

**ONLINE**

RAISE MORE MONEY

**FUNDRAISING**

DO MORE GOOD

**TOOLKIT**

BY

**SWELL FUNDRAISING**

# DAY 1

## Get Started!

Find a core group of 5-10 people who are passionate about your cause. They should have qualities that embody someone who is unafraid, confident, passionate, committed and has a high level of responsibility, and well networked. You also want diversity in this group of people. They should have different channels and different networks. (these will be the people who reach out to others in the community asking to donate) Your board can help suggest people as well.

# DAY 2

## Equip Fundraisers!

Now that you have found a core group of people, it is time to equip them for the campaign. Put together a case statement with information that will give your fundraisers a better idea of what they are being asked to do. This should include your fundraising goal, what the campaign will fund, why the organization needs the funding, and a timeline. Also, explain to them that they are being asked to fundraise from launch of campaign to the end. Their job is to go online and share their story. They will also find success sharing their story by email and phone. The more personal the ask, the better chance of a donation.

# DAY 3

## Create Fundraisers!

Now that you have equipped your fundraisers, it is time to get them signed up! Have them sign up on your campaign website by clicking the "Become a Fundraiser" button. Once they do this, they will receive an email with their personal fundraising page link.

# DAY 4

## Create Tools to Help!

You will receive a fill-in-the-blank resource page with sample social media posts and a sample email. Fill in all of the blanks to make the resource page as specific and unique to your organization's online fundraising campaign.

# DAY 5

## A Place to Go!

It is time to create a hidden content page now that your resource page has been created. This will be a place your fundraisers can come to get the sample social media posts and sample email. Login to the Swell dashboard. Once in your campaign, click on the Setup tab then Content. Once there, click the green plus in the top right corner to create a new content page.

Place your filled out resource page in the white space and make sure to check the active and hidden box. This will allow your fundraisers to see this page if they have the link, but it won't show up on the campaign site for everyone to see. Make sure to hit 'Save' so the page will be created!

# DAY 6

## Send Helpful Tools!

It is time to send resources to your fundraisers now that the hidden resource page has been created on your campaign site! First, send them the document of the resource page you created. Make sure to tell them they can personalize this to fit their story and connection to the organization. Second, send them the link to the hidden resource page on your campaign site just in case they lose the document you sent them. They can easily copy and paste from here.

# DAY 7

## Raise Awareness!

Reach out to your fundraisers and ask them to raise awareness about the campaign before it launches tomorrow. Have them post on their social media channels that they are fundraising for your campaign during the dates it is live and they could really use the support of their friends and family when it launches tomorrow! They can tell a personal story to make it more meaningful as well. This will allow people to start talking and thinking about the campaign before it launches tomorrow so it won't be the first time they are seeing something about it.



# DAY 8

## Ready, Get Set, Go!

### LAUNCH DAY!!

Tell your fundraisers to reach out by email or phone to at least 10 people in their network asking for a gift to your organization on their behalf. They should look at the resource page you gave them, and build on the sample email as their template. If they do not want to ask people in bulk due to time, ask them to reach out to 2-3 people each day instead.

# **DAY 9**

# **Share on Facebook!**

Change your organization's Facebook header to match the event header on your Swell campaign site! This will help promote the campaign.

# **DAY 10**

## **Share Everywhere!**

Now that you have changed your Facebook header, tell your fundraisers to do the same!

Make sure they start raising awareness on all of their social media platforms by sharing their personal fundraising link.

# **DAY 11**

## **Tell your Story!**

Social media is best used for raising awareness about your campaign. Post the link to your campaign on your organization's social media platforms explaining why you are fundraising.

# **DAY 12**

## **Check In!**

Reach out your fundraisers and make sure they have asked at least 10 people for donations. Tell them to continue to reach out to people by email or phone and tell their story of how your organization impacted their life.

# DAY 13

## Use your Hashtag!

Take time to go follow your hashtag for the campaign on your Twitter account. Once you follow it, you will be able to see the thank you tweets automated by us so you can retweet it and thank donors on your personal Twitter page!

# DAY 14

## Give Praise!

Reach out to your fundraisers as their cheerleader! Congratulate those who are doing well so far. Give a shoutout to those who are leading the way, and encourage those who are struggling or haven't started yet.

# **DAY 15**

## **Share your Progress!**

Give your fundraisers an update on where you stand in the campaign. Tell them how close you are to reaching your goal and maybe set a goal for the week so they have something to strive for.



# **DAY 16**

## **Shoutout Fundraisers!**

Post on social media about the campaign. This is a great time to highlight one or some of your fundraisers and their personal story that connects them to your organization.



**DAY 17**

# Send a Reminder!

Tell your fundraisers to reach out to those who have yet to give, and challenge them to email 10 more people this week.

# **DAY 18**

## **Thank Donors!**

Reach out to your fundraisers and tell them to thank their donors on social media or personally thank them with an email or phone call.



**DAY 19**

**Thank on Twitter!**

Check your twitter account so you can retweet all of our tweets thanking your donors!

# **DAY 20**

## **Guide your Fundraisers!**

Take the time to personally reach out to the fundraisers who are struggling. See if there is something you can do to help them get on their feet.

# DAY 21

## Have Some Fun!

Tell your fundraisers to get creative. They can make this more fun by challenging each other. They could both try to reach a fundraising goal by a certain time, and the winner could get rewarded. They can also challenge themselves to reach a certain goal. For example, if they don't reach their goal they might have to get pied in the face.



**DAY 22**

**Share their Stories!**

Post on your social media platform highlighting another fundraiser, and tell how their story connects to your mission for the campaign.

# **DAY 23**

## **Thank your Donors!**

Thank people who have donated so far on social media. If someone made a large gift, reach out to them personally by letter/email/phone to thank them. This will establish a donor relationship for future fundraisers.



# DAY 24

## Create Excitement!

Pump up your fundraisers by congratulating those who are doing well so far. Also create a little bit of competition! See if someone can move up on the leaderboard by the end of the campaign.

# **DAY 25**

## **The Final Stretch!**

Post on your organization's social media platforms that it is the last week to give. Tell them how close you are to reaching your goal and you need their help getting there!

# DAY 26

## Make an Impact!

Tell your fundraisers to post on their social media platforms as well. They can ask for support in the last few days of the campaign in order to make an impact on someone else's life like the organization did for them.

# **DAY 27**

## **Give it Your All!**

Thank your fundraisers for all of their hard work so far, and they only have a few days left. Tell them to make a big push in the last few days and to give it all they've got!

# DAY 28

## Last Day to Give!

Reach out to your fundraisers and tell them to email everyone who didn't give yet and remind them it is the final day to give toward the campaign. Also tell fundraisers this is the last day they can ask someone to give and make sure they have personally asked everyone in their network. They will be more compelling if they tell their personal story that connects them to the organization.



**DAY 29**

**Share on Social Media!**

Post on your organization's social media platforms that it is the last day to give and tell them not to miss out!

# DAY 30

## Share your Appreciation!

Thank donors on social media and everyone else (fundraisers) for participating and working so hard to reach your fundraising goal. If there are large donors, thank them personally with a letter or phone call.