



Champion Fundraising Guide

GETTING STARTED: Setting up your personal fundraising page

Set up your personal Give Lively page [here](#).

Set your goal

Setting a goal for your fundraiser is your first step. Once you've reached your goal, you can increase it and raise more funds.

PRO TIP:

To jumpstart your campaign, be the first one to donate! Showcasing that you're not only a supporter but also a donor will encourage your network to give.

Tell your story

Your story is the first thing people will see when visiting your fundraising page, so your goal is to make it as impactful as possible.

It's important to communicate how Safe Alliance's mission has impacted your life in a meaningful way and why you've decided to fundraise on our behalf. And don't hesitate to pull at their heartstrings; people are more likely to give if there's an emotional connection.

FUNDRAISING BEST PRACTICES

Peer-to-peer fundraising leverages the power of your social network to meet fundraising goals for the organization you're supporting. The success of your fundraising campaign depends heavily on the amount and ways that you're sharing your campaign with friends, family, and colleagues. Social media, email, text messaging, and word of mouth are some of the best ways to get your request noticed.

What's the best way to share?

Sharing your fundraising campaign via your Facebook page, Twitter, Instagram, or LinkedIn, in addition to your own personal email list, is at the heart of every campaign. Leveraging these networks is how you'll meet—and hopefully exceed—your fundraising goal.

You won't have the phone number of all of your network contacts, but choose a few that you know will respond well to a more intimate request: text messaging. Don't inflict the poison that is group texting on these people; take the time to send individual (copied and pasted) texts to each one.

PRO TIP:

Get personal and select a handful of your closest family and friends to reach out to as you announce your campaign. Close friends and family are more likely to donate, so getting them on board will let the rest of your network see that people are already supporting the cause.

HOW OFTEN SHOULD I COMMUNICATE WITH MY NETWORKS?

There are five absolute times you should communicate with your network during a fundraising campaign:

1. **Campaign launch**
2. **Midway goal**
3. **Final push**
4. **Campaign end or goal reached**
5. **Thank you**

We recommend maintaining momentum between each of these main milestone communications with one to two social posts per week and one weekly email to help keep your campaign top of mind. If you're texting, use those requests judiciously and make sure that you're not monopolizing the conversation with donation asks.

During the final push phase of your campaign, increasing your frequency to a few social posts a day has proven to be highly effective, so go for it!

We recommend creating a simple sharing schedule to plan out your communications ahead of time. This'll save you time and make your campaign more fun and less stress. You can use

Google Calendar, Google Sheets, or even a notebook to plan out when you'll post to socials and email or text your network.

Privacy & Consent

When communicating with your networks, please respect their communication preferences and adjust accordingly. This includes making sure you have permission to contact your peers, particularly if you're sending text messages.

READY, SET, FUNDRAISE!!!

Now that you've learned all the fundraising tips, tricks, and best practices, it's time to jump into it with confidence!

We've included pre-written communications for you to use at every major campaign milestone along with a planning calendar to make fundraising as easy as pie.

Copy, paste, and start fundraising!

Announcement #1: Campaign

Send: Right after you've completed setting up your [fundraising page](#).

The purpose of this announcement is to let your online network (social media friends, family, peers, colleagues, neighbors) know that you've signed on to raise funds for a cause near and dear to your heart and that you need their help. Basically, you've got to get the word out to everyone you know to help you reach your fundraising goals.

The goal is to share, share, share!

E MAIL

SUBJECT LINE:

Let's walk in solidarity for a good cause!

BODY:

Hey, [Name]! I hope this finds you well. I've got great news! I've signed on to become a supporter of Walk A Mile In Her Shoes and could really use your help. I'm committed to helping Safe Alliance raise \$85,000 which will allow them to provide critical support to survivors of domestic violence and sexual assault. Every donation, large or small, makes a difference and moves Safe Alliance closer to fulfilling their mission.

Are you down to make a lasting impact? Please visit my fundraising page at [\[URL\]](#) and make a donation today!

If you want to make an even larger impact, you can sign on as a supporter, too, and create a [fundraising site](#) of your own, set your personal fundraising goal, and start spreading the news!

Can't donate or become a supporter? No worries. Please consider forwarding this email to your friends and family to get the word out.

Thanks so much for your support!

P.S. – Help Safe Alliance spread awareness by placing a Sexual Assault Awareness Month sign in your yard! Request your yard sign [here](#).

TWITTER

Hey friends, I've signed on to help @Safe_Alliance raise funds to help survivors of domestic and sexual violence. Help make a lasting impact by donating today: [\[shortlink\]](#) #WalkAMileCLT

FACEBOOK

Hey friends, I've signed on to help @SafeAlliance raise funds to help them support those impacted by domestic violence and sexual assault. Are you down to help make a lasting impact? Join me as I “quarantine in heels” for Walk A Mile In Her Shoes. Please share with your friends and family and donate today: [\[URL\]](#) #WalkAMileCLT #SafeAllianceCLT

TEXT

[\[Name\]](#), I've signed on to help Safe Alliance raise \$85,000 for Walk A Mile In Her Shoes. Please help by donating today: [\[URL\]](#)

OPTIONAL GRAPHICS



Announcement #2: Midway Goal

Send: When you're halfway to meeting your fundraising goal.

The purpose of the midway announcement is to share that you're halfway to meeting your fundraising goals and still need help to get to the finish line. The tone should be excited in nature and get your network to feel motivated to help you reach your goals.

E MAIL

SUBJECT LINE:

Ohhh, we're halfway there—\$XX more to go!

BODY:

[Name], I've got great news—I'm halfway to reaching my personal fundraising goal of [XXX] raised for Walk A Mile In Her Shoes! Pretty awesome, right? All the money raised will help Safe Alliance provide life-saving services to survivors of domestic violence and sexual abuse. Will you help me move the needle forward with a donation? Visit [Campaign Site Link] today.

If Safe Alliance's mission is near and dear to your heart like it is mine, consider becoming a supporter by [registering as a virtual walker or starting a fundraising page](#) to help them reach their goal more quickly! Plus, it's a great way to leverage your awesome social media networks for a good cause (but keep those quarantine memes coming, please!).

Thank you!

TWITTER

Ohhh, we're halfway there—only \$XX more to go to meet my fundraising goal to help @Safe_Alliance for #WalkAMileCLT. Please help me move the needle forward by donating today: [shortlink] #WalkAMileCLT

FACEBOOK

Ohhh, we're halfway there—only \$XX more to go to meet my fundraising goal to help @SafeAlliance. Help me get all the way there and share/donate today: [shortlink] #WalkAMileCLT #SafeAllianceCLT

TEXT

[Name], guess what? I'm halfway to meeting my fundraising goals for Walk A Mile In Her Shoes! Please help by donating today: [URL]

OPTIONAL GRAPHICS



Announcement #3: Last Push

Send: One (1) day before the fundraiser ends.

The purpose is to inform your network that time is running out and they can help you reach your goals by donating and/or sharing your fundraiser with their network. These messages create a sense of urgency with a time-sensitive deadline so your network knows they only have a little time left to help you reach your goals.

E MAIL

SUBJECT LINE:

I'm close to my goal—will you help me reach it?

BODY:

Hi [Name]! Believe it or not, I've raised **[\$XX]** for Walk A Mile In Her Shoes to help Safe Alliance and I'm only **[\$XX]** away from reaching my fundraising goal. If you haven't donated yet, please donate now!

If you've already donated, consider one more gift: share this link **[Campaign Site Link]** with your family, friends, and social networks. Imagine how much more can be accomplished if everyone joins in.

Let's do it!

TWITTER

I've already raised \$XX to help @Safe_Alliance reach its fundraising goals! There's only one day left and I need your help. Donate now! [shortlink] #WalkAMileCLT

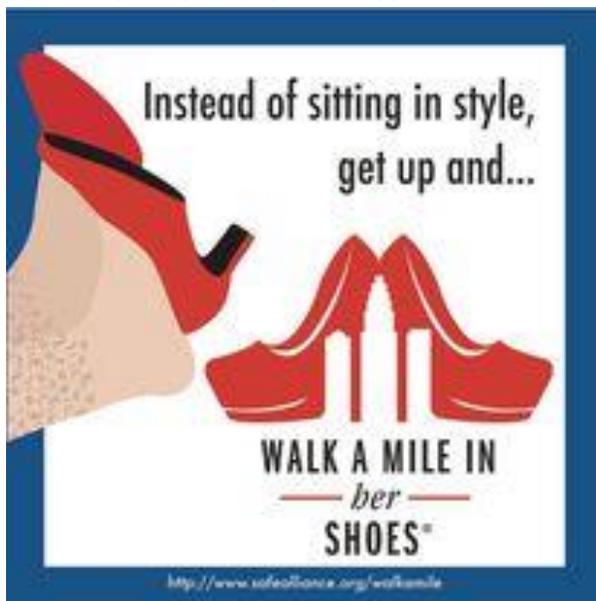
FACEBOOK

I've already raised \$XX to help @SafeAlliance reach its fundraising goals! There's only one day left and I need your help. Share/donate now! [shortlink] #WalkAMileCLT #SafeAllianceCLT

TEXT

[Name], I've already raised \$XX to Help Safe Alliance and my goal is almost reached. There's one day left and I need your help. Donate now! [shortlink]

OPTIONAL GRAPHICS



Announcement #4: Goal Reached/Campaign End

Send: When the campaign ends or you've hit your goal.

The purpose of this is to let your network know that the campaign has ended and/or you've reached your fundraising goals. The tone should be congratulatory and should thank your network for their contributions of donations/shares. This is also a great way to share the impact of their support.

E MAIL

SUBJECT LINE:

We did it!

BODY:

[Name], with your help and support, I raised \$XX for Walk A Mile In Her Shoes! I can't

thank you enough. This will allow Safe Alliance to continue providing critical support for survivors of domestic and sexual violence—that's a huge deal. I hope you feel good about your contribution because I sure appreciate it.

I hope we can continue to help organizations like Safe Alliance reach their fundraising goals, especially during a time like this when victims needs us more than ever. World change happens one person at a time, and I'm happy we were able to make a difference together.

Until next time!

TWITTER

We did it! Thank you all who helped me reach my fundraising goal of \$XX for @Safe_Alliance. I'm thrilled we were able to make a difference together. Look what we did: [shortlink] #WalkAMileCLT

FACEBOOK

We did it! Thank you all who helped me reach my fundraising goal of \$XX for @SafeAlliance. World change happens one person at a time, so I'm thrilled we were able to make a difference together. Look what we did: [shortlink] #iWalkAMileCLT

TEXT

[Name], thank you! I've reached my fundraising goal of \$XX for Walk A Mile In Her Shoes. I'm thrilled we could make a difference together. Look what we did: [shortlink]

OPTIONAL GRAPHICS



Announcement #5: Thank You

Send: One (1) week after the campaign has ended.

The purpose is to thank everyone who helped support you in reaching your fundraising goals with a personal message.

LETTER

Dear [Supporter Name],

We did it! Thanks to your support, I met my fundraising goal of \$XX for Walk A Mile In Her Shoes. Safe Alliance is one step closer to achieving their mission of providing life-saving support and healing to our neighbors who have endured domestic and sexual violence. How awesome is that?

It felt so good to have my friends and family join me in raising money for such a great cause. Reaching this goal is a testament to the power of social fundraising and what we can achieve if we all work together toward a common goal. I hope you feel great about your contribution because I couldn't have done it without you.

Hope we can make some more fundraising magic in the future. Until then, cheers!

OPTIONAL GRAPHICS



THANKS FOR BEING A FUNDRAISING CHAMPION!

Thank you so much for taking the time to spread the word about Safe Alliance and for fundraising on our behalf for Walk A Mile In Her Shoes! Every dollar raised moves us closer to fulfilling our mission and helps us continue to make a lasting impact. We appreciate you and look forward to continuing this meaningful partnership for years to come!

If you need any additional support contact Tenille Banner at Tenille.banner@safealliance.org or (704) 367-2706.