

# Swell Online Success

**Classes will meet online weekly beginning May 8th. Each class is 30 mins with 30 mins for questions. Recordings/Replay links will be sent following each class.**

## **Class Schedule:**

### **Session 1:** Goals and Set-up

### **Session 2:** Who?

- How to ask someone to be involved
- Profile of the perfect fundraiser

### **Session 3:** Supporting Your Fundraisers

- Toolkit with sample emails and social posts
- Communication tips to motivate fundraisers

### **Session 4:** FOMO and Scarcity

- How to create urgency and fear of missing out

### **Session 5:** Crisis Fundraising: How to Always Be Ready

- **Participants will be invited to join a closed, Facebook group to foster idea-sharing.**
- **Members will represent a diverse geographic network**
- **At conclusion, participants will be equipped to launch and lead a successful online fundraiser.**