



# FUNDRAISING TIPS

Share the *Love*



You are most likely participating in Share the Love because you've seen the impact of our programs firsthand, or witnessed the detrimental impact of homelessness on a child's education. Your personal connection to the cause is your best fundraising tool. Take some time to think about your reasons for supporting School on Wheels, and use your story (or stories from tutoring, the classroom, etc.) to fundraise through emails, social media, phone calls, and conversations.

## Kick off your fundraising with these helpful tips!

- **Set a fundraising goal:** Set a goal and set it high! A fundraising goal encourages your donors to give the most they feel comfortable giving.
- **Personalize your fundraising page:** Let the world know why you are participating in Share the Love and why the cause is so important to you. Potential donors are much more likely to help you reach your goal if they understand the powerful reasons behind your decision to support School on Wheels.
- **Explore your network – it's bigger than you think:** Make sure you are asking everyone you know for support, not just close friends and family. Think about all the people you interact with on a regular basis who might be willing to support your fundraising – neighbors, co-workers, doctors/dentists, classmates, teammates, and people in organizations or groups you belong to like a church, temple, or synagogue.
- **Time your ask & Ask, ask, ask:** Ask early and often for the support of your entire network. With everyone's hectic schedules it can be easy to forget to make a donation. By giving potential donors a deadline (and following up), you make it easier for donors to remember to give to such an amazing cause.
- **Post on social media:** Data shows that people who fundraise online raise 3x more than people who don't. Post a status or email your friends! Add the link to your personal fundraising page to the signature line of your emails. This guide has lots of helpful tips and sample language you can use.
- **Celebrate 20 amazing years of impact:** School on Wheels has been dedicated to proving students impacted by homelessness with the tools they need to thrive academically for 20 years. Set a goal to raise \$200 and ask 10 friends to donate \$20, or 20 friends to donate \$10.
- **Offer a challenge to match donations:** Use your giving to inspire others! Challenge your network by offering to match the first 5 donations up to a certain amount or dollar for dollar until a specific amount is reached. You'd be amazed how many people will respond to your generosity and want to help you hit your goal.

## Getting Started Checklist:

- Customize your page by adding a photo, setting your fundraising goal, and sharing your story
- Use social media, email, phone calls, and in-person asks to fundraise
- Host an event either virtually or in-person and invite your friends to support you while having fun
- Ask your company or employer to donate and/or match donations

## Sample Fundraising Messages

It's easy to send automated emails, texts, and social posts through your personal fundraising page to invite others to help you reach your goal. You can customize each communication however you like, or send messages like thank you emails to all your donors.

**Click the orange “Ask for Donations” button on your personal fundraising page to ask using email, Facebook or Twitter.**

You can also manage your page through the “My Page” menu on both computer or phone.

- For computers, click on your name in the upper right-hand corner of the screen, then select “Manage my page”.
- On your phone, click on the menu bars (three lines in black) in the top left corner of the screen, then select “My Page”.
- If you set a personal fundraising goal, you'll see a tab “Raise at least...” where you can make the first donation then ask your friends and family to join you via email, text, Facebook or Twitter.

To send emails directly from your usual email provider, simply copy the link to your personal fundraising page and include it in your message. You can also copy and paste the link for texts, social media, or any way you want to share your campaign!

**Automated Email – Subject: Please help me reach my Share the Love 2022 goal!**

Hi <Name>,

Would you support my efforts in Share the Love 2022 by making a donation to School on Wheels? I'm raising money to provide tutoring and academic support services for children impacted by homelessness, and I hope you'll join me.

*\*\* Custom text you can add - School on Wheels has been providing students impacted by homelessness with the educational tools and support necessary to achieve academic success for the past 20 years. There are over 5,000 children impacted by homelessness in Marion County each year who are living with their families in shelters, motels, cars, or doubled up with friends and family. When you donate to School on Wheels, you're addressing the growing education equity gap for students impacted by homelessness.\*\**

You can make your donation at {{url}}.

Thanks in advance for your support!

<Your Name>

## Text & Social Media

Make it personal! Use the automated messages or copy and paste the link to your page, then get creative and add your own voice to share why you're supporting School on Wheels.

Some people are comfortable making direct asks, whether via email, text, or in conversation. Others may be more comfortable setting a fundraising goal and indirectly asking others to help them meet it by posting their fundraiser on social media. Both methods can be successful, although using indirect asks may take more time for you to reach your goal.

Here are some ideas to help you get attention when sharing with a broad audience:

- **Use language that makes it clear you are asking for donations (vs. support or help).** Share a personal photo to grab attention with a message like:

*“Share the Love 2022 kicked off last night and together our community is raising \$50,000 to provide tutoring and academic support services to children impacted by homelessness. I’m dedicated to raising \$(your goal) over the next month and would love your support. Gifts of \$5 and \$10 really add up and mean so much to me, and more importantly, to the children and families you’ll be helping. You can give at {{url}}.”*

- **Share the progress you've made towards your goal.** Unless someone clicks the link to your fundraising page, they won't know others have already supported you. You can share that information in your post language or take a screenshot of your fundraising page and use that as the image associated with your post:

*“Hey friends! I only have \$100 left to raise before I can provide a week of tutoring for 10 children impacted by homelessness! Will you give a donation today to make sure all kiddos have access to the education resources they need? {{url}}”*

**Thank your donors – publicly if possible!** Public celebration of giving is a great way to show appreciation as well as let others know you are raising money for a great cause. Maybe it's in the comments of your Facebook post or via an Instagram story or Tweet. Unless someone has chosen to donate anonymously, you can thank them publicly.