

THE ALL-YOU-NEED-TO-KNOW-ABOUT

Fundraising Toolkit



July 13–16, 2021 | #letsponyup
festivalofchildren.org/ponyup

Welcome, Fundraising Friend!



Whether you're new to nonprofit fundraising or are a social fundraising master, this Fundraising Toolkit will help you raise funds for the cause nearest and dearest to your heart.

We want your fundraising journey to be easy and fun, so this guide is designed to walk you through creating a successful supporter-powered fundraising campaign.

Get ready to raise some funds for a good cause!

GETTING STARTED:

Setting up your fundraising page

Set your goal

Setting a goal for your fundraiser is your first step. Research suggests that an initial goal of \$250 is a good place to start. Once you've reached your goal, you can increase it and raise more funds.

PRO TIP:

To jumpstart your campaign, be the first one to donate! Showcasing that you're not only a supporter but also a donor will encourage your network to give.

Tell your story

Your story is the first thing people will see when visiting your fundraising page, so your goal is to make it as impactful as possible.

It's important to communicate how the organization's mission has impacted your life in a meaningful way and/or why you've decided to fundraise on its behalf. And don't hesitate to pull at their heartstrings; people are more likely to give if there's an emotional connection.

See next page for step-by-step instructions.

GETTING STARTED:

Setting up your fundraising page (cont'd)

Add a New Team :

1. Visit ponyup21.funraise.org
2. Click "Start Fundraising"
3. Click "Create Team"
4. Create your fundraising account
5. Funraise will guide you through setting up your personal page
6. Funraise will guide you through setting up your team page
7. Invite others to join your team
8. Ready... set... fundraise!

Join a Team :

1. Visit ponyup21.funraise.org
2. Click "Start Fundraising"
3. Click "Join Team"
4. Create your fundraising account
5. Funraise will guide you through setting up your personal page
6. Invite others to join the team, too
7. Ready... set... fundraise!

If you have questions or need technical support, email Tanya Stephens at tstephens@festivalofchildren.org.

Fundraising Best Practices

Fundraising leverages the power of your social network to meet fundraising goals and help move your fave nonprofit closer to their mission.

The success of your fundraising campaign depends heavily on the amount and ways that you're sharing your campaign with friends, family, and colleagues. Social media, email, text messaging, and word of mouth are some of the best ways to get your request noticed.

Many employers have matching gift programs. It's an easy way to possibly double what you raise! Remind your supporters to check with their companies.

What's the best way to share?

Sharing your fundraising campaign via your Facebook page, Twitter, Instagram, or LinkedIn, in addition to your own personal email list, is at the heart of every campaign. Leveraging these networks is how you'll meet—and hopefully exceed—your fundraising goals.

You won't have the phone number of all of your network contacts, but choose a few that you know will respond well to a more intimate request: text messaging. Don't inflict the annoyance that is group texting on these people; take the time to send individual (copied and pasted) texts to each one.

PRO TIP:

Get personal and select a handful of your closest family and friends to reach out to as you announce your campaign. Close friends and family are more likely to donate, so getting them on board will let the rest of your network see that people are already supporting the cause.

How often should I communicate with my network?

There are five absolute times you should communicate with your network during the fundraising campaign:

1. Campaign Launch – 7/13/2021
2. On My Way – 7/14/2021
3. Reach For Your goal – 7/15/2021
4. Final Push – 7/16/2021
5. Thank You Letter – 7/17/2021

We recommend maintaining momentum between each of these main milestone communications with social posts and emails to help keep your campaign top of mind. If you're texting, use those requests judiciously and make sure that you're not monopolizing the conversation with donation asks.

During the final push phase of your campaign, increasing your frequency of social posts has proven to be highly effective, so go for it!

We recommend creating a simple sharing schedule to plan out your communications ahead of time. This will save you time and make your campaign more fun and less stress. You can use Google Calendar, Google Sheets, or even a notebook to plan out when you'll post to socials and email or text your network.

Privacy & Consent

When communicating with your networks, please respect their communication preferences and adjust accordingly. This includes making sure you have permission to contact your peers, particularly if you're sending text messages.

READY, SET, FUNDRAISE!

Now that you've learned all the fundraising tips, tricks, and best practices, it's time to jump into it with confidence!

We've included pre-written communications for you to use at every major campaign milestone to make fundraising as easy as pie.

Copy, paste, and start fundraising. :)

PRO TIP:

Include a shortlink to your personal fundraising page in your communications to make it super simple for people to find your page and donate.

July 13

Announcement #1: Campaign Launch

COPY & PASTE FROM DROPBOX

DOWNLOAD SOCIAL MEDIA IMAGES

Send: Right after you've completed setting up your fundraising page.

The purpose of this announcement is to let your online network (IRL & social media friends, family, peers, colleagues, neighbors) know that you've signed on to raise funds for a cause near and dear to your heart and that you need their help. Basically, you've got to get the word out to everyone you know to help you reach your fundraising goal.

The goal is to share, share, share!

EMAIL

SUBJECT LINE:

Let's pony up together for a good cause

BODY:

Hey, **[Name]**! I hope this finds you well. I've got great news! I've signed on to become a supporter of **[Organization Name]** and could really use your help. I'm committed to helping **[Organization Name]** raise **[\$Goal]** which will **[Project Purpose/Goal]**. Every donation, large or small, makes a difference and moves **[Organization Name]** closer to their fundraising goal.

Are you down to make a lasting impact? Please visit my fundraising page at **[shortlink]** and make a donation today!

If you want to make an even larger impact, you can sign on as a supporter, too, join the team **[Link to Team Landing Page]** of your own, set your personal fundraising goal, and start spreading the news!

Can't donate or become a supporter? No worries. Please consider forwarding this email to your friends and family to get the word out.

Thanks so much for your support!

PRO TIP:

Go live. Kickoff your campaign by going live on social media to share why supporting the charity is so important to you.

TWITTER

Hey friends, I've signed on to help **@orgname** raise funds to help them **[Project/Goal]**. Help make a lasting impact by donating today: **[shortlink]** **#letsponyup**

FACEBOOK

Hey friends, I've signed on to help **@orgname** raise funds to help them **[Project/Goal]**. Are you down to help make a lasting impact? Please share with your friends and family and donate today: **[shortlink]** **#letsponyup**

TEXT

[Name], I've signed on to help **[Org Name]** raise **\$XX** for their **[Project Name]**. Please help by donating today: **[shortlink]**

July 14

Announcement #2: On My Way

COPY & PASTE FROM DROPBOX

DOWNLOAD SOCIAL MEDIA IMAGES

Send: When you're on your way to meeting your fundraising goal.

The purpose of the announcement is to share that you're on your way to meeting your fundraising goals and still need help to get to the finish line. The tone should be excited in nature and get your network to feel motivated to help you reach your goal.

EMAIL

SUBJECT LINE:

Ohhh, I'm on my way—\$XX more to go!

BODY:

[Name], I've got great news—I'm on my way to reaching my personal fundraising goal of [Goal Amount] raised for [Organization Name]! Pretty awesome, right? All the money raised will help [Organization Name] [Project Purpose/Goal]. Will you help me move the needle forward with a donation? Visit [shortlink] today.

If [Organization Name]'s mission is near and dear to your heart like it is mine, consider joining the team to help them reach their goal more quickly! Plus, it's a great way to leverage your awesome social media networks for a good cause (but keep those cat memes coming, please!). [Link to Team Landing Page]

Thank you!

PRO TIP:

Add challenges. This is where you can have some fun! Add fundraising milestone challenges in your outreach. For each fundraising milestone achieved, offer to post a picture or video of yourself doing something more extreme for each milestone reached.

TWITTER

Ohhh, I'm on my way—only \$XX more to go to meet my fundraising goal to help @orgname [Project/Goal]. Please help me move the needle forward by donating today: [shortlink] #letsponyup

FACEBOOK

Ohhh, I'm on my way—only \$XX more to go to meet my fundraising goal to help @orgname [Project/Goal]. Help me get all the way there and share/donate today: [shortlink] #letsponyup

TEXT

[Name], guess what? I'm on my way to meeting my fundraising goal for [Org Name]! Please help by donating today: [shortlink]

July 15

Announcement #3: Reach For Your Goal

COPY & PASTE FROM DROPBOX

DOWNLOAD SOCIAL MEDIA IMAGES

Send: One (1) day before the fundraiser ends.

The purpose is to inform your network that time is running out and they can help you reach your goal by donating and/or sharing your fundraiser with their network. These messages create a sense of empowerment so everyone in your network can share in the success of your efforts.

EMAIL

SUBJECT LINE:

I'm close to my goal—will you help me reach it?

BODY:

Hi **[Name]**! Believe it or not, I've raised **[Amount Raised]** for **[Organization Name]** to help **[Project Goal/Purpose]** and I'm only **[\$XX]** away from reaching my fundraising goal. If you haven't donated yet, please donate now **[shortlink]**.

If you've already donated, consider one more gift: share this link **[shortlink]** with your family, friends, and social networks. Imagine how much more can be accomplished if everyone joins in.

Let's do it!

PRO TIP:

If you're close to your goal, increase it.

TWITTER

I've already raised **\$XX** to help **@orgname** reach its fundraising goals! There's only one day left and I need your help. Donate now! **[shortlink] #letsponyup**

FACEBOOK

I've already raised **\$XX** to help **@orgname** reach its fundraising goals! There's only one day left and I need your help. Share/donate now! **[shortlink] #letsponyup**

TEXT

[Name], I've already raised **\$XX** to help **[Org Name]** and my goal is almost reached. There's one day left and I need your help. Donate now! **[shortlink]**

July 16

Announcement #4: Final Push

Send: On the final day of the campaign.

COPY & PASTE FROM DROPBOX

DOWNLOAD SOCIAL MEDIA IMAGES

EMAIL

SUBJECT LINE:

Today is the last day!

BODY:

[Name], time is running out! With your help and support, I can reach my goal of **[\$XX]** for **[Organization Name]**!

World change happens one person at a time, and we are able to make a difference together. Thank you for donating today **[shortlink]**.

TWITTER

Today is the last day to help me reach my fundraising goal of **\$XX** for

@orgname. Together, we are able to make a difference! **[shortlink]**

#letsponyup

FACEBOOK

Today is the last day to help me reach my fundraising goal of **\$XX** for

@orgname. World change happens one person at a time, and we are able to make a difference together! **[shortlink]**

#letsponyup

TEXT

[Name], today is the last day to reach my fundraising goal of **\$XX** for **[Organization Name]**. We can make a difference together! **[shortlink]**

July 17

Announcement #5: Thank You Letter

COPY & PASTE FROM DROPBOX

Send: One (1) day after the campaign has ended.

The purpose is to thank everyone who helped support you in reaching your fundraising goals with a personal message.

LETTER

Dear **[Supporter Name]**,

We did it! Thanks to your support, I met my fundraising goal of **\$XX** for **[Organization Name]**. They're now one step closer to achieving their mission of **[Organization's Mission]** through **[Program Goal]**. How great is that?

It felt so good to have my friends and family join me in raising money for such a great cause. Reaching this goal is a testament to the power of social fundraising and what we can achieve if we all work together toward a common goal. I hope you feel great about your contribution because I couldn't have done it without you.

Hope we can make some more fundraising magic in the future.

Until then, cheers!

THANKS FOR BEING A FUNDRAISING SUPERSTAR

Thank you so much for taking the time to join the charitable community as it responds to COVID-19. Every dollar raised will make a lasting impact and help ensure a brighter tomorrow for kids. We appreciate you and everything you are doing to get the nation to Pony Up for the Kids!

