



# Toolkit for Fundraisers



## Be a champion for the cause you love!

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You can raise awareness of your favorite nonprofit by creating a fundraising page on the [GiveBIG website](#) and asking your friends, family, and co-workers to donate.

1. **Choose** a nonprofit to fundraise for.
2. **Create** your fundraising page.
3. **Share** your fundraising page with your network.

Every time you share your page through email or social media, you expand the circle of people who get to know about and support the organization you are championing.

## Frequently Asked Questions

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### Who should I ask to give?

Family, friends, co-workers, neighbors, friends of friends, your favorite barista, and more! Not everyone you ask will donate, but money isn't the only benefit from fundraising. By reaching more people and new audiences, you bring greater awareness to the cause you care about!

### Who do I reach out to if I need help?

A Mightycause support team member is happy to help with questions about using the Washington Gives website or direct you to the correct 501 Commons team member who can address your concern.

- Fill out a quick form to [contact support](#)
- Email us at [wagives@mightycause.com](mailto:wagives@mightycause.com)
- Call (202) 800-1618

## Create Your Fundraising Campaign

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You can follow this [simplified outline](#) of what you need to do to set up a campaign page. A more detailed step-by-step guidance on creating your page is below:

### Personalize your page

1. Go to the [Search page](#).
2. Use the search bar to find your nonprofit or cause.

 Search

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3. Click the FUNDRAISE button.


 Fundraise

4. You can either log in to your Mightycause account or create a new account.
5. Enter your fundraiser title. Give your page a short and attention-grabbing title no longer than 50 characters. Visit other fundraising pages for inspiration.
6. Provide a brief description sharing why you donate and support the organization and are asking others to join you. You have 100 characters to state your case, so make it compelling!

[Click here to briefly describe your fundraiser.](#)


7. Enter your goal:

Click on “no goal set” and enter the amount you want to raise or the number of people you want to motivate to donate.

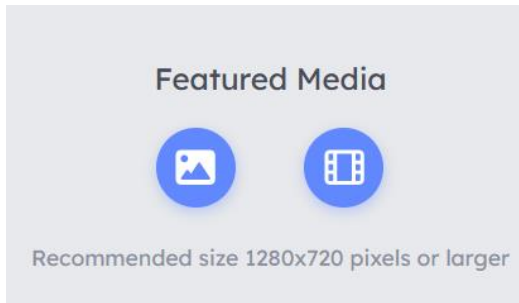
 NO GOAL SET

Think about how many people you will ask, assuming 10–50% will give depending on how big your list is and how close you are to them. Estimate how much they may be able to realistically give when creating your goal. You can always adjust your goal later.

8. Set the duration of your campaign. Generally, this will be from the day you expect to send out communications about your campaign until midnight on May 8, the end of GiveBIG.

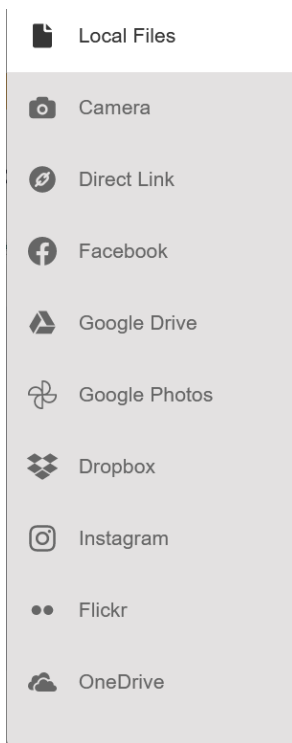
 SET DURATION

9. In the Featured Media page, you can upload a video or image.



Click on the video icon on the right to upload a video from YouTube or Vimeo.

Click on the image icon on the left to upload an image. Mightycause makes this easy by linking you to a variety of sources:



Add a compelling image of yourself or the people that the nonprofit helps. The image should be good quality. Hopeful images with faces have the most impact!

Now, you should begin to write your Fundraiser Story.

STORY

UPDATES (0)

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[Click here to begin composing!](#)

Characters : 0/5000

This section should include your story about your connection to the nonprofit, their mission, and why you give. Your personal story is the most compelling reason for people in your network to give! You should ask directly for a donation, thank them for considering that donation, and ask them to share your page with the people in their network, further spreading the word.

10. Publish your page! There are a few other elements of the page that you do not have to complete, but you can always go back and refine your page later. Make sure to copy your page's URL to share with potential donors!

### Campaign strategies

- **Seed success:** People are more likely to donate to your campaign when they see that someone has already contributed, so encourage your most likely supporters to give early, or make a small donation yourself to get your campaign started!
- **Set a challenge:** Offer a reward for your donors if you meet your fundraising goal. You can promise to shave your beard, throw a party, or set out to finally climb Mt. Rainier!
- **Start a friendly competition:** Pair up with another person doing a fundraising campaign to see who can meet their fundraising goal first.
- **Connect your campaign with a personal event:** Encourage people to donate in honor of your birthday, in memory of someone, or to celebrate a milestone.
- **Make it newsworthy:** Connect your campaign with a topical news story, holiday, or an event connected to your cause.

### Sharing Your Fundraising Page

#### Where should I share?

You know your network best. Use the social media channels where you spend the most time with the people you know! Personal emails and direct messages are more effective than social posts.

## What and when to share?

### ASK: When your campaign starts

- Keep it short, personal, and direct. Explaining your connection to the nonprofit you give to and why you give will encourage others to give.
- Create urgency by including the last day to give. You don't want your supporters to forget to donate!
- Ask them to give *and* share your page. Asking for a **specific amount** is shown to drive giving.
- Use your page's custom URL in all your messages so people can navigate directly to your page.
- Use the hashtag #GiveBIG between April 23-May 8.

### REMIND: Before your campaign ends

- Thank those who have given and remind everyone to give and share.
- This message can include how close you are to your goal. People are highly motivated to contribute to your campaign if you are close to meeting your goal.

### THANK: When your campaign ends

- Thank donors with a general public message. This is one last chance to increase awareness!
- Thank donors directly with a personal email, call, or text.

## Resources

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- [Tools for fundraisers, including GiveBIG logos.](#)
- Look through the [donor frequently asked questions](#) that will help you answer any questions about fees, what GiveBIG is all about, who's responsible for producing GiveBIG, etc.

**Thank you to Third Sector Company for sponsoring this toolkit!**



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