



# FUNDRAISERS ACTIVATION GUIDE

## Build a Campaign Team

A fundraising campaign is an organized effort to raise funds for your organization. It is different than general fundraising in that it is usually themed, time sensitive and has a clear monetary goal and purpose. It's important to identify key internal teams who will be driving execution of campaign early on. Identify the key people you will need to support your fundraising campaign. Here are some potential positions to consider:

- Social Media Manager - Creates promotional assets, schedules posts and moderates comments.
- PR - Coordinates opportunities to for your campaign to be featured in media.
- Communications - Oversees website and marketing coordination with other team members.
- Community Support - Creates resources that support your fundraisers.

## Design Your Campaign

You've been working hard at thinking through your charitable initiative whether it's a day event or broader movement. Now it's time to look at it through an online lens, ensuring the supporter experience is a priority. Few things to think about:

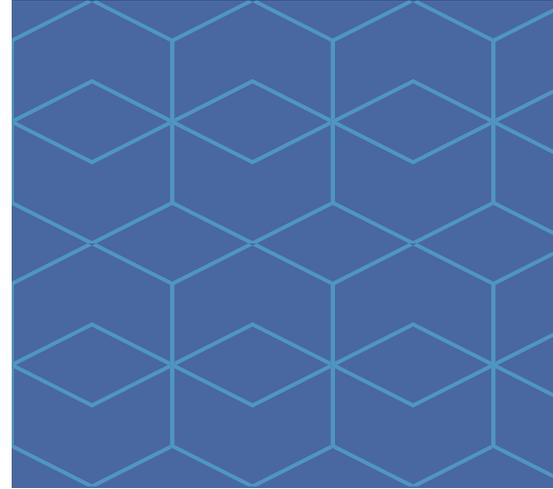
- What #hashtag are you using?
- Which of your online channels have the broadest reach?
- What types of images are you sharing online?
- Are you capturing the initiative's impact in shareable content?
- Are ways to participate communicated in shareable concise content?
- Are you setting a reasonable goal?
- Are your key influencers active online? How many followers do they have on their Facebook Page?



## Educate Your Donors

Your donors know and trust your organization. As such, they'll be coming to you with questions about fundraiser strategies and ways to support your organization. Guide them in learning about Facebook Fundraisers early on. Ways to achieve this include:

- Integrate our “Facebook Fundraisers Best Practices” Email Template into your email marketing schedule
- Host a simple tutorial webinar and Q&A
- Share our [nonprofits.fb.com](https://nonprofits.fb.com) site, encourage your donors to get acquainted with the Fundraiser set-up
- Coach your donors on “the ask”, helping them feel comfortable sharing the campaign initiative and confident that they understand the fundraising goals.



## Help People Tell Their Story

One of the most compelling things an individual can do to attract donations is to tell their friends and family how they found your cause and why they care about it. Empower them to tell their own authentic story as to why their care about your cause. Asking for money can be scary. Help them out by:

- Creating examples can model by asking your staff, board and core supporters to share their own stories.
- Preparing, statistics, graphics, email templates and blog posts that reinforce your campaign efforts your donors can easily use for their fundraiser content.
- Focusing on helping people show the impact of a donation. What can \$10 do for your organization? Who are these donations helping, and how? Many organizations offer images and copy people can use in their own outreach.

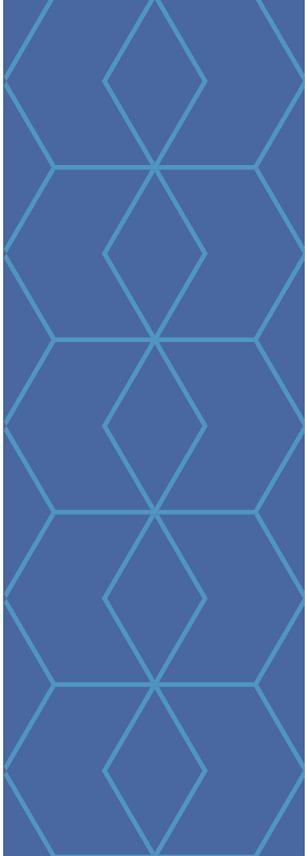


## Build Momentum Early On

Prep your audience for the specific campaign launch by:

- Explaining the purpose of this on line campaign so donors can digest information before being called to act.
- Building excitement on ways to participate at launch
- Segmenting your current donor list and understanding most active on Facebook vs. email vs. website vs. snail mail. Surveying your active donors with a short form is effective.





## Take Off With A Strong Launch

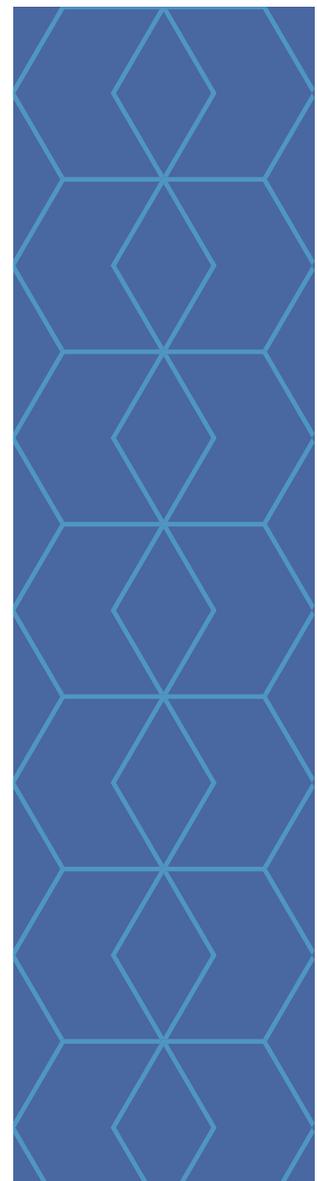
Creating a sense of urgency early on encourages a bandwagon effect. The more people that jump on board at the beginning, the higher the credibility, the more likely to share and spread more broadly online. This is why designing your campaign and building momentum prior to launch is crucial for campaign's long term success. Ensure your launch goes well by:

- Setting a launch goal, for example “Today is World Water Day, let’s raise \$10,000 within the first 24 hours in order to build 5 new water wells in Tanzania!”
- Posting simple how to create Facebook Fundraiser in your organization’s Facebook Page
- Emailing! step by step instructions day of with clear call to action. Beginning of the day tends to have higher open rates compared to the afternoon.
- Check out the email templates we created for you!

## Keep The Campaign Fresh

Remind your Facebook followers tips and tricks throughout the campaign timeframe. Ideas include:

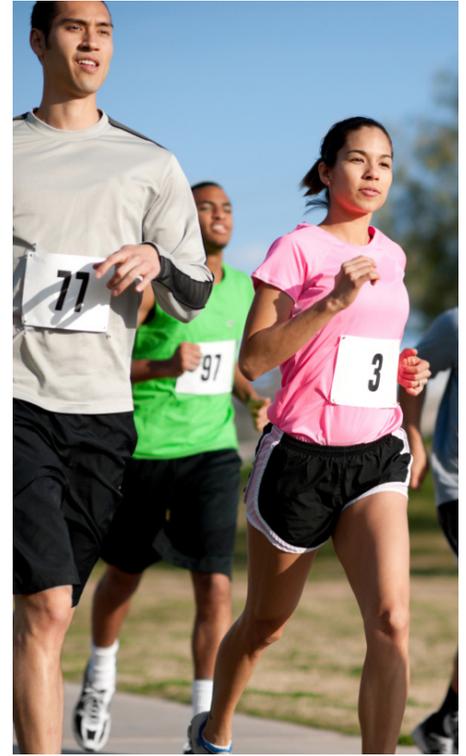
- Remind them about the easy steps to create a Facebook Fundraiser
- Post tips about the importance of storytelling and ways they can easily share their authentic compassion for this cause
- Continue to equip your followers with shareable posts and images
- Share a specific story about the people, places, and/or project their fundraising support is helping impact. This brings the person-to-person contact to the forefront and to the cause.
- Make at least 3-5 new posts on your Facebook Page per week.
- Encourage your supporters to launch a fundraiser on behalf of their birthday or an upcoming event.
- Set mid-campaign goals and share updates about time left, percentage of your goal reached, the number of people fundraising on your behalf and the number of donors so far. Highlighting progress is one of the best ways to encourage your community of fundraisers.
- Don’t forget to leverage your other social media channels like Instagram and Messenger!



## Launch a Referral Contest

The goal of a referral contests is to get your supporters excited and proud to share the cause that they've already contributed to. Adding incentives for "top referrers" gives your supporters an extra motivation to share with their networks. You can think of it as "gamifying for good." Steps to launching a successful Fundraiser Referral Contest as are follows:

- Contests work best when your campaign's aggregate funding and overall support is starting to lag. This is a chance to infuse a new call to action and re-energize your supporters to get involved.
- Create attractive incentives for winning referrers. Examples include exclusive meet and greets with influencers, unique volunteer experiences, complementary tickets to events, swag bags, advisory mentorship with Board members. Be creative!
- Set a realistic timeframe. Running a 1-3 day referral contest is doable in terms of tracking and urgency.
- Be clear from the beginning, set the stage, communicate the rules. "We're launching a referral contest. The top 3 individuals who raise the most money with their Facebook fundraiser on #GivingTuesday will receive two free tickets to our annual gala hosted at the New York Met. The contest will begin at Dec 2 11:59pm PT and end promptly at Dec 3 12:00am PT. Winners will be announced on Dec 4."



## Activate Media and Blogger Relationships

Press promotion is powerful when your campaign has gained traction and hit at least half of its goals (be it aggregate dollars raised or # of fundraisers launched). This signals credibility to the crowd.

- Stories should focus on the impact of the overall campaign initiative and cause, then zero in on how people can get in involved with Facebook Fundraisers.
- Be sure to include a clear call to action on how supporters can get involved. This could be a hyperlink directly to your Facebook Page or instructions on how to launch their own Fundraiser directly.

## Involve Your Influencers And Evangelists

Similar to press features, influencer and celebrity engagement is powerful once the campaign's organic reach has taken off and credibility is set. These influential individuals are passionate about your organization's mission and are willing to leverage their social media followings to elevate the cause. Make it as easy as possible for these influencers to share your cause. A single ask can go a long way. Determine which type of influencer involvement is most beneficial and double down on securing one. Ideas for influencer involvement include:

- Participation in an in-person event to increase awareness
- Launch a Facebook Fundraiser.
- Or have them commit to \$X contribution and use a "Flash Funding Day". The influencer would contribute small sums of donations to all the active Fundraisers on a specific surprise day (up to the agreed upon \$X).
- Participate in the referral contest. One post could activate a huge groundswell of support with their large follower reach.
- Offer a pro bono gift or experience. Signed swag, behind the scenes concert or movie screening, personal Facebook Live shoutout, options are endless!



## Introduce New Funding Milestones

You've been kicking butt and your campaign is coming to a close. There are active fundraisers behind your cause and you want to keep them going during this final stretch. What do you do?

- Add stretch goals. This adds a new call to action and keeps urgency up, encouraging repeat contributors.
- Milestones validate your campaign and gives people a sense of unity. As you get close to your campaign goal people become more likely to join the efforts, so remind them how close you are.
- Announce campaign extension - "Because of your continued support, we're excited to extend our efforts for 5 more days!"
- Stretch goals could attract organic celebrity or influencer engagement during the final hours, you never know!

## End With Gratitude

The most important piece of entire campaign is giving thanks to those that helped make it a reality.

- Post key successes, stats, and the overall impact made throughout this campaign. You could highlight top fundraisers, key moments, images, etc.
- Send personal Thank You messages to Top Fundraisers
- Give them an update on next to come!

Not sure how to time it all? Check out our [Calendar Guide](#) to help jumpstart your campaign planning early on!