



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

# Fundraising Toolkit



# Welcome, Fundraiser!



We're thankful for your unwavering dedication to The Rescue Mission and are thrilled that you've decided to make an even bigger impact by becoming a fundraiser on our behalf.



Supporters like you make the nonprofit world go 'round.

Your partnership in supporting our mutual cause means that by deciding to become a fundraiser, you're taking the partnership to the next level: introducing us to your friends and family. That's a big deal!



To ensure you're equipped with all the right tools, tips and tricks, we've created this Fundraising Toolkit.

## INTRODUCTION

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Whether you're new to nonprofit fundraising or are a social fundraising master, this Fundraising Toolkit will help you raise funds for The Rescue Mission and the most vulnerable in your community. 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 **\$200** 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 Rescue Mission has impacted your life in a meaningful way and why you've decided to fundraise on our behalf. Don't hesitate to pull at donors heartstrings; people are more likely to give if there's an emotional connection.

# Fundraising Best Practices

Fundraising leverages the power of your social network to meet fundraising goals and help move The Rescue Mission closer to our 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.

## 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 goal.

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 poison 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 four times you should communicate with your network during a fundraising campaign:

- 1. Campaign launch**
- 2. Midway goal**
- 3. Final push**
- 4. Campaign end and thank you**

We recommend maintaining momentum between each of these main milestone communications with social posts weekly. 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 to a few social posts a week or even daily 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 stressful.

## READY, SET, FUNDRAISE!

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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.

**Copy, paste, and start fundraising.**

# Announcement #1: Campaign

**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 raise some money for The Rescue Mission

### BODY:

Hey, **[Name]**! I hope this finds you well. I've got great news! I've signed up to participate in The Rescue Mission's One Night and could really use your help. I'm committed to helping The Rescue Mission by raising **[\$Goal]** which will go to support the most vulnerable in our community.

Every donation, large or small, makes a difference and moves The Rescue Mission closer to their fundraising goal.

Want to make a lasting impact? Please visit my fundraising page at **[URL]** and make a donation today!

If you want to make an even larger impact, you can sign up to take part in One Night and create a fundraising page of your own at **fwrn.org/onenight**, set your personal fundraising goal, and start spreading the news!

Can't donate or become a supporter? No worries. You can still pray for The Rescue Mission and those they serve. Also, please consider forwarding this email to your friends and family to get the word out.

Thanks so much for your support!

## TEXT

**[Name]**, I've signed up for The Rescue Mission's One Night to raise **[\$Goal]** and spread awareness for the men, women, and children facing a homeless crisis and food insecurity. Please help by donating today: **[URL]**

## FACEBOOK

Hey friends, I've signed up for **@TheRescueMission's** One Night to raise **[\$Goal]** and spread awareness for the men, women, and children facing a homeless crisis and food insecurity. Are you down to help make a lasting impact? Please share with your friends and family and donate today:**[URL]** #onenight21

## TWITTER

Hey friends, I've signed up for **@Change4goodRM** One Night to raise **[\$Goal]** and spread awareness for the men, women, and children facing a homeless crisis and food insecurity. Help make a lasting impact by donating today: **[URL]** #onenight21

# Announcement #2: Midway Goal

## Send: When you're halfway to meeting your fundraising goal.

The purpose of the midway announcement is to share that you're halfway to meeting your fundraising goal 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, we're halfway there—**\$XX** more to go!

#### BODY:

**[Name]**, I've got great news—I'm halfway to reaching my personal fundraising goal of **[Goal Amount]** raised for The Rescue Mission! Pretty awesome, right? All the money raised will help the men, women, and children facing a homeless crisis and food insecurity. Will you help me move the needle forward with a donation? Visit **[fundraising page URL]** today.

If The Rescue Mission is near and dear to your heart like it is mine, consider becoming a supporter and starting your own fundraising page 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!).

Thank you!

### TEXT

**[Name]**, guess what? I'm halfway to meeting my fundraising goal for The Rescue Mission! Please help by donating today: **[URL]**

### FACEBOOK

Ohhh, we're halfway there—only **\$XX** more to go to meet my fundraising goal for **@TheRescueMission's** One Night. Help me get all the way there and share/donate today: **[URL]**  
#onenight21

### TWITTER

Ohhh, we're halfway there—only **\$XX** more to go to meet my fundraising goal for **@Change4goodRM's** One Night. Please help me move the needle forward by donating today: **[URL]** #onenight21

# Announcement #3: Last Push

## Send: One 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 urgency with a time-sensitive deadline so your network knows they only have a little time left to help you reach your goal.

### 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 The Rescue Mission's One Night to help men, women, and children facing a homeless crisis and food insecurity. I'm only **[\$XX]** away from reaching my fundraising goal. If you haven't donated yet, please donate now!

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

Let's do it!

### TEXT

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

### FACEBOOK

I've already raised **\$XX** to help **@TheRescueMission** reach its fundraising goal! There's only one day left and I need your help. Share/donate now! **[URL]** #onenight21

### TWITTER

I've already raised **\$XX** to help **@Change4goodRM** reach its fundraising goal! There's only one day left and I need your help. Donate now! **[URL]** #onenight21

# Announcement #4: Goal Reached or Campaign End

Send: When the campaign ends or you've hit your goal.

The purpose of this is to let your network know that the campaign has ended and/or you've reached your fundraising goal. The tone should be congratulatory and should thank your network for their contributions of donations/shares. This is also a great way to share the impact of their support.

## EMAIL

### SUBJECT LINE:

We did it!

### BODY:

**[Name]**, with your help and support, I raised **[\$XX]** for The Rescue Mission! I can't thank you enough. Because of your gift, the most vulnerable in your community will have a place to find real change! I hope you feel good about your contribution because I sure appreciate it.

I hope we can continue to help The Rescue Mission reach its fundraising goals in the future. World change happens one person at a time, and I'm happy we were able to make a difference together.

Until next time!

### PRO TIP:

**Sending a hand written thank you card to your supporters will really stand out in our digitally driven world. Plus, who doesn't like getting mail that's not a bill?**

## TEXT

**[Name]**, thank you! I've reached my fundraising goal of **\$XX** for The Rescue Mission. I'm thrilled we could make a difference together. Look what we did: **[URL]**

## FACEBOOK

We did it! Thank you all who helped me reach my fundraising goal of **\$XX** for **@TheRescueMission**. World change happens one person at a time, so I'm thrilled we were able to make a difference together. Look what we did: **[URL]** #onenight21

## TWITTER

We did it! Thank you all who helped me reach my fundraising goal of **\$XX** for **@Change4goodRM**. I'm thrilled we were able to make a difference together. Look what we did: **[URL]** #onenight21



## THANKS FOR BEING A FUNDRAISING SUPERSTAR

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Thank you so much for taking the time to spread the word about our nonprofit's work and for fundraising on our behalf. Every dollar raised moves us closer to fulfilling our mission and helps us continue to make a lasting impact. We appreciate you and look forward to continuing this meaningful partnership for years to come!

