FUNDRAISERS TOOLKIT
A Guide for Creating Successful Fundraisers That Make a Difference
Congratulations on deciding to fundraise for your favorite nonprofit organization, and thank you for choosing GreatNonprofits to support you through this process!

GreatNonprofits Fundraisers let you amplify the impact of your story into a fundraising campaign that makes a meaningful impact for your favorite nonprofit. After you share your story about an organization on GreatNonprofits, you can quickly and easily make a fundraiser out of it.

In this toolkit, we’ll walk you through how to create a fundraiser and provide you with templates and best practices for gathering donations from friends, family, and your community.
GETTING STARTED

To start a fundraiser on GreatNonprofits, you need to have a GreatNonprofits account and have shared a story about the nonprofit for which you want to raise money. If you already have an account and have shared your story, navigate to your My Reviews page to start your fundraiser and skip to the Sharing Your Fundraiser section within this toolkit.

Create Your Fundraiser

Creating a GNP Fundraiser is as easy as it is impactful. Begin by creating a profile on our site.

Once you’ve signed up, use the search bar at the top of the page to find the nonprofit you want to raise money for.

Next, tell us the story of your experience with this nonprofit.
Now it's time to set a goal. We've included a goal amount to motivate your donors, but reaching your goal is not required. With GreatNonprofits Fundraisers, the nonprofit will receive every donation raised through your fundraiser. Your fundraiser will also be able to accept donations even after your goal is reached. If you'd like to continue raising money, you can keep your fundraiser running for as long as you'd like.

Information that shows your personal connection results in more impactful fundraisers—your community wants to support the things you care about!

You will then be prompted to make a fundraiser.

Add a photo and description for the fundraiser. Customize your blurb with a personal story and, if you have one, add a photo of yourself engaging with the nonprofit.
Our advice when setting your goal is to aim high. You never know how much your community will donate, and you can always change it later.

Finally, set an end date. This will give your fundraiser a sense of urgency and importance. Like the goal, though, it’s meant to motivate donors, not stress you out! You can change it at any time.

Optimize your deadline by placing it on a specific date. Is your birthday coming up? A major holiday on the horizon? Specific deadlines will make giving more appealing.

And now you’re ready to share your GreatNonprofits fundraiser with your community!
Check out our Examples

Below are some examples of effective fundraisers that you can use for inspiration!

Anna's Fundraiser for Crayons to Classrooms

Want to join me in supporting a good cause? I'm raising money for CRAYONS TO CLASSROOMS and your contribution will make an impact, whether you donate $5 or $500. Every little bit helps. Thank you for your support.

Crayons to Classrooms is an incredible organization that lets the teachers of low income students shop in a store for supplies. Everything is paid for by the nonprofit.

Many families can't provide their children with school supplies as simple as paper, pencils, folders, or crayons and Crayons to Classrooms gives teachers the means to supply these necessary supplies without digging into their own pockets.

Your donation will help provide students with the materials they need to learn and thrive!
### Daniel's Fundraiser for Endangered Species International

<table>
<thead>
<tr>
<th>my goal</th>
<th>we've raised</th>
<th>Location</th>
<th>Donate Now</th>
</tr>
</thead>
<tbody>
<tr>
<td>$3,000</td>
<td>$1,200</td>
<td>San Francisco</td>
<td></td>
</tr>
</tbody>
</table>

#### Story

Want to join me in supporting a good cause? I'm raising money for Endangered Species International and your contribution will make an impact, whether you donate $5 or $500. Every little bit helps.

I'm raising money for Endangered Species International because of the incredible work they do to protect endangered species and their habitats. They are an amazing group that does essential work in the field where it matters. I was personally involved as a volunteer with their inspiring work fighting against plastic pollution in our oceans.

Join me in helping protect the earth we all love!
Engaging all corners of your community will ensure your fundraiser succeeds. Learn how you can leverage your network of friends, family, colleagues, and neighbors to get the most out of your fundraiser.

**Make a Reach-Out List**

After you launch your fundraiser, make a list of people you intend on reaching out to. This list should include personal reach-outs (friends, family members, colleagues) as well as group reach-outs (community email lists, Facebook pages).

Start by reaching out to people in your immediate circle so that you can drive initial donations and build momentum. Once you start sharing to the broader groups you’ve identified, they will be inspired by your progress.

Don’t be afraid to ask acquaintances and colleagues to donate! People are often looking for giving recommendations, and ultimately your ask is nothing more than an opportunity for them to do good.

**Frame your Messages around the “I”**

As with your fundraiser story, personalize your reach-out messages so that they emphasize your experience with the nonprofit. Firsthand testimonials are often more emotionally compelling, and you can always direct your community to learn more about the organization via its GreatNonprofits page.

**Know your Medium**

Successful fundraisers are built on engaging your prospective donors where they are. You know best how to reach your friends and family.
Texting is a great way to engage donors within your immediate circle who you are confident will give. The average person checks their phone more than 100 times a day, meaning they are likely to see your message quickly and donate quickly. Here’s a sample text to send your friends:

Hi, Stephanie! I’m trying to fundraise $1,000 by the end of next week for my favorite nonprofit, Camp Kesem. I’ve been volunteering with Kesem for the past five years as a counselor for kids whose parents are affected by cancer. Would you be willing to donate? [insert your fundraiser URL here] Thank you!!! 😊

Email is a great way to personally engage those in your immediate circle who don’t text, as well as colleagues and acquaintances who fall outside of that immediate circle. As with texting, emails should include a personalized story and are also a great venue to include photographs. Here’s a sample email you can send to colleagues within your network: [insert your fundraiser URL here]

Hi, Stephanie! Hope all is well.

I’m reaching out to fundraise for a nonprofit I’ve been involved with for the past five years, Camp Kesem. Camp Kesem is a weeklong sleepaway camp for kids whose parents have cancer, and I serve as a counselor for 12- & 13-year-olds.

My favorite part of camp every year is getting to ride the zipline with my campers and see their faces light up. Here’s a picture from this past year’s camp:
As noted earlier, email is also a great way to engage larger groups of friends, neighbors, or colleagues. Here’s a sample email you could send to an email list you’re a part of:

Would you be willing to support Camp Kesem in its mission to bring community and magic to kids who have been forced to grow up too soon? I’m aiming to raise $1,000 by the end of next week, and any amount helps. You can find my GreatNonprofits fundraiser here: [insert your fundraiser URL here]

Warmly,
Ian
Fellow tenants of Riverside apartment complex—

I’m reaching out to fundraise for a nonprofit I’ve been involved with for the past five years, Camp Kesem. Camp Kesem is a weeklong sleepaway camp for kids whose parents have cancer, and I serve as a counselor for 12- & 13-year-olds.

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Your neighbor,
Ian (Apartment 4B)
SOCIAL MEDIA

Posting on your social media profile is ideal for engaging those within your network who you don’t feel comfortable asking personally for a donation. Social media is also the perfect place to include photos of your experience with the nonprofit. Here are sample posts you can publish on your various profiles:

TWITTER

Support my GreatNonprofits fundraiser for Camp Kesem, a nonprofit that provides a week of magic to campers whose parents are affected by cancer. I’m hoping to raise $1,000 by the end of next week and any amount counts: [insert your fundraiser URL here]

#CampKesem
FACEBOOK

Support my GreatNonprofits fundraiser for Camp Kesem, a nonprofit that provides a week of magic to campers whose parents are affected by cancer. I’ve been volunteering with Camp Kesem for the past five years as a counselor for 12- & 13-year-olds. One of my favorite memories from the past year was watching their faces light up as they went down our zipline. I’m hoping to raise $1,000 by the end of next week to keep those smiles going, and any amount counts. You can donate here:

#CampKesem
Support my GreatNonprofits fundraiser for Camp Kesem, a nonprofit that provides a week of magic to campers whose parents are affected by cancer. I’ve been volunteering with Camp Kesem for the past five years as a counselor for 12- & 13-year-olds. One of my favorite memories from the past year was watching their faces light up as they went down our zipline. I’m hoping to raise $1,000 by the end of next week to keep those smiles going, and any amount counts. You can donate here:

#CampKesem #charity #dogood #volunteer #nonprofit #socialgood #donate

While social media reaches the broadest number of people, it can’t be your only means of fundraising. To maximize your campaign, you should utilize all the mediums we mentioned above in addition to the tried-and-true, in-person conversation.
So you’ve launched your fundraiser, shared with it your community, and started driving donations. In order to reach your final goal, you need to keep the momentum going. Here’s how.

**Social Post Updates**

It’s time to follow up your initial social posts with an update. Here are five ideas for how to bump your fundraiser:

- **Describe the organization’s impact** - Here’s a chance to include more information about the nonprofit that you didn’t get to mention in your first round of reach-outs. Share data on how many people the nonprofit serves and the outcomes of their service.

- **Tell a personal story** - Share with your friends a time that this nonprofit affected you. It can be something as simple as a time when it changed how you think about something.

- **Celebrate a benchmark** - Whether you’ve reached 80% of your goal or 10% of your goal, celebrating your progress is a great excuse to remind people about your fundraiser and give them the hope that it will succeed.

- **Thank a Donor** - You’re going to have to do this anyways, so why not do it publicly while re-sharing your fundraiser? Kill two birds with one stone.

- **Do a countdown** - As the fundraiser nears to a close, post a countdown series on social media. This will ensure your fundraiser receives a lot of attention and builds excitement among your donor base.

- **Share a GreatNonprofits testimonial** - Now is a great time to dip into the existing database of stories that your favorite nonprofit has on our website. Find one that is compelling to you and share it with your friends!
It’s the last day of your fundraiser, and hopefully our tips have helped you reach your goal! Whether or not you did, it’s essential that you thank your donors. Doing so will show your appreciation for their gift and increase the likelihood of their donating to a future fundraiser. There are several ways you can thank your donor.

**Social Media**

Celebrate the end of your fundraiser with a social media post and tag all of your donors in it. This accomplishes two goals: (1) Reminding stragglers that they can still donate to your fundraiser, and (2) expressing gratitude for your donors. Here are some sample posts you can use:

**TWITTER**

Thank you to @DanielKadvany, @MayraGomez, @PerlaNi, @StephanieKim, @NehaParalkar @NelsonPinto, and @JacobModel for helping me reach my goal of $1,000 for Camp Kesem! [Donation Link]

#CampKesem

**FACEBOOK**

Thank you to @DanielKadvany, @MayraGomez, @PerlaNi, @StephanieKim, @NehaParalkar @NelsonPinto, and @JacobModel for helping me reach my goal of $1,000 for Camp Kesem! Your donation is going directly to bring magic to kids who have been forced to grow up too soon. For those who didn’t get a chance to donate, my GreatNonprofits fundraiser is still active: [Donation Link]

#CampKesem
Thank you to @DanielKadvany, @MayraGomez, @PerlaNi, @StephanieKim, @NehaParalkar @NelsonPinto, and @JacobModel for helping me reach my goal of $1,000 for Camp Kesem! Your donation is going directly to bring magic to kids who have been forced to grow up too soon. For those who didn’t get a chance to donate, my GreatNonprofits fundraiser is still active: [donation link]

#CampKesem #charity #dogood #volunteer #nonprofit #socialgood #donate

**Email**

If you can, try to send a thank-you email to everyone who donated to your fundraiser. Sending a personalized email shows the person who donated that you value their contribution. Here’s a sample email you could send:

Hi, Stephanie! Hope all is well.

Thank you so much for donating to my fundraiser for Camp Kesem. With your help, I was able to reach my $1,000 goal! I’m grateful for your generosity, and please know that your gift will go directly to bringing magic to kids who have been forced to grow up too soon.

Thanks again, and I hope to see you soon!

Warmly,

Ian
Fundraising may seem like a daunting task, but GreatNonprofits has got your back every step of the way. And as always, if you have any questions, we're never more than a click away.

CONTACT US