

# Givafifth Partner Marketing Package



# **Givafifth partner marketing tools make it easy for you to get started and get funded!**

Here at givafifth, we've created tools to help you do your first givafifth fundraiser, and many thereafter.

Over the next few pages, we'll lay out how to frame your fundraising program, and how to make it successful.

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Some key things  
to consider...

1

# Set the time frame for your campaign.

For your first marketing program with us, we suggest our **"30-Day Push"**.

**Day 1:** "Launch" email and social post

**Day 10:** "Reiterate" email and social post

**Day 15:** "Halfway there" email and social post

**Day 23:** "Final week" email and social post

**Day 26, 28, or 29:** "LAST 2 DAYS!" email and social post

**Thank You:** Email and social post

(We'll supply word docs for these emails and word docs plus art images for the social posts!)



2

**Determine what the funds raised will be used for. Knowing where their donations are going motivates people.**

Just think, if 50 people spend \$100 each, that's \$5,000... which means you raise \$1,000 in donations.

# 3

The more effort you put into customizing your emails and keeping up with the campaign dates, the more it will help to keep your audience engaged.

Consider writing a personal note before the campaign starts, for example:



Hi everyone!

We're using a new program called givafifth to help raise funds over the next [4 weeks] to help us [buy, help, send [specific use]].

Givafifth gives us 20%, a fifth, from every purchase made using our unique fundraising code.

For example, if 50 of our supporters each spend \$100 at givafifth.com, we'll receive \$1,000 in donations! And at the same time, you'll get great stuff you can use!

Let's make this fundraiser a success — watch for emails and other marketing efforts in the coming days.

Yours truly,  
[your name]

# 4

## Stick with the plan!

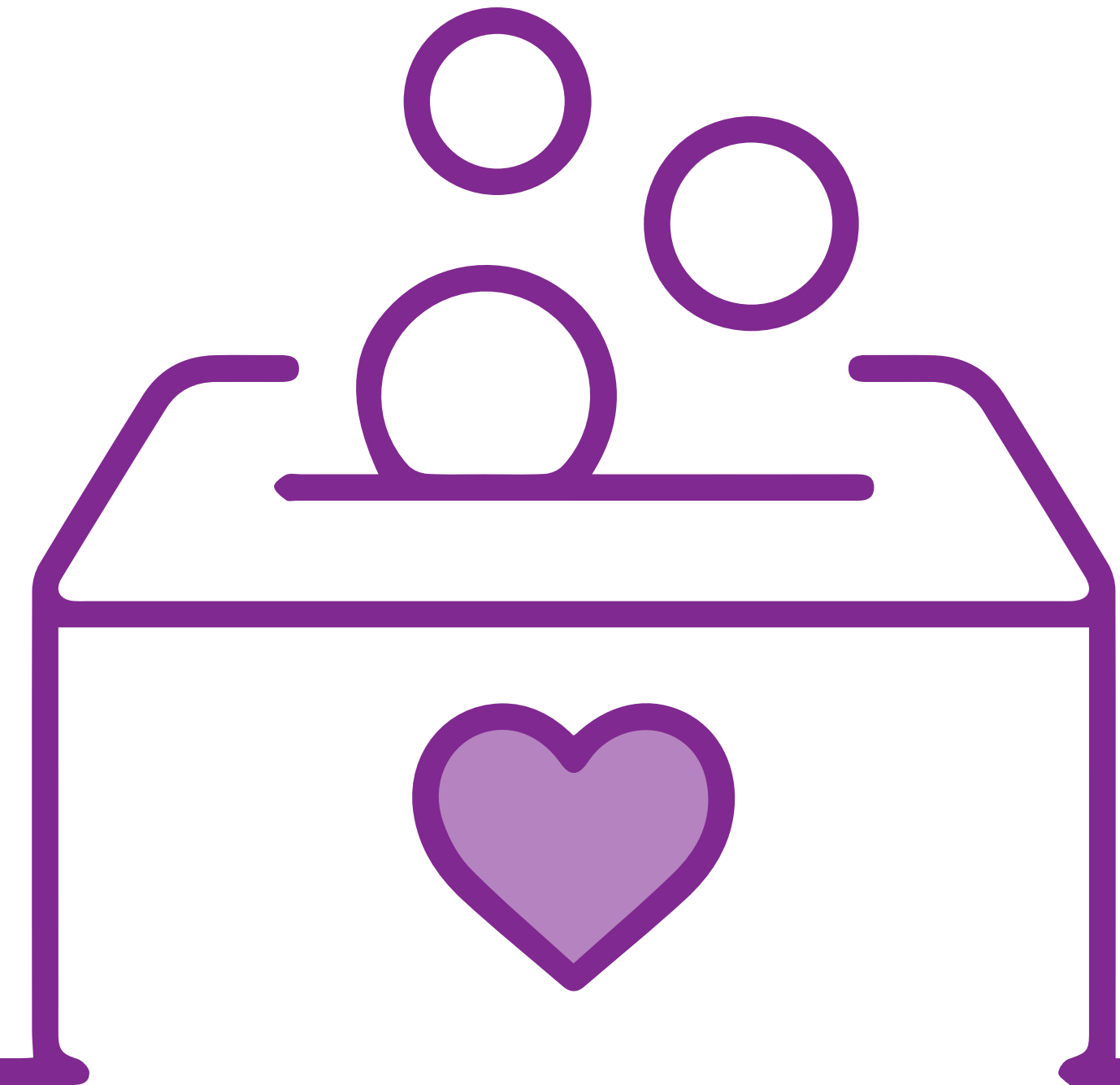
If you say you are going to do the 30-Day Push, then do it completely.

- Send out all 6 emails on the recommended days** (See page 11)
- Use social media posts to help heighten awareness** (See page 18)
- Try one of our calling scripts** (See page 21)



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**Watch the  
fundraising work!**



# Reference Materials



# Emails



# Day 1: "Launch" email

**Subject line:** Great fundraising news for [your organization name]

## **Email content:**

We are excited to announce that we have partnered with givafifth to help raise much needed funds [for/toward [animal fencing]].

Here's how fundraising with givafifth works:

1. Go to [givafifth.com](https://givafifth.com)
2. Pick out and purchase your choice of outstanding clothes and accessories that you can use every day — high quality at fair prices
3. Use our Unique Givafifth Fundraiser Code (UGFC) at checkout [xxx-xxx]
4. [Your organization name] raises 20%, or a fifth, of every order!
5. That's it! Givafifth helps us raise the funds, and by buying from them, you'll realize "It's Better to Give. And Receive!"

We would appreciate your participation in this fundraising drive.

Thank you,

[Name] [Title]

*Optional:* P.S. Have any questions? Send them to [someone's name at this organization xxxxxx@xxxxx.org] or [support@givafifth.com](mailto:support@givafifth.com)



## Day 10: "Reiterate" email

**Subject line:** Have you checked out our fundraiser with givafifth yet?

### **Email content:**

Check out [givafifth.com](http://givafifth.com) today and use our Unique Givafifth Fundraiser Code (UGFC) [xxx-xxx].

Remember, we're using all funds raised [for/toward [animal fencing]].

Here's how it works:

1. Go to [givafifth.com](http://givafifth.com)
2. Pick out and purchase your choice of outstanding clothes and accessories that you can use every day — high quality at fair prices
3. Use our UGFC at checkout [xxx-xxx]
4. [Your organization name] raises 20%, or a fifth, of every order!
5. That's it! Givafifth helps us raise the funds, and by buying from them, you'll realize "It's Better to Give. And Receive!"

We would appreciate your participation in this fundraising drive.

Thank you,

[Name] [Title]

*Optional:* P.S. Have any questions? Send them to [someone's name at this organization xxxxxx@xxxxx.org] or [support@givafifth.com](mailto:support@givafifth.com)



## Day 15: “Halfway there!” email

**Subject line:** We’re halfway through our fundraising campaign with givafifth!

### **Email content:**

A few weeks ago, we announced that [your organization was/were] partnering with givafifth to raise funds [for/toward [animal fencing]]. Have you checked out the great items on givafifth.com yet? If not, please take a look today and use our Unique Givafifth Fundraiser Code (UGFC) [xxx-xxx] when you make a purchase.

Here’s how it works:

1. Go to givafifth.com
2. Pick out and purchase your choice of outstanding clothes and accessories that you can use every day — high quality at fair prices
3. Use our UGFC at checkout [xxx-xxx]
4. [Your organization name ] raises 20%, or a fifth, of every order!
5. That’s it! Givafifth helps us raise the funds, and by buying from them, you’ll realize “It’s Better to Give. And Receive!”

There are just a few more weeks to go, and we’d appreciate any and all support.

Thank you,

[Name] [Title]

*Optional:* P.S. Have any questions? Send them to [someone’s name at this organization xxxxxx@xxxxx.org] or support@givafifth.com



## Day 23: “Final week” email

**Subject line:** Only one week left to participate in our fundraiser with givafifth!

### **Email content:**

We’re down to our last week!

Thanks to those who have already made purchases — if you haven’t yet, please check out [givafifth.com](http://givafifth.com) today and use our Unique Givafifth Fundraiser Code (UGFC) [xxx-xxx].

Remember, we’re using all funds raised [for/toward [animal fencing]].

Here’s how it works:

1. Go to [givafifth.com](http://givafifth.com)
2. Pick out and purchase your choice of outstanding clothes and accessories that you can use every day — high quality at fair prices
3. Use our UGFC at checkout [xxx-xxx]
4. [Your organization name] raises 20%, or a fifth, of every order!
5. That’s it! Givafifth helps us raise the funds, and by buying from them, you’ll realize “It’s Better to Give. And Receive!”

Check out [givafifth.com](http://givafifth.com) today to support [your organization name]!

Thank you,

[Name] [Title]

*Optional:* P.S. Have any questions? Send them to [someone’s name at this organization xxxxxx@xxxxx.org] or [support@givafifth.com](mailto:support@givafifth.com)



## Day 26, 28, or 29: "LAST TWO DAYS!" email

**Subject line:** FINAL TWO DAYS! Our fundraiser with givafifth ends soon!

### Email content:

Thanks to everyone who has made purchases thus far — this is the last reminder email that will go out.

If you'd like to help us reach our goal, please go to [givafifth.com](https://givafifth.com) now and use our Unique Givafifth Fundraiser Code (UGFC) [xxx-xxx] when making a purchase. Remember, we're using these funds [for/toward [animal fencing]]!

Here's how it works:

1. Go to [givafifth.com](https://givafifth.com)
2. Pick out and purchase your choice of outstanding clothes and accessories that you can use every day — high quality at fair prices
3. Use our UGFC at checkout [xxx-xxx]
4. [Your organization name] raises 20%, or a fifth, of every order!
5. That's it! Givafifth helps us raise the funds, and by buying from them, you'll realize "It's Better to Give. And Receive!"

Sincerely,

[Name] [Title]

*Optional:* P.S. Have any questions? Send them to [someone's name at this organization xxxxxx@xxxxx.org] or [support@givafifth.com](mailto:support@givafifth.com)





# “Thank you” email

**Subject line:** Our fundraising campaign has ended

**Email content:**

Hello [Name of donor]-

As you know, [your organization name] recently partnered with givafifth.com to help fundraise [for/toward [animal fencing]].

Thanks to the generosity of individuals like you, we were able to raise [\$XXXX OR % of our fundraising goal] during this campaign.

Givafifth has been an excellent fundraising partner for us, as a full 20% of all purchases came directly back to [your organization name] [for/toward [animal fencing]].

While our official campaign [for/toward [animal fencing]] is over, you can always donate to [your organization name] by buying high-quality merchandise from the givafifth site – keep us in mind the next time you need to buy someone a gift! Just be sure to use the following code:

Unique Givafifth Fundraiser Code (UGFC) [xxx-xxx] [your organization name]

If you prefer to make a direct donation, please write to [someone’s name at this organization xxxxxx@xxxxx.org] . [I can also be reached at [XXX-XXX-XXXX].]

Thanks for your time and support of [your organization name]. We couldn’t do it without you.

Sincerely,

[Name] [Title]

# Social Media

## Post: Day 1



We are excited to announce that we have partnered with givafifth to help raise much needed funds [for/toward [animal fencing]]. Visit [givafifth.com](http://givafifth.com) to find out more!

## Post: Day 10



Check out [givafifth.com](http://givafifth.com) today and use our Unique Givafifth Fundraiser Code (UGFC) [xxx-xxx]. Remember, we're using all funds raised [for/toward [animal fencing]].

## Post: Day 15



A few weeks ago, we announced that [your organization was/were] partnering with givafifth to raise funds [for/toward [animal fencing]]. Have you checked out the great items on [givafifth.com](http://givafifth.com) yet? If not, please take a look today and use our Unique Givafifth Fundraiser Code (UGFC) [xxx-xxx] when you make a purchase.

## Post: Day 23



We're down to our last week!

Thanks to those who have already made purchases — if you haven't yet, please check out [givafifth.com](http://givafifth.com) today and use our Unique Givafifth Fundraiser Code (UGFC) [xxx-xxx]. Remember, we're using all funds raised [for/toward [animal fencing]].

## Post: Day 26, 28 or 29



Thanks to everyone who has made purchases thus far — we're in the final days of our fundraising campaign. If you'd like to help us reach our goal, please go to [givafifth.com](http://givafifth.com) now and use our Unique Givafifth Fundraiser Code (UGFC) [xxx-xxx] when making a purchase. Remember, we're using these funds [for/toward [animal fencing]]!

## Post: 3 Days After



That's it! Our fundraiser to help raise much needed funds [for/toward [animal fencing]] has come to a close — and we couldn't have done it without you. ❤️ Remember, you can always use our code on [givafifth.com](http://givafifth.com)! Keep us in mind the next time you need to buy a gift.

# Calling Script



Hi, it's [your name] from [your organization].

Not sure if you heard, but we are in a 30-day fundraising campaign on [givafifth.com](https://givafifth.com) to help us raise much needed funds for [something that costs money].

Would you be able to join this fundraising effort?

The nice part is that you get to buy really nice things you can wear or use, and we make 20% along the way.

I can send you an email with our Unique Givafifth Fundraiser Code if you are interesting in helping out [your organization].

We hope you can support us during this fundraiser.

Nice speaking with you.

# Need help with your marketing efforts?

Sometimes organizations don't have time, or don't understand completely, how to use email tools and social channels. For example, say your organization uses Mailchimp, but you could use some help loading up our email content. A givafifth representative can help other marketing ideas, at an affordable hourly rate!

**Darren Manship**  
**[darren@givafifth.com](mailto:darren@givafifth.com)**