

A Guide to Fundraising

Fundraising can be daunting, especially now with our new normal. It might feel near impossible to fundraise when everything is online. However, there are simple and easy ways to fundraise during these circumstances.

- I. The first step is to begin with general board members
 - A. A major step is to recruit and retain great Board Members that you can count on to follow through on the process.
 - B. Find members who are like minded and understand that fundraising can be difficult.

- II. The second step is to create a plan of action
 - A. It is best to development a goal for your fundraiser.
 - B. When you have an end goal fundraising becomes easier to plan.

- III. The third step is to gather a prospect list
 - A. A prospect list is a catalog of potential donors who could benefit from our services.
 - B. For the majority of the donors on the list, there will be a process called a cold call.
 1. A cold call is an unsolicited call in an attempt to sell goods or Services.

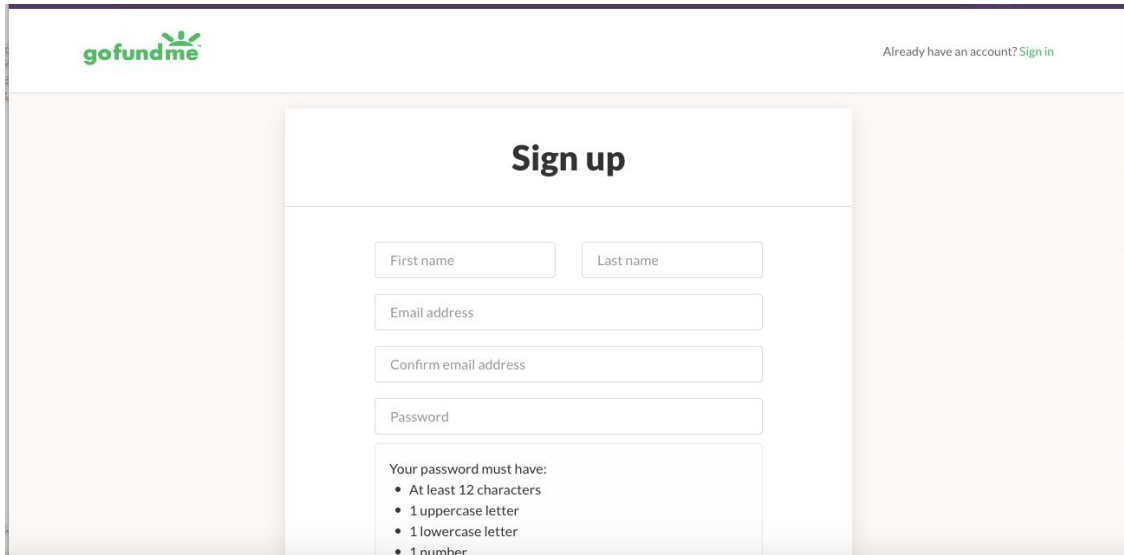
- IV. The fourth step is to secure sponsors and design a dynamic experience for the sponsors
 - A. It is important to keep in contact with the donors and sponsors that was procured during the planning process.
 - B. Donors will always get a percentage of the profit that is made during each Fundraiser.

- V. The fifth step is to promote, promote, promote
 - A. Promoting your fundraiser is the second most important step in having a successful fundraiser, whether that's social media or word of mouth.

- VI. The last step is to assess the results and build relationships
 - A. At the end of the event allow your bookkeeper to go through each transaction and produce financial statements.
 - B. Always stay connected with each donor or sponsor you contact. If a company did not sponsor or donate for one event they can for another.

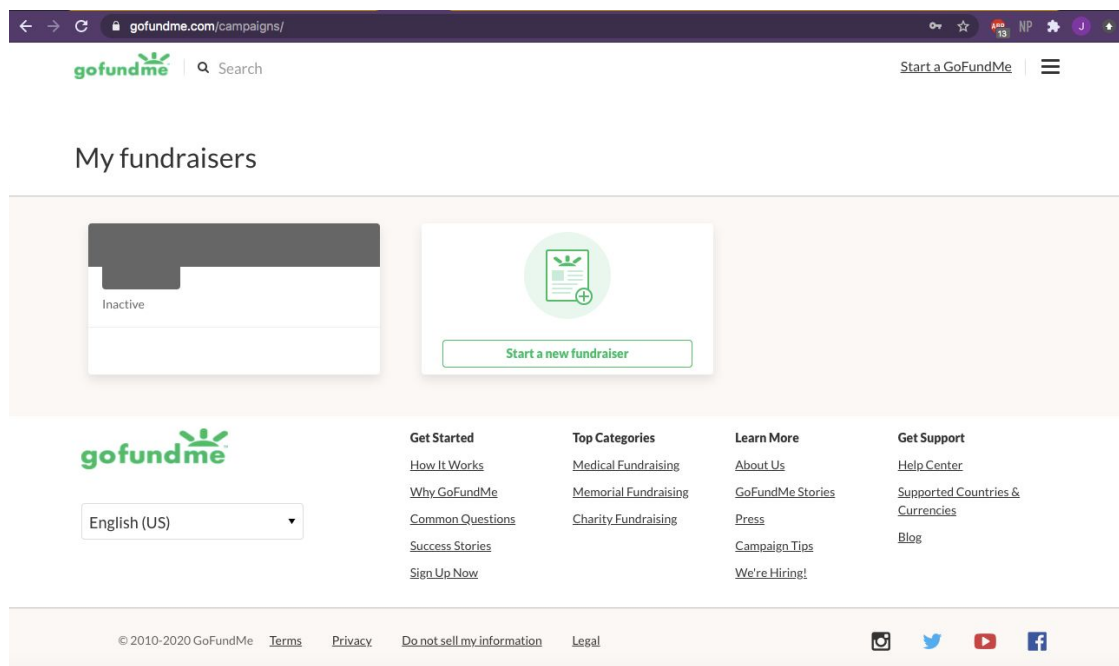
HOW TO START A SUCCESSFUL GOFUNDME (7 STEPS)

STEP ONE~ CREATE A GOFUNDME ACCOUNT (<https://www.gofundme.com/sign-up>)



The screenshot shows the GoFundMe sign-up page. At the top left is the GoFundMe logo, and at the top right is a link for "Already have an account? Sign in". The main heading is "Sign up". Below this are several input fields: "First name", "Last name", "Email address", "Confirm email address", and "Password". Under the password field, there is a list of requirements: "Your password must have: At least 12 characters, 1 uppercase letter, 1 lowercase letter, and 1 number".

STEP TWO~ START A NEW FUNDRAISER



The screenshot shows the GoFundMe website interface. The browser address bar shows "gofundme.com/campaigns/". The page title is "My fundraisers". There is a search bar and a "Start a GoFundMe" button. Below the title, there is a card for an "Inactive" fundraiser and a "Start a new fundraiser" button. The footer contains the GoFundMe logo, a language dropdown set to "English (US)", and four columns of links: "Get Started" (How It Works, Why GoFundMe, Common Questions, Success Stories, Sign Up Now), "Top Categories" (Medical Fundraising, Memorial Fundraising, Charity Fundraising), "Learn More" (About Us, GoFundMe Stories, Press, Campaign Tips, We're Hiring!), and "Get Support" (Help Center, Supported Countries & Currencies, Blog). The bottom of the page has copyright information, terms, privacy, and legal links, along with social media icons for Instagram, Twitter, YouTube, and Facebook.

STEP THREE~ SET A GOAL, FINISH THE DETAILS

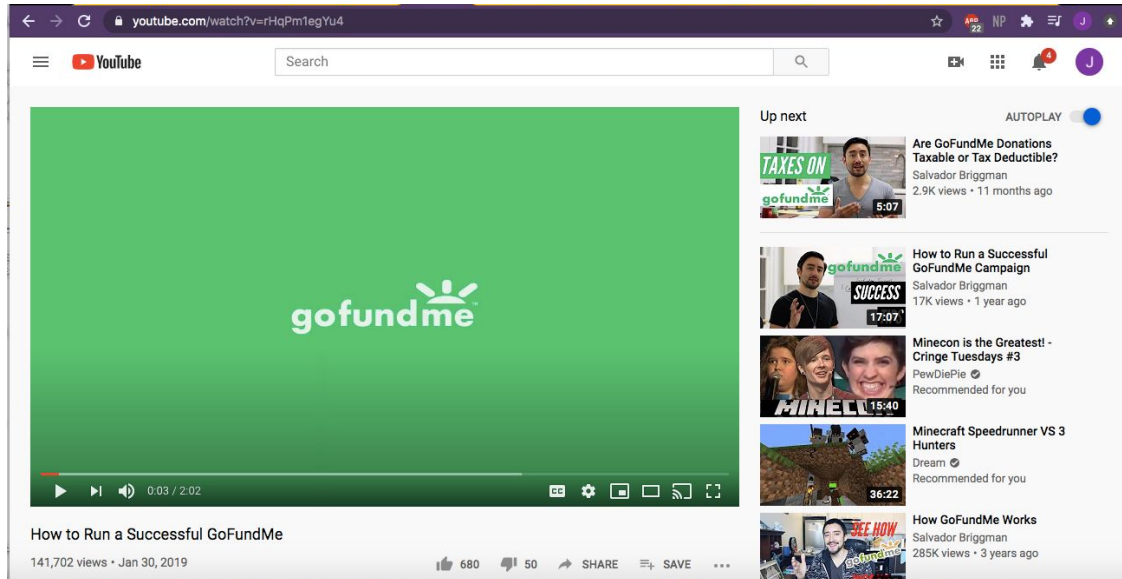
The screenshot shows the 'Step 1 of 3' form on the GoFundMe website. The main heading is 'Enter your goal here'. A large green '\$' icon is followed by the number '1000' in a light green font, with 'USD' and a dropdown arrow below it. To the right, a tip box from 'Jocelyn, our campaign expert' states: 'You can always change your goal amount later. If you're not sure where to start, most campaigns have a goal of \$1,000.' Below the goal amount are four input fields: 'Campaign title' (with a character count of 50), 'Who are you raising money for?' (a dropdown menu), 'Your ZIP code', and 'Choose a category' (a dropdown menu). Under the heading 'Fundraise as:', there are two radio button options: 'An individual' (with subtext 'I am the sole organizer. Note: Team fundraising can be turned on later.') and 'A team' (with subtext 'I will invite others to fundraise with me. Learn more'). At the bottom, a note reads: 'The platform is free for organizers. Transaction fee is 2.9%'.

STEP FOUR~ SELECT AN APPEALING COVER PHOTO OR VIDEO

The screenshot shows the 'Step 2 of 3' form on the GoFundMe website. The main heading is 'Add a cover photo or video'. Below the heading, it says 'A high-quality photo or video will help tell your story.' There are three large buttons: a blue button with a Facebook icon labeled 'Select a Facebook photo', a green button with a camera icon labeled 'Upload photo', and a white button with a YouTube icon labeled 'Add a YouTube video'. At the bottom, there is a 'Go back' link.

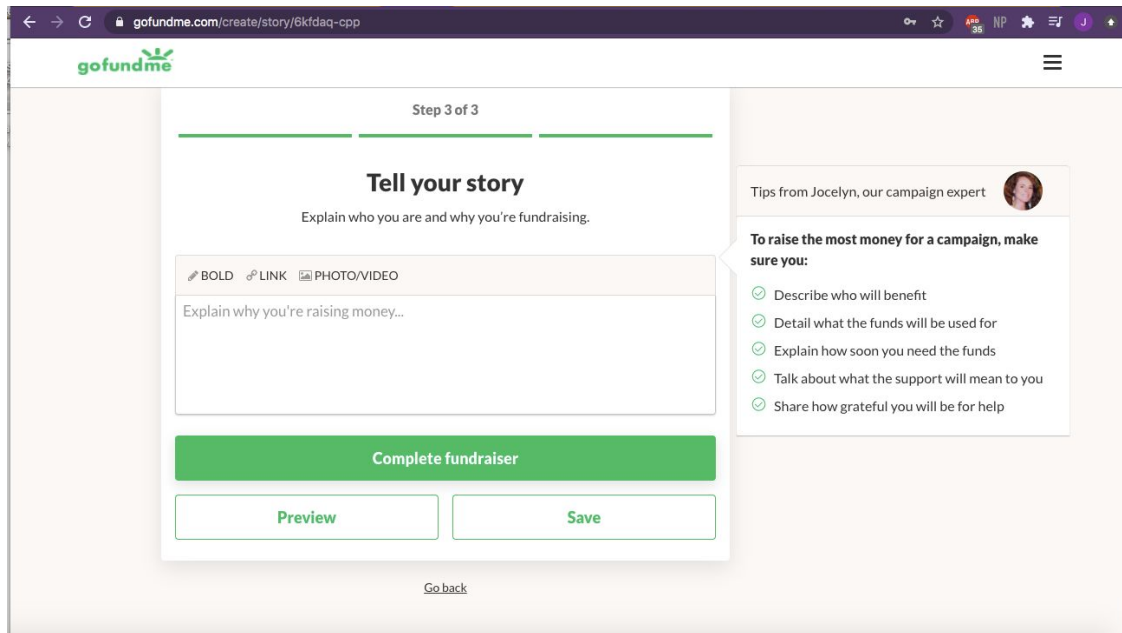
STEP FIVE~ WATCH THIS VIDEO TO HELP YOU WITH THE NEXT TWO STEPS

(<https://www.youtube.com/watch?v=rHqPm1egYu4>)



The screenshot shows a YouTube video player with a green background and the GoFundMe logo. The video title is "How to Run a Successful GoFundMe" by Salvador Briggman, with 141,702 views and a date of Jan 30, 2019. The video has 680 likes and 50 comments. The player shows a progress bar at 0:03 / 2:02. To the right of the video, there is an "Up next" section with several video recommendations, including "Are GoFundMe Donations Taxable or Tax Deductible?", "How to Run a Successful GoFundMe Campaign", "Minecon is the Greatest! - Cringe Tuesdays #3", "Minecraft Speedrunner VS 3 Hunters", and "How GoFundMe Works".

STEP SIX~ TELL YOUR STORY



The screenshot shows the GoFundMe "Tell your story" form, which is Step 3 of 3. The form is titled "Tell your story" and asks the user to "Explain who you are and why you're fundraising." Below the title is a text area with a placeholder "Explain why you're raising money...". Above the text area are icons for BOLD, LINK, and PHOTO/VIDEO. Below the text area are three buttons: "Complete fundraiser" (green), "Preview", and "Save". At the bottom of the form is a "Go back" link. To the right of the form is a sidebar with "Tips from Jocelyn, our campaign expert" and a list of tips: "To raise the most money for a campaign, make sure you:" followed by five bullet points: "Describe who will benefit", "Detail what the funds will be used for", "Explain how soon you need the funds", "Talk about what the support will mean to you", and "Share how grateful you will be for help".

STEP SEVEN~ SHARE YOUR STORY

