



# 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 [Washington Gives 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.

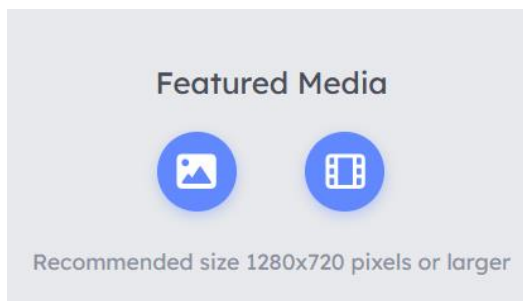
 NO GOAL SET

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 whatever end date you have in mind (such as a birthday, holiday, anniversary, or another special occasion).

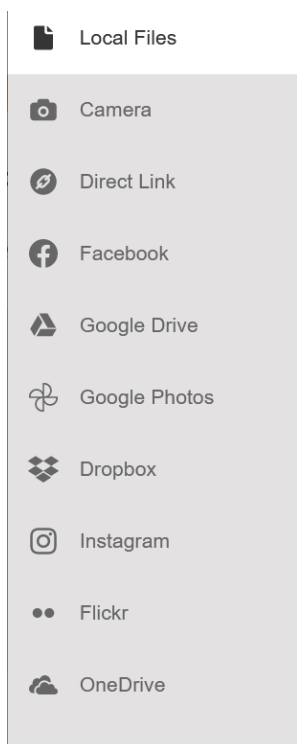
 SET DURATION

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.

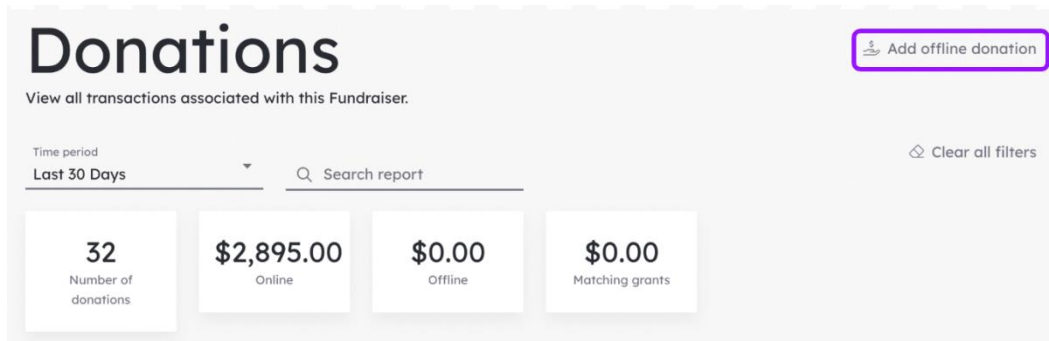
10. Publish your page! There are a few other elements of the page that you do not have to complete, but you can always go back and refine your page later. Make sure to copy your page's URL to share with potential donors!

## Adding offline donations from Peer to Peer Campaigns

To add an offline donation, go to your fundraising page, select the 'Donations' option on your left side dashboard:

-  Story Page
-  **Donations**
- >  Checkout
-  Matching Grants
-  Settings

This will open up your donation report for your fundraiser. In the top right hand corner, click the button that says 'Add offline donation.'



The offline donation input box will appear. You will be able to enter key information such as the donor name, email address, the source (ie. cash, check, corporate, match, etc.), and notes about the donation. The information provided will be viewable in the downloaded offline donations report.

Click "Complete Donation" to add it to your display.

The screenshot shows a form titled "Add An Offline Donation" with a close button (X) in the top right corner. The form contains the following fields: "First name" (required), "Last name" (Optional), "\$ Amount" (required), "Source" (dropdown menu), "Email" (Optional), "Donation date" (calendar icon, pre-filled with "1/18/2023, 4:45:27 PM"), "External Tracking ID" (Optional), and "Notes" (Optional). There is also a checkbox labeled "Hide name from public display". A blue "Complete Donation" button is located at the bottom right of the form.

The External Tracking ID is an optional value that can be provided to assist in reconciling and tracking your offline donations with other internal systems. This can be a string of any characters or text and will be included on your offline donation reporting. Text limit is 255 characters.

Please note, if you would like your offline donation to show on your fundraiser page, be sure the date entered for the offline gift is after the metrics calculation start date for your fundraiser. We suggest listing the actual gift date in the Notes section. This way the donation will be displayed on your page and the gift information will be held in your donations reports.

The offline donation will be added to your fundraiser's display thermometer and donor timeline for supporters to see.

## Editing/Removing an Offline Donation

It's not possible to edit an offline donation. But, that's OK! You can just delete the old one and add a new one in its place.

To delete an offline donation, go back to 'Donations' on the left-hand dashboard. Here, you can then find the donation you'd like to delete in your donations report. Click the 3-dot menu to the right of the donation and then choose 'Delete.'

Then, just add a new offline donation with the amended information by following the steps above.

Donations Report					
Donor	Amount	Date	Email	Comment	
Hannah	\$20.00	01-18-2023			⋮

1 - 1 of 1

Items per page:  Delete

Are You Sure?

Cancel

Delete

## 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 appropriate hashtags to gain visibility among people who may not be in your network.

### 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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- Check out the [tools for fundraisers](#).
- Look through the [donor frequently asked questions](#) that will help you answer any questions about fees, what Washington Gives is all about, and who's responsible for producing this platform.

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



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