

Fundraising Champion Guide to Success

This guide includes the basics of peer to peer fundraising, hints, tips, email templates, and social media suggestions for the most successful personal fundraising campaign.

The Basics

What link do I share? When you created your fundraiser you would have created your own personal fundraising page. This is the page for which you'll want to share the link! You can also share the main campaign link that your organization created, and your supporters will still be able to donate to your specific page!

How do I get the word out? Let your friends and family know that you are fundraising for a particular organization and talk about that organization's campaign. Share your link on social media outlets. To get the word out about the campaign, you'll want to communicate with your contacts through email messages, social media posts, and word of mouth. Check out some of the sample content below for ideas of what to post and when!

What am I responsible for as a champion? As a Fundraising Champion you're responsible for getting the word out about your campaign, and encouraging support for your fundraiser/fundraising team! A lot of organizations have their own contests and competitions between fundraisers or teams on who can bring in the most donations. Make it a fun experience for everyone!

Can I collect donations by cash or check? If someone makes a contribution to your fundraiser by cash or check, you can still have that count towards your personal/team's fundraising goal! Email the campaign manager with the donation amount and donor name as soon as you can so they can add it to your total. You can then ask the organization how they would like to receive the cash or checks.

Email Templates

You can use these email templates to reach out to your personal network and spread the word about your fundraiser. Just copy and paste the text below into your email client and add some personal flair to make it your own!

Email #1 Subject: Join me in Supporting [CAMPAIGN NAME] !

Hi [first_name],

I am excited to announce that I am supporting [ORGANIZATION NAME] to raise money for their [CAMPAIGN NAME] campaign by becoming a fundraising champion. My fundraising will help [ORGANIZATION NAME] to [CAMPAIGN OBJECTIVE]!

[Fundraiser Story: Why are you supporting this organization? What has the organization's impact been on you/your family/your friends?]

Help [ORGANIZATION NAME] to reach their goal of \$___ by contributing to my fundraiser:
[LINK TO FUNDRAISING PAGE]

Thank you for supporting [ORGANIZATION NAME]!

Email #2 Subject: I Need Your Help!

Hi [first name],

It's already day [X] of the [CAMPAIGN NAME] for [ORGANIZATION NAME], and so far I've raised [X]% of my goal! I'm getting closer to my goal every day, but I need your help to reach 100%!

Your contributions can make a big impact on [THOSE WHO ARE IMPACTED BY CAMPAIGN]:

[Example: \$25 - Purchases litter for a cat for 6 months \$50 - Feeds a cat for a year \$100 - Vaccinates a cat \$250 - Purchases a room of new cat enclosures \$1,000 - Pays for all medical care for a cat for life]

Together we can [CAMPAIGN OBJECTIVE]. Visit [LINK TO FUNDRAISING PAGE] to support me and [ORGANIZATION NAME]!

Thank you!

Email #3 Subject: Support [Campaign Name]!

Hi [first_name],

It's Day # [X] of the [CAMPAIGN NAME] campaign for [ORGANIZATION NAME] and I only need [DOLLAR AMOUNT LEFT OF YOUR GOAL] to reach my goal.

Make a contribution to help [CAMPAIGN OBJECTIVE] by visiting my fundraising page [FUNDRAISING PAGE LINK].

If you've already donated, thank you so much for your support! I hope you'll consider sharing my fundraising page with your friends and family on social media to get the word out about [ORGANIZATION NAME] and the difference they make to our community!

Thank you!

Email #4 Subject: Thank You!

Hi [first_name],

Can you believe it's already the final day of the [CAMPAIGN NAME] campaign? With [\$ AMOUNT YOU'VE RAISED] already raised for [ORGANIZATION NAME], I am proud of my impact as a fundraising champion!

I am so thankful for the support of my community throughout this campaign - but the giving isn't over yet! I can only reach my goal with your help: can you visit my fundraising page [FUNDRAISING PAGE LINK] and make a contribution to help me reach my goal?

You can also show your support by sharing my fundraising page with your friends and family on social media!

Thank you again for your continued support!

Social Media

You can use these sample social media posts to get the word out to your social networks! You can copy and paste or get creative - just make sure to always include your fundraising page link in all of your posts.

Facebook

- [ORGANIZATION NAME] is launching a fundraising campaign, and with YOUR help we can raise \$__ to [CAMPAIGN OBJECTIVE]! As a fundraising champion, I have my own

fundraising page, so check out the link to donate to my personal fundraiser for the [CAMPAIGN NAME] campaign: [FUNDRAISING PAGE LINK]

- It's Day [X] of the [CAMPAIGN NAME] for [ORGANIZATION NAME]! I've raised [X]% of my goal so far, and with [amount of days] left, I need your help to reach 100%! Make a long lasting contribution here: [FUNDRAISING PAGE LINK]
- THANK YOU to all of the donors and supporters who have helped me raise \$X for the [CAMPAIGN NAME] campaign! Because of you, I am getting closer to my goal every day, but I still need your help! If you've already made a donation, please consider sharing my fundraising page with your friends and family. If you haven't, there's still time to make a contribution to help [CAMPAIGN INITIATIVE]. [FUNDRAISING PAGE LINK]

Twitter

- The [CAMPAIGN NAME] campaign needs YOU to help reach their goal of \$X to [CAMPAIGN INITIATIVE, briefly]! [FUNDRAISING PAGE LINK]
- Visit my fundraiser for the [CAMPAIGN NAME] campaign page at [FUNDRAISING PAGE LINK] to donate and share! With your help we can [CAMPAIGN INITIATIVE]!
- Thank you to the donors and supporters that have helped me reach [X]% of my goal! Help me get to 100% #[CAMPAIGN HASHTAG]: [FUNDRAISING PAGE LINK]

Instagram

- Use your own personal photos to show your support and tell your story, and make sure to use #hashtags in your post!
- Insert the link to your fundraising page in your bio, that way your supporters will be able to navigate to your fundraising page right from Instagram!

Tips & Ideas for Fundraising

Social Media Challenge: Use social media as a way to interact with others close to the cause and to promote the campaign. Encourage your friends to share the fundraising page - maybe offer to make a \$5 donation in the name of anyone who shares your page or their own story (A great way to encourage participation if you were already going to make some donations).

Hashtag Challenges: Hashtags are a great way to engage with your network! Use the campaign hashtags to promote the positive impact of the campaign and to share reasons why being a fundraising champion is important to you.

Popular #hashtags that you can use to promote your fundraiser:

- **#TBT:** Throwback Thursday is a great way to share memories associated with your story by posting a photo!
- **#FBF:** Missed TBT? No worries! Flashback Friday is another great way to remember the glory days and engage with your network!

- **#ThankfulThursday**: This is a great way to share why you're thankful for the impact that the organization has had on you or someone you know - it's also a great way to thank anyone who has already made a contribution to your campaign.

Graphics

Enhance your personal photos using free online editing resources like **Canva** to create graphics like the ones below. Personalized graphics will highlight your story to make a greater impact when reaching out to friends and family through email and social media. And including the link to your fundraising page, the campaign name, and the campaign hashtag on your image will make the graphic an even more powerful tool for fundraising



Success Checklist

Throughout the campaign you can use this checklist to make sure that you're getting the word out and engaging with your network.

1. Customize your personal fundraising story - why are you supporting the campaign and how has this organization made an impact on you?
2. Use the email templates to craft your perfect message to send out to those contacts.
3. Spread the word about your fundraiser on social media using the sample posts. Share, share, share!
4. Create your own graphics to make your posts stand out from the crowd and to enhance your personal story.
5. Make sure to check in on your progress at least 1-3 times a week, and keep your supporters updated with your progress.
6. Continue to reach out to your contacts and your social networks - if you need some inspiration check out our fundraising tips!
7. As the campaign comes to an end - don't lose momentum!
8. Once the campaign ends, remember to thank all of those who made a contribution to your fundraiser.
9. Give yourself a pat on the back for being an awesome Fundraising Champion!