



LET'S



GIVE!

ARCHBISHOP  
RIORDAN  
HIGH SCHOOL

Your Fundraising Guide



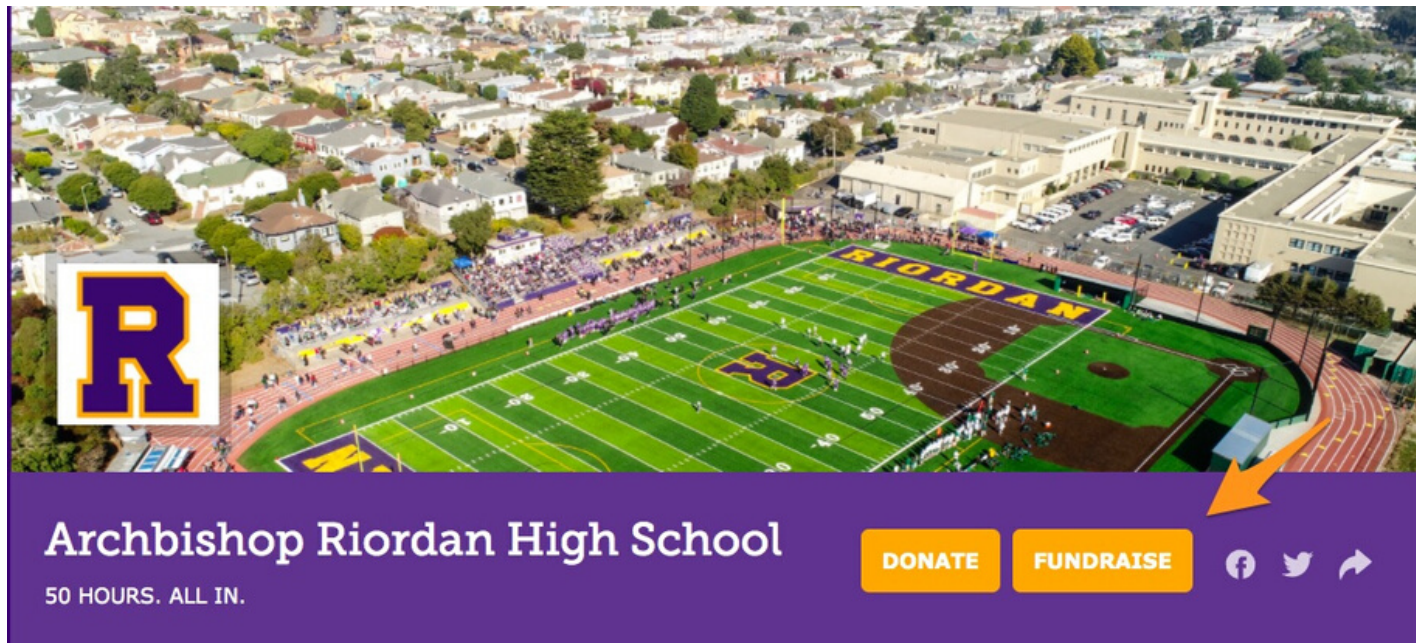
# Step-by-Step Instructions

## 1. Activate your Fundraising Page

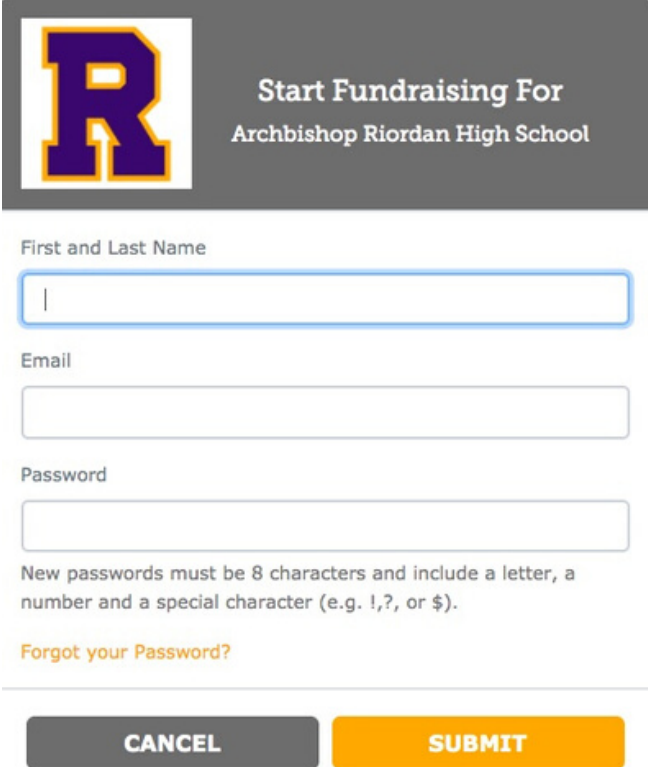
Note: If you've already set up your fundraising page, please go to GiveGab.com, click "LOG IN " to access your toolkit, and skip to Step 2.

Start the process as soon as possible to customize your page and raise awareness in advance of Giving Day, **June 23**.

- Head to <https://givingday.riordanhs.org/organizations/archbishop-riordan-high-school>
- Select the "Fundraise" button to the right of the "Donate" button.



- Create an account with GiveGab by providing your name and email, and creating a password.
- After you submit this information, you will be redirected to your new personal fundraising page and provided with a link to share your page with your network. You will also be able to access your toolkit, where you can customize your fundraising page.
- You will also receive an email with more details on how to get set up.



The form is titled "Start Fundraising For Archbishop Riordan High School" and features the school's logo, a large purple letter 'R' with a white outline. Below the header, there are three input fields: "First and Last Name", "Email", and "Password". A note below the password field states: "New passwords must be 8 characters and include a letter, a number and a special character (e.g. !,?, or \$)." There is a link "Forgot your Password?" below the password field. At the bottom of the form are two buttons: "CANCEL" (grey) and "SUBMIT" (orange).

Thanks for signing up to be a fundraiser! You can manage your fundraiser on [GiveGab](#). We've sent you an email with more details.

Be sure to share the link below with potential supporters.

[MANAGE FUNDRAISER](#)

<https://giving-days.herokuapp.com//p2p/151760/laurel-maley-1c700af7-90cc-4d26-a539-97a9361b30eb>

## 2. Use your Fundraising Toolkit to customize your fundraising page

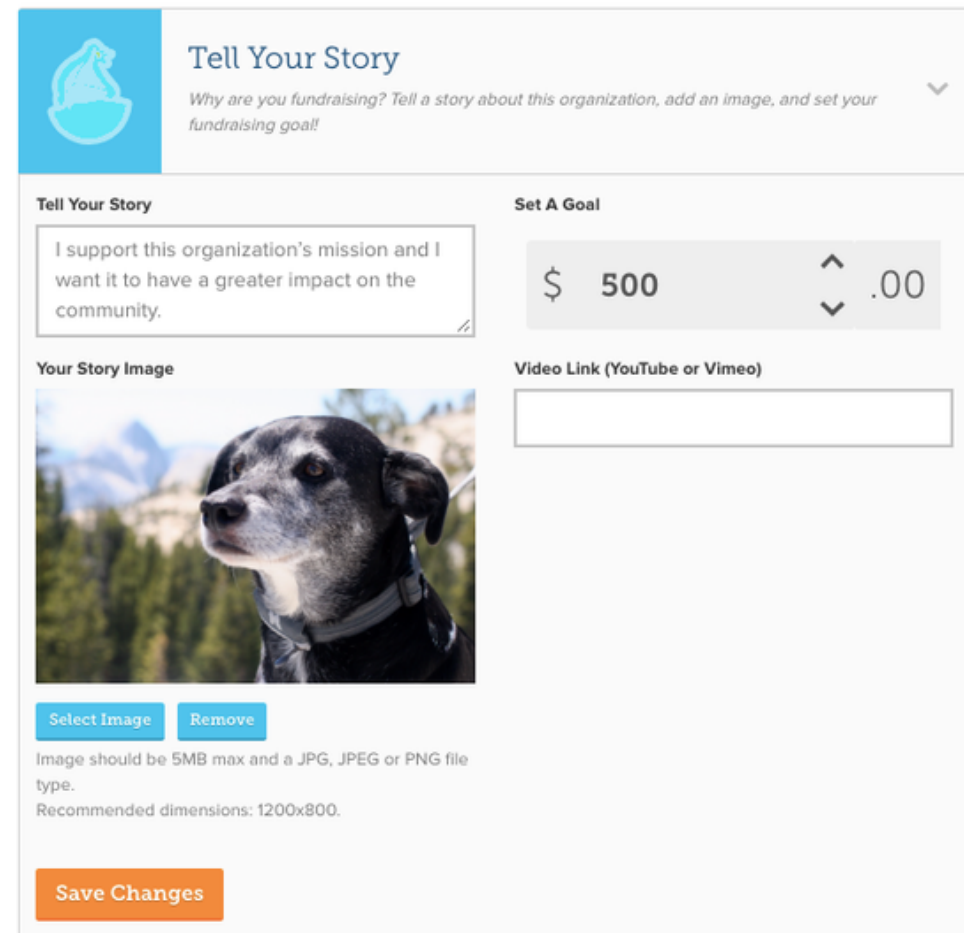
While your fundraising page will have components of the main Riordan Giving Day profile, you will customize key sections to convey your goals and personal connection.

Within the first tab of your Fundraising Toolkit, you can:

- Tell the story of why you are fundraising for Riordan. Share what Riordan means to you and why someone should donate
- Set a monetary fundraising goal
- Add a personal image for your story
- (Optional) Include a video in place of the photo

Note: You'll see additional sections in your fundraising toolkit that you will complete after donations open for Archbishop Riordan Giving Day.


If you need help accessing your toolkit, check out [this helpful article](#).



The screenshot shows the 'Tell Your Story' section of a fundraising toolkit. It features a blue header with a logo and the title 'Tell Your Story'. Below the header, there is a text input field containing the text: 'I support this organization's mission and I want it to have a greater impact on the community.' To the right of the text field is a 'Set A Goal' section with a monetary goal of '\$ 500' and a decimal value of '.00'. Below the text field is a 'Your Story Image' section with a photo of a dog and two buttons: 'Select Image' and 'Remove'. Below the image is a note: 'Image should be 5MB max and a JPG, JPEG or PNG file type. Recommended dimensions: 1200x800.' To the right of the image is a 'Video Link (YouTube or Vimeo)' section with an empty input field. At the bottom of the form is a 'Save Changes' button.

### 3. Make a donation (optional)

Within the second tab of your Fundraising Toolkit, you can add a seed donation to your campaign. Setting an example for other donors by donating shows you're committed to the campaign so they should be too.



## Make a Donation

*Make the first donation to show your commitment.*

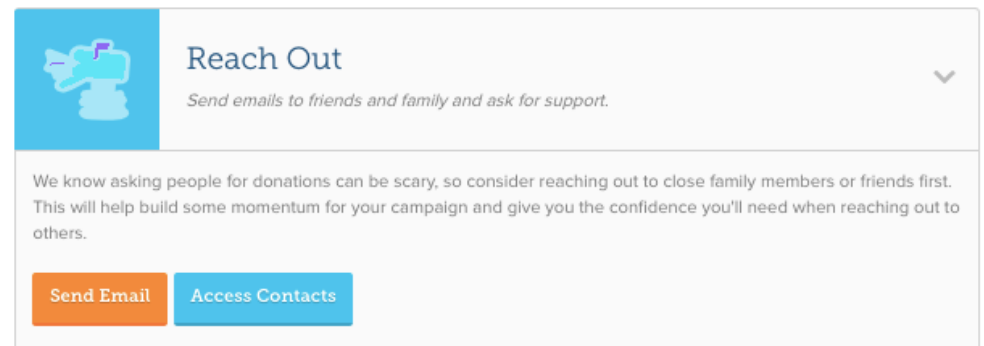
Start your campaign off right. Make the first donation to show your commitment to the cause. This will give your campaign the momentum it needs as you share it out to others.

[Donate](#)

## 4. Send emails from your Fundraising Toolkit leading up to, on, and after the giving day.

Contact your family, friends, and additional networks about Archbishop Riordan Giving Day and ask for donations.

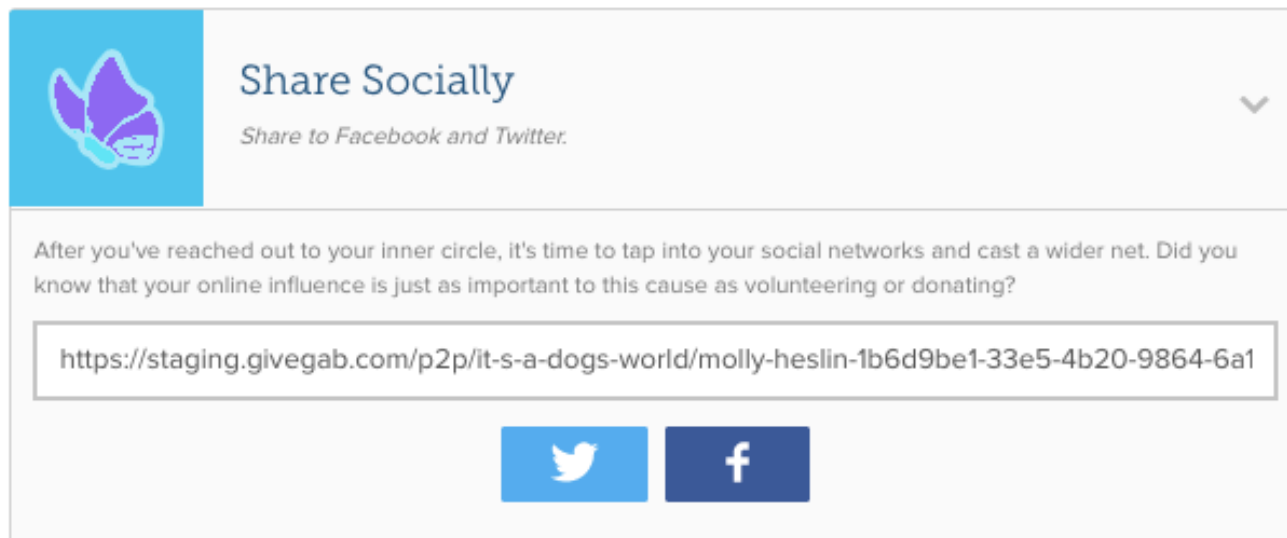
- Expand the “Reach Out” tab.
- To enter email addresses in for your supporters, select the “Send Email” button. Enter in emails for the individuals you want to contact (you can enter in multiple email addresses).
- To import your contacts in order to email a larger group, click on the “Import Contacts” button.
- Once you’ve selected your method for entering your contacts, you’ll be prompted to create your message. This messaging feature is in plain text, so there aren’t additional formatting options.
- Suggested emailing schedule:
  - 1 email before the giving day.
  - 2 different emails during the giving day.
  - 1 Thank You email after the day.



## 5. Share your Fundraising Page through Social Media

Reach beyond direct connections and inform your social networks that you're Riordan. Post before, on, and after the giving day.



- Expand the "Share Socially" tab.
- Facebook and Twitter buttons are readily available for easier posting.
- You'll also find your Fundraising Page's unique URL to share on additional social media platforms.
- Suggested posting schedule:
  - 1-3 posts before the giving day.
  - 3 posts on the giving day (include progress updates).
  - 1 Thank You post after the day.



**Share Socially**  
*Share to Facebook and Twitter.*

After you've reached out to your inner circle, it's time to tap into your social networks and cast a wider net. Did you know that your online influence is just as important to this cause as volunteering or donating?

<https://staging.givegab.com/p2p/it-s-a-dogs-world/molly-heslin-1b6d9be1-33e5-4b20-9864-6a1>

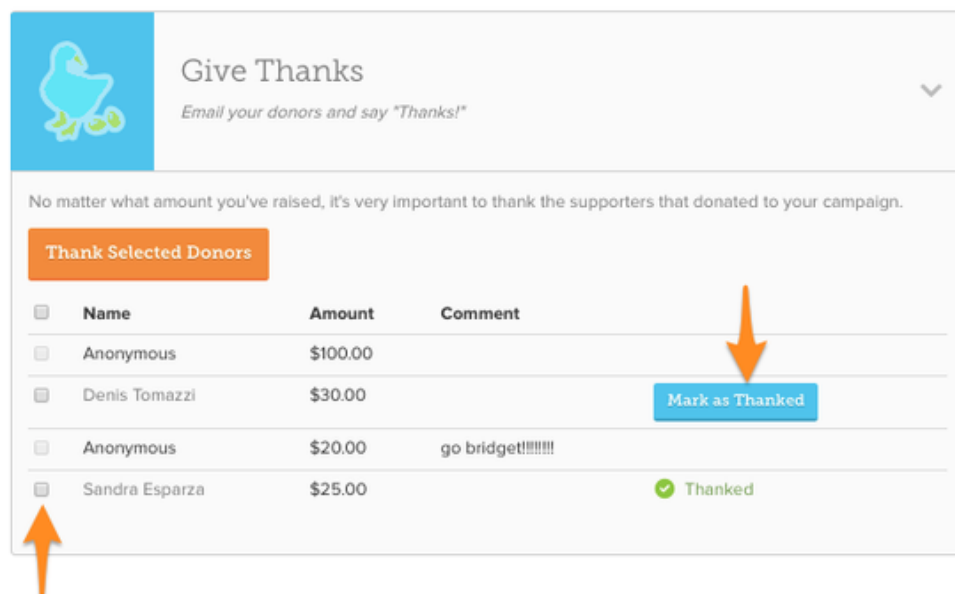


## 6. Thank your friends and family who donated through your fundraising page.

This is your opportunity to thank your network of supporters directly. Donors will also receive an automatic thank you message from the school.

- Select the “Give Thanks” tab in your Toolkit. A full list of all donors who gave through your page will appear.
- Select the donors you want to thank. Segmenting your thank you messages allows you to send tailored messages to your supporters.
- Select the “Thank Selected Donors” button to create your plain text email.
- Once you’re done, mark the donors you have thanked. This allows you to keep track of who you’ve thanked.

**Need more info on how to thank your donors? Check out [this short instructional article!](#)**



The screenshot shows the 'Give Thanks' interface. At the top, there is a blue header with a duck icon and the text 'Give Thanks' and 'Email your donors and say "Thanks!"'. Below the header, there is a message: 'No matter what amount you've raised, it's very important to thank the supporters that donated to your campaign.' A button labeled 'Thank Selected Donors' is visible. Below this is a table with columns for 'Name', 'Amount', and 'Comment'. The table lists four donors: 'Anonymous' (\$100.00), 'Denis Tomazzi' (\$30.00), 'Anonymous' (\$20.00, comment: 'go bridget!!!!!!'), and 'Sandra Esparza' (\$25.00). A blue button labeled 'Mark as Thanked' is positioned to the right of the 'Denis Tomazzi' row, with an orange arrow pointing to it. A green checkmark and the word 'Thanked' are visible to the right of the 'Sandra Esparza' row. An orange arrow also points to the 'Mark as Thanked' button from below.

<input type="checkbox"/>	Name	Amount	Comment	
<input type="checkbox"/>	Anonymous	\$100.00		
<input type="checkbox"/>	Denis Tomazzi	\$30.00		Mark as Thanked
<input type="checkbox"/>	Anonymous	\$20.00	go bridget!!!!!!	
<input type="checkbox"/>	Sandra Esparza	\$25.00		Thanked



# Fundraising Resources

Use these resources to make fundraising a breeze! With the email and social media templates, you can easily copy and paste suggested content to share with your network.

- [Email templates](#)
- [Social media templates](#)
- [Downloadable graphics](#)
  - Pro tip: use graphics in all of your communications to increase engagement!
- [Blog: 6 Actions Successful Fundraisers Take](#)
- Best practices
  - Share your personal connection to Riordan and let donors know why their support matters!
  - Post on all of your social media accounts to let a larger audience know that you are fundraising before and during Giving Day.
  - Share and repost Archbishop Riordan's social media posts - be sure you are following us on Facebook, Instagram, and Twitter!
  - Share campaign updates throughout June 23rd and 24th. Let your friends and supporters know how close you are to your goal.