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# Reaching New Donors on Amplify Austin Day

November 15, 2023

# Amplify Austin Day 2023 Fast Facts

**12,525**

Number of  
donations made  
by new donors  
(23% of all  
donations made)

**1.75**

Average number  
of donations per  
donor

**35**

Media Partners  
ILHIGH works  
with

# Today's Agenda

- Fundraising Champions (aka Peer to Peer Fundraisers)
- Leveraging current relationships

## What is a Fundraising Champion?

A Fundraising Champion is a peer to peer fundraiser aka a champion for YOUR nonprofit and mission. This is a person who is committed to your cause and wants to help you raise money on Amplify Austin Day. We have an entire infrastructure in place to help you do this!

A Fundraising Champion tells their impact story to help your organization raise money.





## Who Do I Ask?

- Staff Members
- Current or Former Clients
- Volunteers
- Board Members
- Former Staff & Board
- Current Donors
- Interns
- Groups

## **Identify How Many FCs You Need**

1 FC = \$500

## **Create a List Of Your Most Engaged Supporters**

Note...I didn't say "biggest donors"

## **Craft Your Ask**

Define the commitment & what you can offer.

## **Invite & Provide Support**

...You might have to hold their hand a little



# **Recruiting Fundraising Champions**



# Supporting Fundraising Champions

- Provide clear & direct guidelines
- Share your campaign goals + timeline
- Send frequent reminders
- Set up pages if needed
- Share (or create) resources
- Prizes, recognition, etc!

# Recognition

Recognize your champions in a way that is reflective of your organization's culture.

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## How do they sign up?

- **Directly On Your Page**  
Have them navigate to your public profile and click the “Fundraise” button
- **Sign Them Up Through GiveGab**  
Add them to your profile under the “Add Fundraisers” section

## Support from I Live Here I Give Here

- Fundraising Champion tools & training
- Customer Support
- Prizes

# Leveraging Existing Relationships

## Who You Can Ask

- Volunteers
- Other Nonprofits
- Business Connections





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# Questions?

You can always reach out to us!  
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