**Tips to successfully raise funds online**

**Thanks to Kids Forward who developed and shared this fundraising tool!**

*Contents:*

*Setting Up Your Peer-to-Peer Fundraiser Page, p 1*

*Online Fundraising Tips, pgs 2-3*

*Email Tips, pgs 4-5*

*Social Media Tips, pgs 6-7*

**Setting Up Your Peer-to-Peer Fundraiser Page**

Setting up your Peer-to-Peer Fundraiser page for GSAFE for the Big Share is super quick. Simply go to [bit.ly/GsafeBigShare2021](http://bit.ly/GsafeBigShare2021) and click on the “Fundraise” button on the lower left just under our banner photo. The GiveGab website asks for your name and email address and will walk you through the next few steps. It will also generate a unique link to your fundraising page that you can share with friends and family. You can use sites like bitly.com and tinyurl.com to personalize or create shorter url addresses if you’d like.

We’ve set up an automatic greeting and fundraising goal for our Peer-to-Peer pages, but once registered, you can login and start editing your page. You can add a photo and/or video, and you can personalize your message. Or just leave it as it is!

If you’d like us to set up your page for you, we can do that! Just send us your name as you’d like it to appear and your email address. If you have a photo or special message you want us to include, just send one or both to info@gsafewi.org.

Be sure to follow us on Facebook and Instagram for images you can share leading up to and during The Big Share. If you’d like us to create a personalized image to show off your Peer-to-Peer fundraising power please send us an image of yourself - head and shoulders usually works best. You can send it to info@gsafewi.org.

**ONLINE FUNDRAISING TIPS**

**Set a great example and make your own donation!**

People are more likely to give when they have seen you made a gift as well.

**Set a personal fundraising goal**

**Mention your goal in your messages and update people on your status (How much have you raised? How many donors do you have? How close to your goal are you?)**

**Email is Where it’s at** We know social media can be fun and easy to use, but it’s still playing second fiddle to email when it comes to soliciting online donations.

**How to Write and Email to Your Friends and Family (Sample Email Attached)**

Start by explaining your connection to the cause and why it's important to you. Describing how the cause has touched your life is probably the most important element of your message.

• In a sentence or two explain the good work of Kids Forward and why it is important to you and our communities.

• Be clear to potential supporters about what you are looking for; make a direct ask for financial support.

• Include a link to your fundraising page.

• Thank your contacts for their time and support.

**How to Write to Your Closest Contacts**

• You know your closest contacts better than anyone does. Don't feel like you have to stick to a predefined formula

• If a one-line message is going to work, go ahead and do that. If a longer personal message will work best, do that.

• Just make sure you include a direct request for support and a link to your fundraising page at the end of your message

**How to Respond to People Who Don’t Respond Initially**

While there will be responses to the first email, a good portion of donors don’t respond until the 3rd or even 4th message. Don’t be afraid to send out 3 or 4 messages.

• Reach back out to non-responders when you're approaching one of your internal goals. If you set a few internal goals, you can plan on sending a couple follow up emails. Remember people can easily miss or skip over your initial outreach!

• Include progress updates in your follow up message (how much have you raised, how many people have donated, what are your goals) and consider including any inspiring stories or personal anecdotes you have about Kids Forward.

• Remember to continue using social media! Social media is a softer medium for communicating with your contacts and it's more acceptable to frequently post updates in those channels.

**How to Use Social Media**

• Get started on **Facebook** by tagging the people that have already donated to you and thanking them for their donations. When you tag someone, your post gets shared in your activity feed and the other person's activity feed too. This also sets the frame that people are already donating to your page (remember success breeds success!).

• Set internal goals (e.g. 200 dollars by the end of week two, 400 dollars by end of week four, etc.). Use your social media accounts to give updates of your progress towards each goal and ask for people to help you get over the next hurdle.

• Consider offering your own gifts to friends and family who help you reach your goal. It doesn't have to be anything extravagant, just a token of your appreciation.

**Multimedia Tells the Story** Photos and videos can have a big impact. Posting an updated picture on Facebook can help drive donations and make the connection. It can also help tell your story. A heavily commented photo will show up in people’s news feeds (because of all the activity), which can really help promote the message. If photos and videos can help tell your story, make sure they are front and center and available to your supporters.

**Give them an Incentive**

We don’t want you to shave your head… but posting a funny picture if you hit a dollar goal can be a great incentive. Offering to take the next donor out for a glass of wine, cup of coffee, or making them a dozen cookies could be great too! Be creative.

**People Give for Different Reasons** It seems like people are motivated to give for very different reasons. Some give because the cause is important, some give because it is important for them to support YOU.

**Share your personal Story**

Why is GSAFE so important to you, your family and our community?

**Thank you Thank you Thank you!**

Don’t forget to thank people who have donated. A simple “thank you” goes a long way. Send them an individual email sharing your gratitude. If you are connected on social media, tag them in a “Thank you for supporting GSAFE” message.

**SAMPLE EMAILS**

*Email is an incredibly effective fundraising tool, reaching people all over the world with the click of a button. It is a great way to spread the word about your Big Share participation, and to ask others to join your team or pledge your cause. Group emails will always work, but don’t forget to send individual emails; a one on one message works best.*

**Before the The Big Share**

**Subject:** Join me in Supporting **GSAFE**

Hi **[first\_name],**

I am excited to announce that I am supporting GSAFE during The Big Share by taking on the role of a fundraising champion. My fundraising will help GSAFE create schools where LGBTQ+ youth can thrive! Celebrating 25 years of building strong student leaders, training K-12 educators, and advocating for just and equitable policies, GSAFE continues to create a lasting impact on our schools. Can you imagine a Wisconsin where every LGBTQ+ young person feels safe and affirmed at school?

**[Fundraiser Story: Why are you supporting GSAFE? What impact has GSAFE had on you/your family/your friends?]**

The Big Share is a 24-hour giving challenge to celebrate the generosity of our great state, so join the movement by contributing to my fundraiser on March 2nd! Check out my fundraising page here: **[LINK TO FUNDRAISING PAGE]**

Thank you for supporting me, **GSAFE, and LGBTQ+ youth!**

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**Subject:** I Need Your Help!

Hi **[first name]**,

The Big Share, the 24- hour statewide giving movement, is only **X** days away. GSAFE is participating in this one day celebration and I want to support them on March 2nd. I need your help to make a difference!

Your contributions can make a big impact on the health, well-being, and success of LGBTQ+ young people across the state!

Together we can **give every LGBTQ+ youth in Wisconsin schools the chance to thrive**. Visit **[LINK TO FUNDRAISING PAGE]** to support me **and GSAFE!**

Thank you!

**During the The Big Share**

**Subject:** The Big Share is here - Support **GSAFE**

Hi **[first\_name]**,

TODAY is the day! It’s March 2nd, so the time to give is now. My goal is to raise **$X** in support of **GSAFE**, but I can’t reach my goal alone.

Please join me in helping **GSAFE** build strong youth leaders and create schools where LGBTQ+ youth can thrive by visiting my fundraising page at: **[FUNDRAISING PAGE LINK].**

If you’ve already donated, thank you so much for your support! I hope you’ll consider sharing my fundraising page with your friends and family on social media to get the word out about **GSAFE** and the difference they make to our community!

Thank you!

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**Subject:** Only a few more hours left to give!

Hi **[first\_name]**,

Can you believe The Big Share is almost over? With **[$ AMOUNT YOU’VE RAISED]** already raised for **GSAFE**, I am proud of my impact as a fundraising champion!

I am so thankful for the support of my community throughout this day - but the giving isn’t over yet! Visit my fundraising page at **[FUNDRAISING PAGE LINK]** and make a contribution to help me reach my goal.

You can also show your support by sharing my fundraising page with your friends and family on social media!

Thank you again!

**After the The Big Share**

**Subject:** Thank you

Hi **[first\_name]**,

Thank you so much for all of your support during The Big Share. Because of you, I was able to raise **$X** for **GSAFE!** Together, we made a difference **for LGBTQ+ youth in schools across Wisconsin.**

You rock!

**SOCIAL MEDIA SAMPLE POSTS**

*Is your mind blanking on how to share about The Big Share on social media? No worries! We’ve got you covered with some sample social media posts that you can easily copy, paste and post to your favorite social media site(s). Make sure to always include your fundraising page link in all of your posts.*

**Facebook**

* GSAFE is participating in The Big Share, a 24-hour giving movement, on March 3! Join me in supporting GSAFE to build strong youth leaders and create schools where LGBTQ+ youth can thrive! As a fundraising champion for GSAFE, I have my own fundraising page, so check out this link to donate to my personal fundraiser during The Big Share: **[FUNDRAISING PAGE LINK]** #CSWBigShare #GSAFE #LGBTQYouth
* The Big Share is in less than X days away! My goal is to raise **$X** for **GSAFE**, but I need YOUR help to get here. Make a long lasting contribution here: **[FUNDRAISING PAGE LINK]** #CSWBigShare #GSAFE #LGBTQYouth
* TODAY IS THE DAY! I need your help in supporting **GSAFE** so they can continue to create schools across Wisconsin where LGBTQ+ youth can thrive. For 25 years GSAFE has built strong youth leaders, trained educators, and advocated for policies that advance justice and equity for young people across the state. Please share and consider making a contribution to my fundraising page here: **[LINK TO FUNDRAISING PAGE]**. Your gift will make a huge impact! #CSWBigShare #GSAFE #LGBTQYouth
* Happy 25th anniversary to GSAFE! Please join me in celebrating their work to create schools across Wisconsin where LGBTQ+ youth can thrive by making a donation during the Big Share on March 2nd. **[FUNDRAISING PAGE LINK]** #CSWBigShare #GSAFE #LGBTQYouth

**Twitter**

* GSAFE needs YOU! Join me in supporting their mission to create schools across WI where LGBTQ+ youth can thrive!: **[FUNDRAISING PAGE LINK]**
* I am fundraising for **GSAFE** during The Big Share on March 3! Check out my page here **[FUNDRAISING PAGE LINK]** to donate and share!
* Thank you to the donors and supporters that have helped me reach **X%** of my goal! Help me get to 100% #CSWBigShare: **[FUNDRAISING PAGE LINK]**
* Thank you GSAFE for 25 years of making WI schools better for LGBTQ+ youth! Please join me in making a donation in their honor! **[FUNDRAISING PAGE LINK]**

**Instagram**

* Use your own personal photos to show your support and tell your story, and make sure to use #hashtags in your post!
* Insert the link to your fundraising page in your bio, that way your supporters will be able to navigate to your fundraising page right from Instagram!

**Tips & Ideas for Fundraising**

* Social Media Challenge: Use social media as a way to interact with others close to the cause and to promote your fundraising efforts. Encourage your friends to share your fundraising page - maybe offer to make a $5 donation in the name of anyone who shares your page or their own story (A great way to encourage participation if you were already going to make some donations).
* Get creative! Feel free to edit and personalize these posts however you want.
* Add a photo or video! Have an awesome picture/video of you at Trick or Trot, Celebration of Leadership, or one of our youth leadership events? Cool. Use it in your social posts!
* Share it! Twitter? Check. Facebook? Check. Instagram? Check. Spread the word about your participation and fundraising on ALL of your social media sites!

Hashtag Challenges: Hashtags are a great way to engage with your network! Use the any hashtags associated with the organization you’re fundraising for to promote their positive impact and to share reasons why being a fundraising champion is important to you.

**Popular Hashtags**

* **#CSWBigShare:** Expand the reach of your fundraising page by inserting yourself into the #CSWBigShare conversation! Your posts will be searchable by anyone looking to be involved in the statewide giving celebration
* **#GSAFE**
* **#LGBTQYouth**