

ONLINE FUNDRAISING MADE EASY

Sandy Rees
Chief Encouragement Officer

GET **FULLY**
FUNDED



YOU'RE IN THE RIGHT PLACE IF...

You're ready to learn how to easily raise money online



ABOUT ME



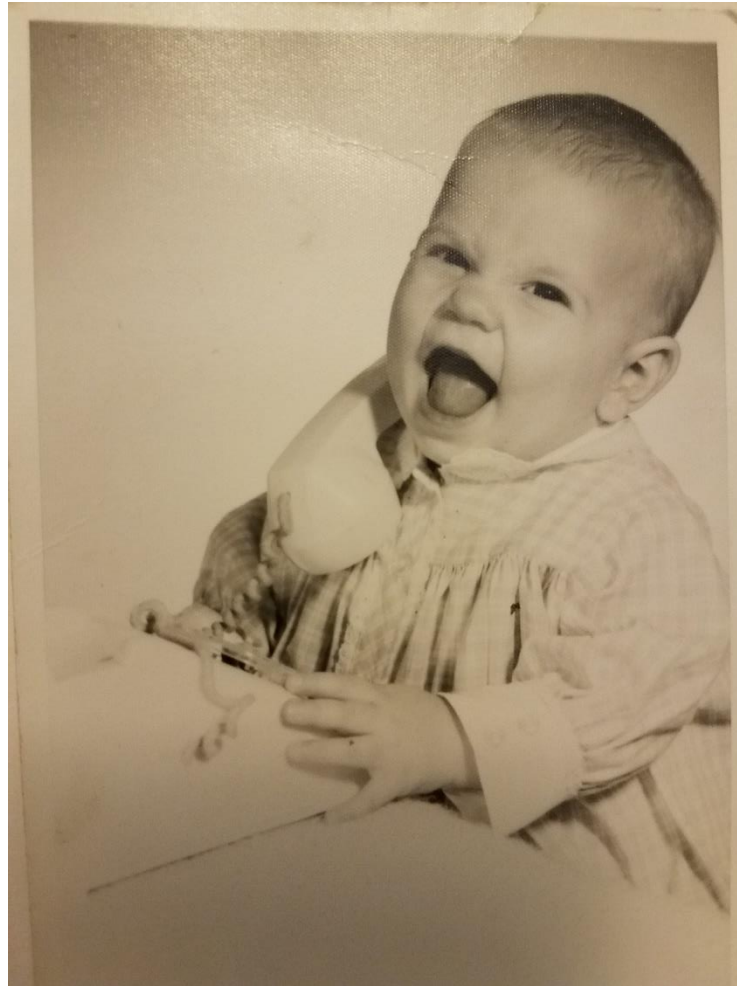
- Fundraising Coach
- Trainer
- Founder & Host of Fundraising TV

Me and Lucy



Here's my story...

**I WASN'T BORN WITH
FUNDRAISING SKILLS...**



I DIDN'T SIGN UP FOR FUNDRAISING AT CAREER DAY



WHERE I LEARNED IT WAS...



TODAY...



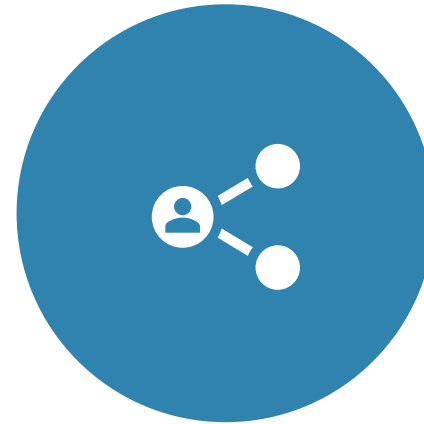
LET'S JUMP IN!



TRUTH #1



WHEN YOU RAISE
MORE MONEY,



YOU CAN CHANGE
MORE LIVES.

TRUTH #2:



INSPIRING
DONORS TO GIVE



GETS BETTER
RESULTS THAN



TWISTING ARMS
OR BEGGING.

What is fundraising?



What is fundraising?
What is *good* fundraising?

What is fundraising?
What is *good* fundraising?
What is *donor-based* fundraising?



Why do
people
give?

PEOPLE GIVE TO

- ▶ Help someone
- ▶ Believe in cause
- ▶ Give back
- ▶ Feel good
- ▶ Belong to a group
- ▶ Religious reasons
- ▶ Family tradition
- ▶ Tax deduction

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3-PART FORMULA FOR SUCCESS



+



+



=



RIGHT PEOPLE

RIGHT TIME

RIGHT
MESSAGE

DONATION!

Don't make donors burn calories trying to figure out what you want them to do.



DON'T BORE THEM

“On behalf of the Board and staff, we wish to extend our deepest gratitude for your past support and invite you to take this opportunity to renew your support...”

BORING...

Please help us meet our goal!

Today is North Texas Giving Day and we're trying to meet a "\$10,000 all-in matching pledge" to our \$20,000 goal.

A donation of any amount would be greatly appreciated, and PLEASE, forward this on to a few friends.

Subject line: Thanks!



relies heavily on the support of donors just like you to reach our yearly goals, and we are almost there!

Our fiscal year ends on June 30, 2019 and we hope to finish strong, so keep those donations coming!

We want to serve as many youth in foster care as possible! Our goal is to see every child in the juvenile court system assigned a #childadvocate. We can do it with your help!

Make a Difference!

DONATE

CONFUSING

GET FULLY
FUNDED

SIMPLE, CLEAR, HEART- TUGGING ASK

Plain language - No jargon or acronyms

Connect the dots between donation and impact

Lean into universal emotion

Make the donor feel like a hero

GREAT!

ASPCA ASPCA
Sponsored · 🌐

Help us feed and care for homeless and neglected animals who feel like they've been forgotten. Your donation of \$19 can help feed a dog or cat for a month. Make a lifesaving gift today.



ASPCA.ORG
NOT AFFILIATED WITH FACEBOOK

Food Needed Now for Rescued Animals

Donate Now

Helpless Animals Need You. Donate Today.

👍 🙄 ❤️ 14K

644 Comments 3.4K Shares

I'VE GOT MY THINKING CAT ON



HUMORTRAIN.COM

Connect the dots between donation and impact

 [DONATE NOW](#)



FIND YOUR CORE NUMBER



FIND YOUR CORE NUMBER

\$cost / (unit of service) to get this result: _____

FIND YOUR CORE NUMBER

\$cost/(unit of service) to get this result: _____

- ▶ \$6.20/day to feed, shelter, and care for a cat
- ▶ \$18.33/day to provide food, shelter, and veterinary care for a rescued draft horse
- ▶ \$28.33/month to keep a kid in school and fed in Liberia

FOR EXAMPLE,



Donate



Can you help provide a Senior Box for a home bound senior in our community?

\$58.80 provides a monthly supplemental Senior Box that contains 4 weeks worth of food and hygiene items to help our Seniors extend their fixed income to focus on the raising costs of medical care and utilities.

Medical, Food, and Utility costs are the highest they've been in 50 years.

It is **vital that all seniors have access to affordable and nutritious foods, and hygiene items.** That can only happen with your support.

Help a Senior TODAY

FOR EXAMPLE

Subject: Goodbye, Doughnut Girl



Dear Sandy,

Patricia cannot believe it. Each day feels like a miracle. She wakes up and walks to eat a beautiful hot meal at the BESTWA Feeding Site. She and her friends play and sings songs about Jesus. She is starting school for the first time. ***Patricia never imagined this could be her life. A few short weeks ago, things were very different.***

You see, Patricia was a street vendor. She carried a bucket full of doughnuts on her head starting before sunrise each morning. She stayed out until she sold them all, or it got dark. Seven days a week, Patricia worked hard. She knew her family was depending on her for their survival. That is a very big burden for a little girl to carry.



A powerful gift of \$31 a month set Patricia free to just be a child. A sponsor like you provides daily food, medical care, education, and love. Patricia's smile says it all. It's so good to be free. **Thank you!**

Your love moves mountains,

Candi Jennings
Executive Director

LEAN INTO UNIVERSAL EMOTION

- ▶ Fear, Sadness, Loneliness, Anger
- ▶ Hope, Joy, Compassion

What emotions will YOUR donors resonate with?

FOR EXAMPLE

Subject: Goodbye, Doughnut Girl



What did YOU feel?

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FOR EXAMPLE



Amplify Grace365

Danny Grew up Hungry

Before foster care, Danny worried every day about whether or not she would eat. It's such an ingrained habit that even now that she has 3 nutritious meals a day and plenty of snacks, she still worries that she won't get to eat.

Danny needs your help to trust that food is available and that we won't let the past repeat itself. For \$350 you can sponsor a month's worth of food and incidentals for Danny or another young adult in our program.

*Name changed for the child's privacy

Will you help Danny trust the past won't repeat itself?

[Donate](#)

MAKE THE DONOR THE HERO

- ▶ Show how they can save the day!
- ▶ Use hero language - “You can make a difference” or “You can change a life”
- ▶ Make ‘em feel special!



MORE EXAMPLES



FACEBOOK FUNDRAISER



Feed, Hay, Vet - Creating Compassion with a Match!


Fundraiser for EPIC Outreach by Jessie Miller •

Donate

Share

...



 This fundraiser has ended
Thanks to everyone who donated!

Fundraiser Ended

\$2,547 raised of \$2,500



 You, Jessie Miller and 56 others donated.

 Write something...



Photo/Video



Tag Friends



Feeling/Activity

About

Join the Compassion Creation by supporting animal care for the rescued animals at One EPIC Farm who serve to share their stories and inspire kindness for all. Each animal's care is about \$88 a month with the exception of the senior horses who's care is about \$300 a month (that monthly amount includes hay, feed, and medical care).

- A bag of feed is \$22 - A bale of hay on average is \$25 - A visit from the farrier (hoof care) every 6 weeks is \$35 - A bag of dog food for Tator is \$20 - A month supply of fruits and veggies for the pigs on average is \$30

Fundraiser Progress

58
donated

1.7K
invited

17
shared



You, Jessie and Becky donated.

Created By



Jessie Miller






On Facebook since 2009


Frequently Asked Questions

[Learn More](#)

\$5 Friday


 Roanchar Ranch Draft Horse Rescue is  supporting **Roanchar Ranch Draft Horse Rescue**.
August 21 · 


Happy Friday Roanchar Ranchers. Today is our first \$5 Friday. We are raising money to get Barney a new fly mask. As you can see, his current fly mask has seen better days. Because Barney is blind, his eyes are very sensitive to sunlight and he needs a fly mask with blinders. Equine Visor has the perfect mask and even gave us a discount. Your \$5 will go directly to paying for Barney's mask, which is \$71.91.




\$5 Friday

Help Barney get a new fly



 **Roanchar Ranch Draft Horse Rescue's fundraiser**
Fundraiser by Roanchar Ranch Draft Horse Rescue



\$192 raised of \$72 Ended

11 people donated.

\$5 Friday



Heidi Rasmussen Totten

Yesterday at 9:49 AM · 🌐

Let's get real. Even \$5 is going to make a huge difference for expanding this sewing center in Kenya. I was just there. The skills [Marissa Waldrop](#) can teach the women as a professional seamstress will be huge for them.

After giving them 90 HopeSaC thermal cookers two weeks ago, they now have tools that can reduce the amount of time their lungs are exposed to smoke from cooking. This morning we are buying pots for their HopeSaCs.

Follow along with what we are doing. Your help is critical and it changes lives every day in the basic needs of families.



Women's empowerment and sewing center in Kenya.

Fundraiser for 100 Humanitarians International by [Marissa Waldrop](#) and Heidi Rasmussen Totten

\$1,692 raised of \$3,000



Heidi Rasmussen Totten and 30 others donated.

Donate

Facebook Fundraiser



Esther Neonatal Kitten Alliance is 🧡 asking for donations.



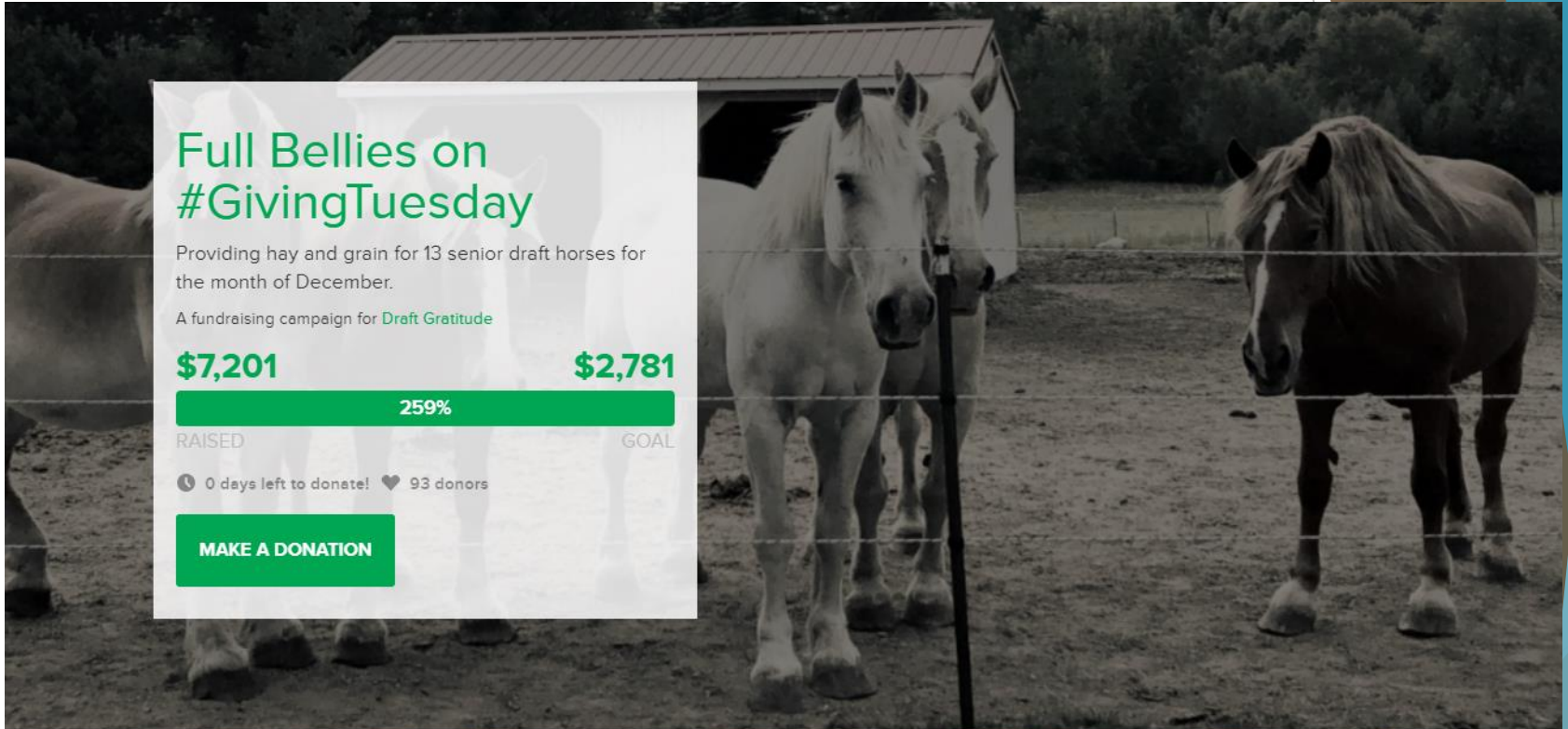
October 23 at 1:00 PM · 🌐

Imagine being so tiny that your lungs aren't fully developed. Or so sick that your airways are full of sludge. More than half of the orphaned newborns who urgently need our help each year struggle to breathe -- but it doesn't have to be that way!

Your donation today will help us meet our \$849 goal to purchase an oxygen concentrator that will attach to the incubators in our nursery. We didn't have the tools to save little Silas here a few years ago, but with your help we'll ... [See More](#)



GIVING TUESDAY



Full Bellies on #GivingTuesday

Providing hay and grain for 13 senior draft horses for the month of December.

A fundraising campaign for [Draft Gratitude](#)

\$7,201 RAISED **\$2,781** GOAL

259%

0 days left to donate! 93 donors

[MAKE A DONATION](#)



\$13

One bag of hay extender.



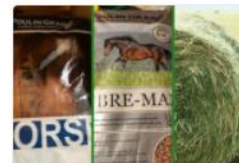
\$22

One bag of senior feed.



\$75

One round bale.



\$110

One hay extender, one senior feed, one round bale.



\$292

Grain bill for one week.

GIVING TUESDAY



Animal Outreach of Shelby County is supporting Animal Outreach of Shelby County.

December 1 at 2:14 PM ·

Just \$10 buys a digital scale so good Samaritans can weigh the bottle babies they are caring for. Weighing the kittens is critical to know how much to feed and if they are gaining weight. Can you sponsor just one scale? \$10 seriously can save a life. YOU CAN SAVE A LIFE!



Animal Outreach of Shelby County's fundraiser
Fundraiser by Animal Outreach of Shelby County

\$290 raised of \$260

Ended



You, KerryAnn May and 8 others donated.



You and 4 others

1 Comment 2 Shares

GIVING TUESDAY



illuminate
India Giving Tuesday

\$40
Primary school
tuition for 1
student for
1 year

\$69
Sewing training
for 1 teenage girl
for 1 month

\$130
Physical therapy
for 1 disabled
child for 1 year

11/27/18

3 WAYS TO HELP A CHILD IN NEED!

GIVING TUESDAY

TOGETHER WE CAN SAVE 40 CHILDREN



\$5

Provides
ONE DAY
of Care

\$35

Provides
ONE WEEK
of Care

\$150

Provides
ONE MONTH
of Care



12.01.20

GIVING TUESDAY

000 01 02 03 04 05 06 07 08 09 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

MAINTAIN A POSITIVE BALANCE



SIMPLY PUT --

Make 'em happy!



FOLLOW THESE:

- ▶ UnityFarmSanctuary.org
- ▶ DraftGratitude.org
- ▶ CoppersCatCommune.org
- ▶ EpicOutreach.org

NEXT STEPS

- ▶ Review your notes
- ▶ Prioritize your ideas
- ▶ Block your calendar
- ▶ Start working!

RESOURCE

LET'S GO DEEPER INTO HOW DONOR-
BASED FUNDRAISING WORKS

FUNDRAISING

QUICKSTART 

VIRTUAL FUNDRAISING WORKSHOP

You'll learn:

- ▶ How to find Ideal Donor Prospects
- ▶ How to ask for anything you need!
- ▶ Build loyalty and trust so donors keep giving



OUR STUDENTS SAY...

“I decided to attend out of desperation - I was completely overwhelmed. I got ideas for using thank-you videos to WOW my donors and also ideas for finding new donors easily.

If you're thinking about this, DO IT! The time was so well spent!”

Heidi Lovett, Swerve Robotics

The world **NEEDS** your nonprofit.

Raise more money. Change more lives.

www.FundraisingQuickStart.com

April 28, 10 am - 4 pm eastern

Tickets: \$57

Use coupon code: KINDFUL to save \$20

FUNDRAISING
QUICKSTART 

