Care institution/ Daycare Center / School]* for questions or requests for image material. *[name of staff member]*,
[e-mail address of staff member]

Social media Templates

Copy or edit the text below for your use.

Seniors

Senior residents with dementia deserve to make meaningful connections and create moments of happiness. Would you like to impact their lives? We are saving for a Tovertafel to bring into *[name of care institution]*. Donate today or help share the word! *[link to page]* #tovertafel #donation #seniors #dementia #gofundme

Adults

The Tovertafel challenges adults with intellectual disabilities to get the best out of themselves at their level, together with their care staff. Do you want to help us save up for a Tovertafel? *[link to page]* We still have *[number]* days to reach our target amount! Every penny counts. Please help! *[link to page]* #tovertafel #adults #intellectual disabilities #donation #gofundme

Children

Help us raise funds to purchase a Tovertafel and light up children's faces at *[name of care institution]*! This heartwarming educational innovation supports teachers and caregivers and creates wonder in children, helping them learn without barriers to their abilities. Read more here: *[link to page]* #tovertafel #donation #children #specialneeds #gofundme

For seniors, adults and children

We are saving for a Tovertafel to light up smiles on our residents/students/clients' faces at *[name of care institution]*. We believe no one should have to sacrifice moments of happiness due to cognitive challenges. That's why we want to help improve the quality of their life by using this innovative care technology. Will you help us? Any donation amount is welcome. Visit the link to donate: *[link to page]* #tovertafel #donation #gofundme #cognitivechallenges

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You can help us reach our goal

We are saving up for a **Tovertafel** and we could use your donation!



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How does the **Tovertafel** activate seniors with dementia and cognitive disabilities?

Our **Tovertafel** games for seniors take the needs of each player into account. Whether it is creating music together by hitting the drum or enjoying a calming evening sky - our warm technology uses light-projected games to stimulate movement and social interaction, enabling us to conquer apathy. The results? They are real and measurable. That's quality care and enjoyment in one!

You can leave a donation of your chosen amount to

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You can help us reach our goal

We are saving up for a Tovertafel and we could use your donation!



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How does the **Tovertafel** help adults with intellectual disabilities?

Our warm technology uses colorful light-projected, serious games that are specially designed to challenge each player at their own level. In this way, we make playing together possible for all clients with intellectual disabilities. The games also increase their self-confidence, because nothing can go wrong. The games will amaze the players every day again!

You can leave a donation of your chosen amount to

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You can help us reach our goal

We are saving up for a Tovertafel and we could use your donation!



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How does the Tovertafel help children with special needs?

The innovative light-projected games of the Tovertafel does more than just play - it helps teachers in special environment where children with special needs can learn without barriers! Our serious games are made to help them connect to the world in their own way, regardless of their abilities.

You can leave a donation of your chosen amount to

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Want to know more about the
Tovertafel? Visit op www.tover.care