SARAH LAWRENCE
GIVING DAY
March 4th

Fundraising Playbook for Volunteers:

5 Steps to Success

Step-by-Step Instructions

1. Activate your Sarah Lawrence Giving Day Volunteer Fundraiser Page

Start the process as soon as possible to customize your page and raise awareness in advance of the giving day.

Starting your own fundraiser page

1. Head to the Sarah Lawrence Giving Day Fundraisers page

https://givingday.sarahlawrence.edu/fundraisers

2. Click the "**SIGN UP**" button to the right of the search bar.

3. You'll be prompted to create an account. If you have an existing GiveGab account, you will enter in your GiveGab login information.

4. Upon successful completion, you'll be taken to your fundraiser page on givingday.sarahlawrence.edu. In the banner at the top of that page, you can click on the **Manage Fundraiser** button to be taken to your Fundraiser Toolkit.

You will also receive a confirmation email that will have a link to your fundraiser page as well as your toolkit so that you can find this later!

2. Use your Fundraising Toolkit to customize your fundraising page

While your fundraising page is branded to the giving day, you will customize key sections that convey your goals for fundraising, and personal connection to Sarah Lawrence College.

<u>Navigate to your Fundraising Toolkit</u>

After initial login, use the steps outlined in the above article to help you find your toolkit where you can add photos, text, a goal, and more!

A. Select the "Tell Your Story" tab and complete the following sections:

1. Explain your connection and why you're a passionate supporter.

2. Set a monetary fundraising goal.

3. Add a personal image for your story that relates to the college.

4. (Optional) Include a video in place of the photo.

3. Send emails from your Fundraiser Toolkit leading up to, on, and after the giving day.

Contact your family, friends, coworkers and additional peer networks about the giving day and the college you're supporting.

- 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 on the giving day.

  1 Thank You email after the day.

4. Share your Fundraising Page through Social Media

Reach beyond direct connections and inform your social networks that you're supporting this college. 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.

5. Thank your peers who donated through your Fundraising page.

This is your opportunity to thank your network of supporters directly. Donors will receive an automatic thank you from Sarah Lawrence College.

- Select the "Give Thanks" tab in your toolkit.

  1. 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.

Best Practices & Resources for Volunteer Fundraisers

Navigating your Fundraiser Toolkit

Learn how to manage and customize your fundraising page.

Telling Your Story

Curate a message to your network that conveys why you support this college. A few questions to consider as you tell your story:

- 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.

Add a photo or video of you volunteering, attending an event, or supporting the cause to increase engagement and connect to potential donors.

Direct Communication

Start your communication by creating a list of at least 5 individuals you are comfortable asking to make a contribution. This list is often made up of friends, classmates, family, or anyone else you have a close connection with.

Direct Communication (cont.)

Once you've contacted those you're most comfortable asking for donations, you can move on to the potentially more difficult asks, like co-workers or acquaintances.

Social Media

Facebook, Twitter, or Instagram are ideal platforms for spreading the word to larger networks of individuals, in particular, those you may not be in regular contact with.

Facebook is the most popular platform and typically sees the highest levels of engagement. If you aren't comfortable with other forms of social media, Facebook is the ideal starting point.

Add a photo of you supporting the Sarah Lawrence College in another way to provide a meaningful visual component.

Social Media (cont.)

Another way to reach your peers is to share the college's own posts to your social media account. You can share posts on Facebook, retweet on Twitter, and Repost with Instagram. When using hashtags, include any your college is using as well as the giving day hashtag in your posts.

Thank your donors and cheer them on

Showing personalized gratitude is vital. Send them a personal email through your Fundraising Toolkit, thank them in person, or send them a handwritten note.

When showing your thanks on social media, consider creating your own graphics using free and easy to use tools like **www.canva.com**.