THE ALL-YOU-NEED-TO-KNOW-ABOUT

Fundraising Toolkit
Welcome, Fundraising Friend!

We’re thankful for your unwavering support of Barbells for Boobs and are stoked that you’ve decided to make a larger impact by becoming a fundraiser.

Supporters like you make our world go ‘round. You are taking your support to the next level: introducing us to your friends and family.

Whether you are new to fundraising or are a Barbells for Boobs fundraising master, we want your fundraising experience to be easy and fun. This guide is designed to walk you through creating a successful supporter-powered fundraising campaign and to ensure you’re equipped with all the right tools, tips, and tricks, we’ve opened up this Fundraising Toolkit.

Enjoy!
GETTING STARTED:

Setting up your fundraising page

Set your goal

Setting a goal for your fundraiser is your first step. Research suggests that an initial goal of $500 is a good place to start. 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 our organization’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 leverages the power of your social network to meet fundraising goals and help move your fave nonprofit closer to their mission.

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 goals.

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 network?

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

- Campaign launch
- Midway goal
- Final push
- Campaign end or goal reached
- 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.

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.

**PRO TIP:**

*Use our calendar template on page 12 to help plan out your fundraising activities!*

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.
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. :)

READY, SET, FUNDRAISE!
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 (IRL & 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!

**EMAIL**

**SUBJECT LINE:**
Let’s raise funds together for a good cause!

**BODY:**
Hey, [Name]! I hope this finds you well. I’ve got great news! I’ve signed up to become a supporter of Barbells for Boobs and could really use your help. I’m committed to helping Barbells for Boobs raise $500 which will help redefine the standard of care in breast health and improve quality of life post diagnosis through fitness. Every donation, large or small, makes a difference and moves Barbells for Boobs closer to their fundraising goal.

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

If you want to make an even larger impact, you can sign up to support as well, and create a fundraising page [Link to Fundraising Page] of your own, set your personal fundraising goal, and start spreading the word!

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!

**TWITTER**

Hey friends, I’ve signed up to help @barbells_usa raise funds to redefine the standard of care in breast health and improve quality of life post diagnosis of breast cancer through fitness. Help make an impact by donating today. [shortlink] #barbellsforboobs

**FACEBOOK / INSTAGRAM**

Hey friends, I’ve signed up to help @barbellsforboobs redefine the standard of care in breast health and improve quality of life post diagnosis of breast cancer through fitness. Are you down to help make a lasting impact? Please share with your friends and family and donate today. [shortlink] #barbellsforboobs

**TEXT**

[Name], I’ve signed up to help Barbells for Boobs raise funds to improve quality of life post diagnosis of breast cancer through fitness. Please help by donating today: [shortlink]
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.

EMAIL

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 [Goal Amount] raised for Barbells for Boobs! Pretty awesome, right? All the money raised will help Barbells for Boobs provide scholarships for breast cancer survivors to join a fitness community and be a part of a support group amongst other survivors with a focus on health and wellness. Will you help me move the needle forward with a donation? Visit my fundraising page [insert fundraising page link] today.

If Barbells for Boobs’ mission is near and dear to your heart like it is mine, consider becoming a supporter and starting your own 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 cat memes coming, please!).

Thank you!

TWITTER

Ohhh, we’re halfway there—only $XX more to go to meet my fundraising goal to help @barbells_usa provide resources after diagnosis to a breast cancer survivor. Please help me move the needle forward by donating today: [shortlink] #barbellsforboobs

FACEBOOK / INSTAGRAM

Ohhh, we’re halfway there—only $XX more to go to meet my fundraising goal to help @barbellsforboobs provide resources after diagnosis to a breast cancer survivor, which can include a scholarship to join a fitness community. Help me get all the way there and share/donate today: [shortlink] #barbellsforboobs

TEXT

[Name], guess what? I’m halfway to meeting my fundraising goals for Barbells for Boobs! Please help by donating today. [shortlink]
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.

EMAIL

SUBJECT LINE:
I’m close to my goal—will you help me reach it?

BODY:
Hi [Name]! Believe it or not, I’ve raised [Amount Raised] for Barbells for Boobs to help provide access to breast health screenings and Resources After Diagnosis to breast cancer survivors and I’m only [SXX] 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 [Fundraising Page 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 @barbells_usa reach their fundraising goals! There's only a few days left before my big fundraising event and I need your help. Donate now! [shortlink]

#barbellsforboobs

FACEBOOK / INSTAGRAM

I’ve already raised $XX to help @barbellsforboobs reach its fundraising goals! There’s only a few days left before our big fundraising event and I need your help.

Share/donate now! [shortlink]

#barbellsforboobs

TEXT

[Name], I’ve already raised $XX to help Barbells for Boobs and my goal is almost reached. There’s one day left and I need your help. Donate now! [shortlink]
Announcement #4: Goal Reached

Send: When your fundraising event has happened or you’ve hit your goal.

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. If you’re fundraising until the end of the year, you could send this after your event and then repeat once again at the end of the 2019 year.

EMAIL

SUBJECT LINE:
We did it!

BODY:
[Name], with your help and support, I raised $XX for Barbells for Boobs! I can’t thank you enough. Barbells for Boobs will now be able to support any breast health concern and breast cancer survivor to get back into fitness communities through scholarship and support groups—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 Barbells for Boobs reach their fundraising goals. 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 @barbells_usa. I’m thrilled we were able to make a difference together. Look what we did: [shortlink] #barbellsforboobs

FACEBOOK / INSTAGRAM

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

TEXT

[Name], thank you! I’ve reached my fundraising goal of $XX for Barbells for Boobs. I’m thrilled we could make a difference together. Look what we did: [shortlink]
Announcement #5: Thank You Letter

Send: One (1) week after the event 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 Barbells for Boobs. They’re now one step closer to achieving their mission of redefining the standard of care in breast health and improve quality of life post diagnosis through fitness. How rad 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!

To keep up with the work that Barbells for Boobs is doing or to get further involved, check out their website: www.barbellsforboobs.org
Monthly Calendar
Thank you so much for taking the time to spread the word about Barbells for Boobs and for fundraising on our behalf. Every dollar raised moves us closer to fulfilling our mission and helps us continue to make a lasting impact in the lives of those affected by breast cancer.

We appreciate you and look forward to continuing our friendship for years to come!