CHAMPION

RAISE MORE MONEY

FUNDRAISING

DO MORE GOOD

GUIDE
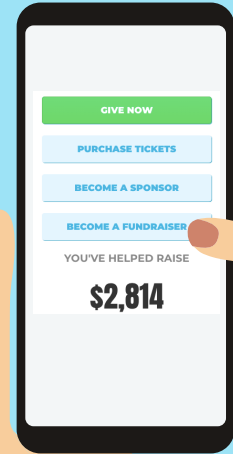
BY

SWELL FUNDRAISING

GETTING STARTED

Set up your Personal Fundraising Page

Set Up Your Swell Fundraising Page

1. Register to attend the 'EVENT NAME' at: URL for 'Become a Fundraiser' button
2. Fill in the required information (name, email, etc.)
3. Receive an email with your personal fundraising link included
4. Start sharing with your network!

Way to go, you are now a fundraiser for Pool Party (Ticketed Event)!

This is a pretty big deal.

Now you can start spreading the good news that is Nonprofit Name ! Be sure to check out and share your personal fundraising page and start telling your friends! *(Hey, even those who aren't your friends. We won't tell.)* Remember, peer to peer starts here. Just sharing your page can make a difference and multiply your impact.

➡️ https://poolparty1.swell.gives/fundraisers/savannah.lee ⬅️

P.S. Every time someone clicks on your page, you get social points! Now go on and #GetToTheTop!

TIP:

Jumpstart your campaign, be the first to donate so you will no longer have a $0 by your name on the leaderboard! This will motivate others to give.

Set a Personal Goal

1. Set up a goal for your fundraiser.
   We encourage each of our Champions to raise **$$$ (insert amount)**.

2. Don't limit yourself to your goal! Once you reach it, challenge yourself to raise even more.

GETTING STARTED

Personalize your Page

You can personalize your page by adding a profile picture. Click "update your page" in the blue box located in the top left corner. Swell will email you a one-time usage link to upload your photo.

TIP:

You can check your individual fundraising total, number of donors, and who donated on your behalf!

Fundraising Best Practices
The Key to Peer-to-Peer Success

Leverage the power of your network to meet fundraising goals for the organization you're supporting. Your personal fundraising success depends on how often you are sharing your fundraising goals with your network. This could Include friends, family, doctors, hair dresser, colleagues, and more.

Leverage Social Media:
Use your social networks to raise awareness. Social media is great for making your network aware that you are participating in this fundraising campaign.

Leverage Email:
This Is the key to raising funds! Using email is more intimate. This shows the potential donor that you took the time to write a meaningful message and makes the ask more compelling.

Leverage Phone Calls/Text Messaging:
Use this method with potential donors that do not actively check their email. You can send them your personal fundraising link In a text message.
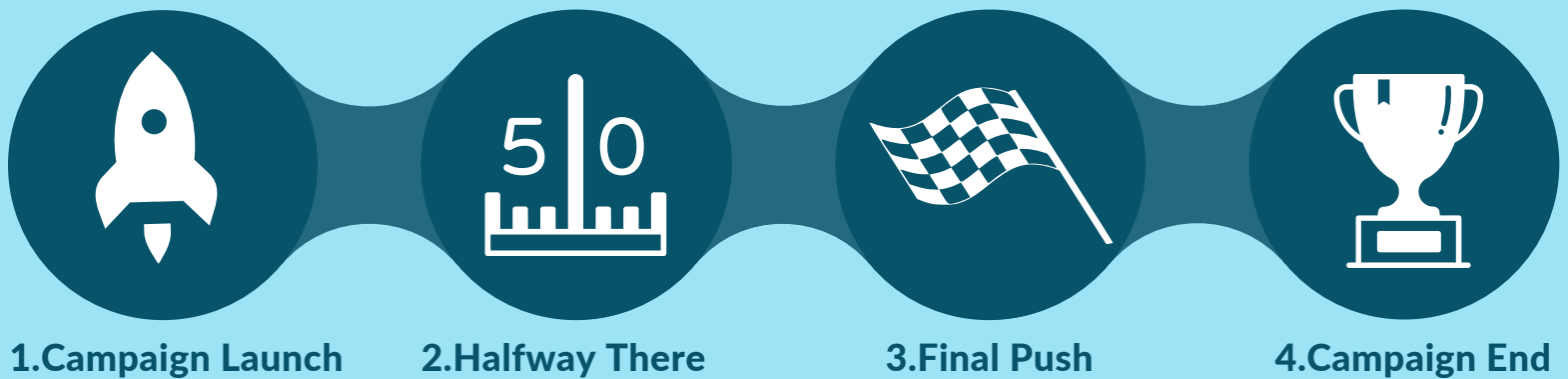
TIP:

Personalize your asks. Tell donors your story. Make them understand why this organization means so much to you.

Communication
How Often Should I Reach Out?

You should communicate with your network through the entirety of the campaign. It is best to contact a few people at a time to avoid feeling overwhelmed.

1.Campaign Launch   **2.Halfway There**   **3.Final Push**   **4.Campaign End**

Keep the momentum going each week by emailing at least 5-10 people in your network to raise funds and 1-2 social posts to keep the campaign in front of everyone's eyes.

During the final push of your campaign, circling back to people who have not yet responded to your ask is always helpful. Sometimes people get busy and completely forget about your previous email.

Finally, it is always recommended to thank donors as you go. You can have fun with this by posting photos of your donors on social media or creating a shoutout video to thank them!

Click **HERE** to download a sample timeline to help you plan out your campaign!

Ready, Set, Fundraise!
Copy, Paste, Send!

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 sample communications for you to use throughout the campaign.

Before Campaign Launch
THE GOAL IS TO SHARE, SHARE, SHARE!

WHEN TO SEND

One week before the campaign begins. The purpose of this announcement is to make your network aware that you are fundraising for this organizations campaign. You are spreading the word to everyone that you need their help reaching your fundraising goals. Their support will not only help you, but it will also help an important cause and organization that you care about.

Sample Email:

Friends,
I have always had a strong connection to the _____ (INSERT ORGANIZATION NAME), and now I have the opportunity to help them raise funds for their _____ (INSERT CAMPAIGN NAME) online campaign!

(INSERT ORGANIZATION) is fundraising to _____ (insert what organization is funding for). Please join me in supporting this organization and their wonderful cause.

My personal fundraising goal is to raise <$$$> by the end of the campaign and be number one on the fundraising leaderboard! Any size gift will help bring me closer to my goal and support an amazing organization. Click the link below to donate today!!

(INSERT PERSONAL FUNDRAISING LINK)

Thank you!

YOUR NAME

Sample Social Posts:

Facebook

Hey friends, I've signed up to help (TAG ORGANIZATION) raise funds to help them (INSERT why organization is fundraising). Can you help me make a lasting impact? Join me as I become a Champion for the (INSERT CAMPAIGN NAME)! Please share with your friends and family and donate today: (INSERT PERSONAL FUNDRAISING LINK)
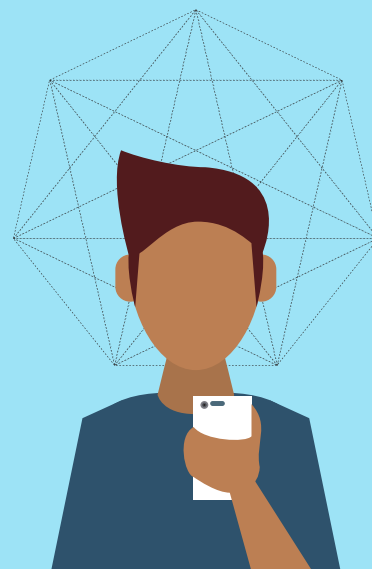
Twitter

I have committed to raising $$$ for _____(INSERT ORGANIZATION / CAMPAIGN NAME), and I could use your support! _____(INSERT PERSONAL FUNDRAISING LINK) #YOUREVENTHASHTAG

Instagram

Post your fundraising profile picture

I am a fundraiser for (INSERT ORGANIZATION/CAMPAIGN NAME). We could use your help! This campaign will provide _____. #hashtag *tag friends participating* *tag organization*

During Campaign

Throughout the weeks of the active campaign. The purpose is to share that you are fundraising for this campaign and that you are working toward meeting your fundraising goals. This is when you share your story and explain the impact this organization has had on your life. The goal is to make your network understand why supporting this organization is so important. Send these emails to at least 5-10 people in your network 2-3 times a week.

Sample Email:

Friends,
(INSERT ORGANIZATION) has really captured my heart and imagination. (Insert sentence to tell your friend WHY this organization matters to you and what the funds raising will accomplish.)

On _____ (INSERT LAUNCH DATE), we launched the _____ (INSERT CAMPAIGN NAME) Campaign. It is a campaign that will ensure _____(insert what you are fundraising for). Your support, through the link below, will benefit a wonderful organization and also move my name up the leaderboard. More importantly, we will celebrate the power of collective giving. We want the entire community to feel connected and everyone counts.

We are excited to see how big and influential our network might be! With your help at any level, we can make a difference. Join me today in support of the _____ (INSERT ORGANIZATION NAME) Community!

(INSERT PERSONAL FUNDRAISING LINK)

Thank you!

YOUR NAME

Sample Social Posts:

Facebook

(INSERT ORGANIZATION) is fundraising to _____! We provide _____ _____ (INSERT SERVICE PROVIDED). Imagine you were without (LIST SERVICE OR ITEM AND WHY YOU WOULDN'T WANT TO GO WITHOUT IT. Ex Clean water, school books, food). You can make a difference. Support your community today by donating now! *INSERT LINK* *tag friends in post* *tag organization*

Twitter

Can we all agree that (INSERT GROUP / AREA AFFECTED) needs _____? Then join us in supporting our _____ campaign! _____(INSERT LINK) #YOUREVENTHASHTAG

Instagram

Post a meaningful picture that shows why the cause is important to you
I support (INSERT ORGANIZATION) because _____, and we could use your support! Please make a gift today. #hashtag *tag friends participating* *tag organization*

Final Push

WHEN TO SEND

Last week of the campaign. The purpose is to inform your network that time is running out and they can help you reach your goals by donating and/or sharing your fundraiser with their network. These messages create a sense of urgency so your network knows they only have a little time left to help you reach your goals. This is also a great time to circle back to those who did not give after the first email correspondence.

Sample Email:

Friends,
I am a supporter of (INSERT ORGANIZATION) and I am fundraising for a their campaign.

I take _____ (INSERT SOMETHING THE ORGANIZATION PROVIDES THAT YOU TAKE FOR GRANTED) for granted, don't you? Then I imagine _____(INSERT UNDESIRABLE RESULT FROM NOT HAVING THAT ITEM). I love this fundraiser because the funds directly support (INSERT WHAT FUNDS GO TOWARD). Will you join me in supporting this organization?

I have raised $XXX and I am only $XXX away from reaching my fundraising goal. I would be so thankful for your help in reaching that goal.

If you've already donated, consider one more gift: share this link [URL] with your family, friends, and social networks.

(INSERT PERSONAL FUNDRAISING LINK)

Thank you!

YOUR NAME

Sample Social Posts:

Facebook

I've already raised $XXX to help (TAG ORGANIZATION) reach its fundraising goals! There's only one week left and I need your help. Share/donate now! *INSERT LINK* *tag friends in post* *tag organization*

Twitter

I'm almost to my goal, help a girl / guy out in order to _____ (INSERT WHAT YOUR FUNDRAISING GOAL HELPS). _____ (INSERT PERSONAL FUNDRAISING LINK)

_____

End of Campaign

When the campaign ends. The purpose of this is to thank all of your donors for supporting you and this organization. This is also a great way to share the impact of their support.

Sample Email:

Friends,

With your help and support, I raised $XXX for the _____(INSERT CAMPAIGN NAME)! I can't thank you enough. This will allow _____ _____ (INSERT ORGANIZATION NAME) to continue providing _____ (INSERT WHAT ORGANIZATION PROVIDES). I hope you feel good about your contribution because I appreciate it!

I hope we can continue to help organizations like _____ (INSERT ORGANIZATION NAME) reach their fundraising goals. World change happens one person at a time, and I'm happy we were able to make a difference together.

Until next time!

YOUR NAME

Sample Social Posts:

Facebook/Twitter

Thank you (INSERT/TAG NAMES OF FRIENDS WHO DONATE THROUGH YOU) for supporting me in our fundraising effort. You are some of my favorite Champions!

Instagram

Post a photo of you holding a sign that says thank you

Thank you (INSERT NAMES OF FRIENDS WHO DONATE THROUGH YOU) for supporting me in our fundraising effort. You have helped me raise over $$$! #hashtag *tag friends who donated through you*

swell
FUNDRAISING

THANK YOU FOR BEING A FUNDRAISER!

Thank you so much for taking the time to fundraise for the (INSERT ORGANIZATION NAME/CAMPAIGN NAME)! Every gift moves us closer to fulfilling our goals. We appreciate your hard work! If you need additional support, please contact:

NAME
email address
phone number