

Sound the Alarm: Fundraising Toolkit

Welcome!

Thank you for fundraising in support of *Sound the Alarm*, a home fire safety and smoke alarm installation event. This toolkit provides simple ways to fundraise for lifesaving services in our joint pursuit to reduce death and injury from home fires.

Toolkit Content

This toolkit contains different sections of content to help you in your fundraising journey.

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Setting Up Your Fundraising Page

You will have a CrowdRise page created for you when you register for a *Sound the Alarm* event at www.soundthealarm.org, and an email with the link to your page will be sent shortly after registration is complete. **If you received a Welcome Email already, start at [Step 1](#).**

Note: If you are joining fundraising *without* signing up to volunteer at a *Sound the Alarm* event, follow these instructions first:

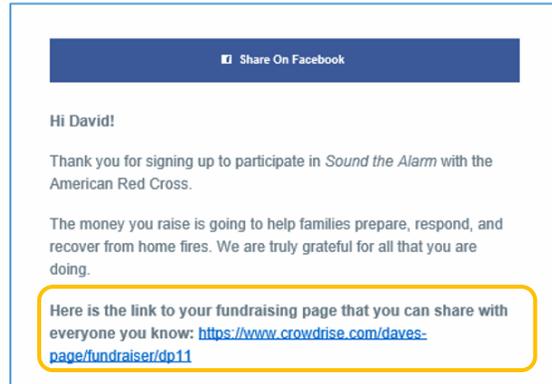
1. Go to www.crowdrise.com/sound-the-alarm
2. Scroll down and locate the Sound the Alarm Fundraising Page that is closest to you*
3. Select “Join Campaign” and then “Create Your Own Team” and follow the steps
4. Click on the link in your Welcome Email from CrowdRise, log in and begin at [Step 4](#) of this toolkit

***Note:** Pages are organized by Red Cross Regions. To locate your nearest Region, [CLICK HERE](#)

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Step 1: View Your Page

Once you receive your welcome email, click on the link to view your fundraising page.

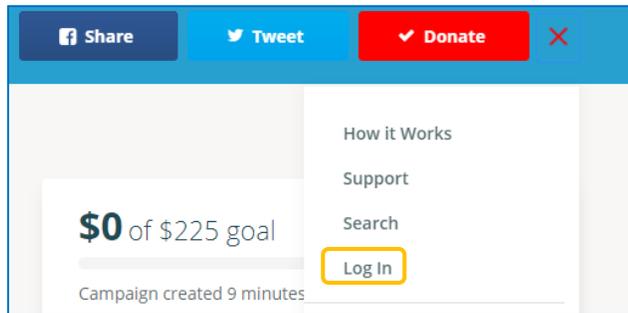


(Welcome Email with Page Link)

Note: Fundraisers that are new to CrowdRise and create a page without signing up to volunteer at an event may receive an Account Creation email first, the Welcome Email with the link to your page will be sent shortly after.

Step 2: Log In

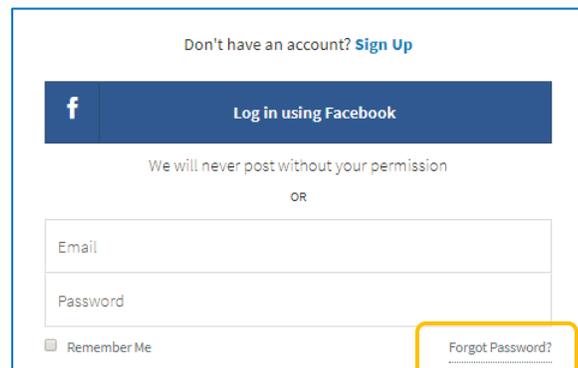
Click on the menu icon in top right corner of your page, then select "Log In" from the drop-down menu.



(Menu Icon)

(Drop-Down Menu)

Your page will be built with a default password. To log in, you will need to reset this password by choosing the "forgot password" option. This process is in place for *your* security. Use the same email address from when you registered on www.soundthealarm.org. **Note:** Do not select "Sign Up".

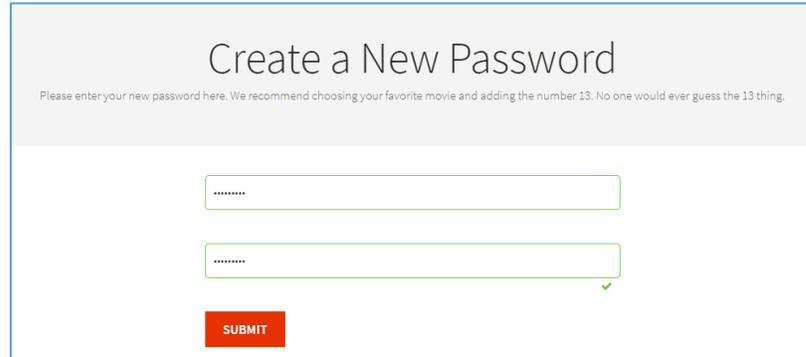


(Forgot Password Link)

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Step 3: Create a Password

A reset password email will be sent to you; click on the “Sign in to Your Account” button in this email, then create a password. Remember, resetting your password is for your security! You will now be viewing your fundraising page and logged in.



(Create New Password Screen)

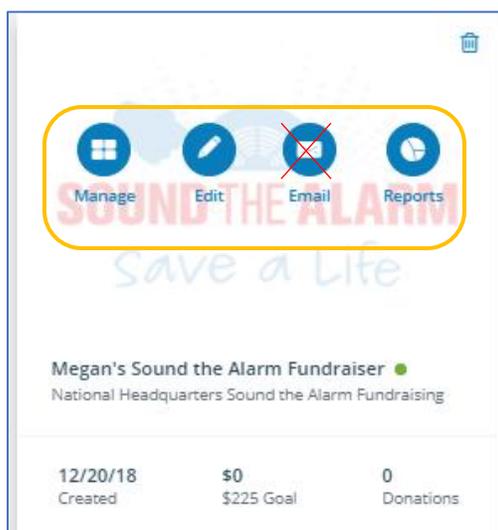
Step 4: Go to Page Editor

Once logged in, you can manage and edit your page by clicking in the top right corner and selecting “My Campaigns,”



(Drop-Down Menu)

Next, hover over the page for *Sound the Alarm* to view the options listed.



(Page Editor Menu)

Manage - View donations to your page, post updates and thank your donors

Edit - Personalize the details on your page – photos, story, videos, and more!

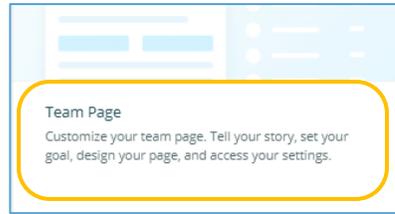
Reports - Run a report of donations to your fundraiser; this is great for thanking your donors!

Note: Email is a tool used by the Red Cross to update CrowdRise platform messages and is not intended for fundraisers. Please use your personal email accounts for sharing your page!

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Step 5: Personalize Your Page

Select “Edit” from the menu, then select the “Team Page” module (all fundraising pages are called team pages).



(Team Page Module)

From here, you update the following content to personalize your page.

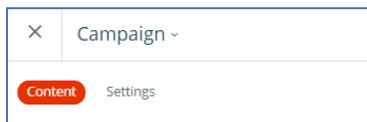
Campaign Name- You can update the title of your page here. We’ve set it up with your name already!

Photos- A great way to personalize your page is to add photos of yourself!

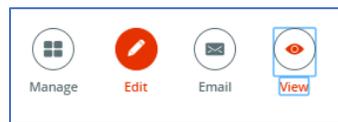
Video – You can upload a video explaining why you are supporting *Sound the Alarm*

Story – You can update the pre-existing overview with some personal content about why you are excited to help *Sound the Alarm*. You can review the [Sample Messages](#) for some great ideas

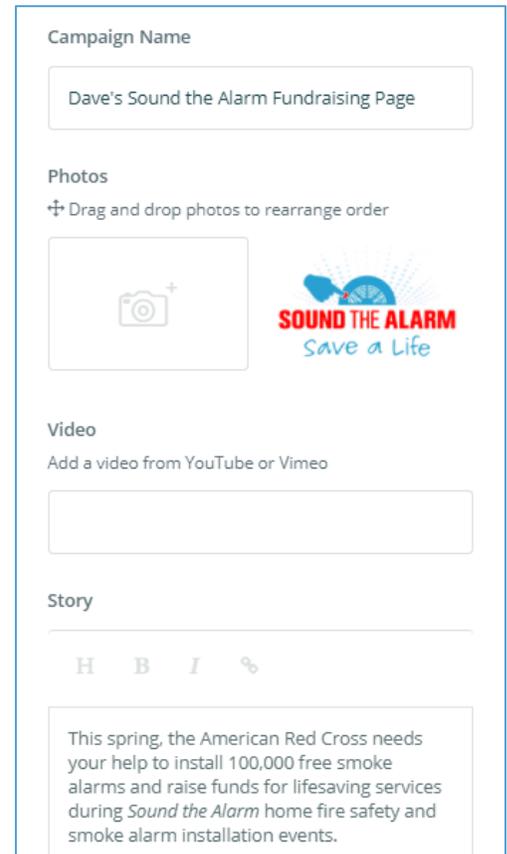
Click on the “X” to exit edit mode, then “View” to see your changes. From this screen you can copy the link in the browser. **Be sure to save your changes first!**



(Exit Edit Mode)



(Page Editor Menu)



(Page Edit Fields)

Step 6: Start Fundraising!

Your page is personalized and now you are all set to start fundraising! You can use the link from your Welcome Email, the link from your browser, or any of the “share” buttons on your page to start asking for support. Copy the link and use your personal email account to share with your network, or use the “share” button on your page to post to Facebook.

Check out the Fundraising Tips for ideas on how to help raise lifesaving funds for *Sound the Alarm!*

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Fundraising Tips

Below are tips to help you with your fundraising! In addition to the tips listed below, you will also receive emails with additional fundraising tips once you get started.

- **Personalize your Page.** Add photos and videos and update the story field. Personalizing your page is the best way to motivate people you know to support your efforts.
- **Activate your Network.** Use the tools available on your CrowdRise page to contact your network and ask for donations. Social media, email, and phone calls are great ways to engage people you know. Use the tips provided below to guide your strategy.
- **Self-Donations.** Consider donating to your page to get things started, even if it's small it will show you believe in your own efforts!
- **Draft Potential Donor List.** Think of people that you can count on for their support – friends, family, neighbors, and coworkers.
- **Segment your Donors.** For best results contact your potential donors in the way that is best for *them*. While sending a group email might be the easiest method for you, a personal email or phone call to key contacts might be best for them. Lay out your approach and group your contacts by the best form of contact. Start with friends and family, co-workers, and fellow volunteers.
- **Ask, then Follow Up.** People want to support you, but everyone is busy and forgets. Follow up with your supporters, send updates to help remind them of your efforts and personalize your requests.
- **Turn-it-Around Fundraising.** Remember those people that have asked you to buy products they sell, purchase cookies from their kids, support school events and donate to their charitable fundraisers? Now is the time to turn around and ask them to support YOUR efforts!
- **Update Often.** Don't just send out asks, send out updates on your progress as well. Let your donors know when you've reach certain milestones, or if there has been an exciting update from the Red Cross. Consider updating the photos on your page as well, finding unique ways to show your progress.
- **Thank Them.** Be sure to personally thank your supporters, either by email, phone, eCards or in person, they want to know you appreciate them. Be sure to include an update on the campaign's progress.

Pro Tip

Start Small and Build

Ask a few close friends to donate before you invite your broader network to support your efforts. Those few initial gifts will help people feel that they are joining a successful campaign.

Pro Tip

Make it Tangible

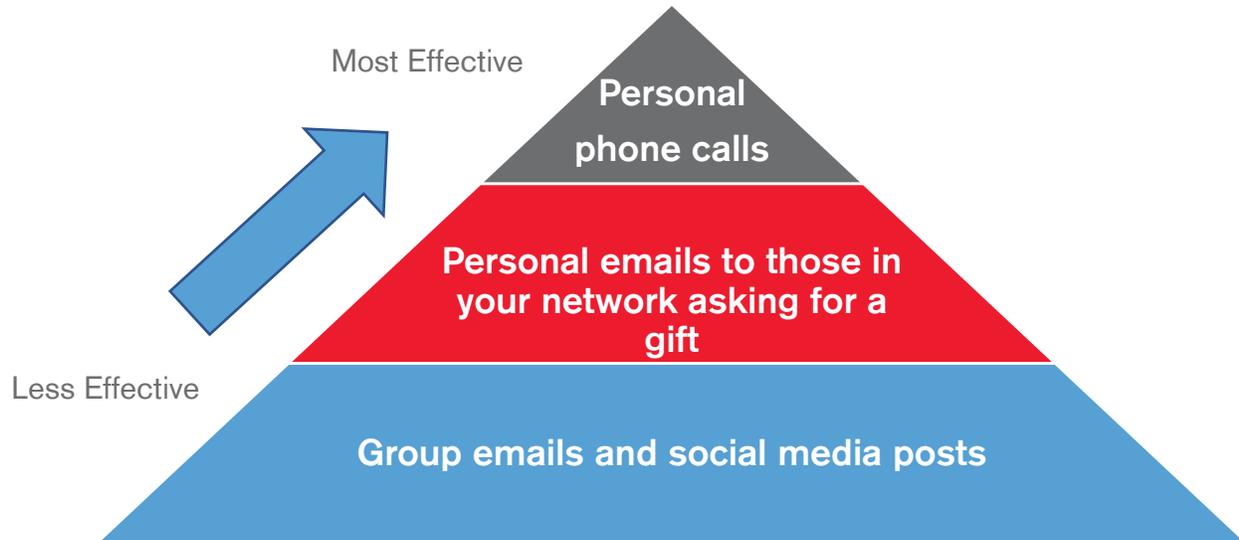
Fundraising is about raising money to sponsor your efforts of installing smoke alarms. A great way to highlight this for your donors is to ask for donations based on the cost of installing smoke alarms.

- \$15 = 1 alarm
- \$30 = 2 alarms
- \$60 = 4 alarms
- \$75 = 5 alarms
- \$150 = 10 alarms
- \$225 = 15 alarms

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Methods for Success!

Some methods of asking for donation have proven to be more effective than others – be sure to use the ways that work best for you and your network.



Reach Your Goal! \$225!

All fundraising pages will have a preset goal of \$225, which would provide 15 life-saving smoke alarms. Goals can be adjusted by using your dashboard, and you can always set your goal higher if you like! Here is a quick breakdown of how to easily raise \$225 and sponsor 15 smoke alarms! Just \$15 provides the fire safety training and installation of one smoke alarm.

- Make a self-donation to get things started \$15 = **\$15**
- Ask your significant other to donate \$15 = **\$30**
- Reach out to three close family members for \$30 each = **\$120**
- Ask your closest friend for \$30 = **\$150**
- Ask five friends or co-workers for \$15 each = **\$225!**



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Sample Messages

Here are some great templates to help get you started with your outreach! Copy and paste the messages into your personal email or social platforms, then add in the information highlighted in red. Remember that email is the one of the best ways to reach out for support, so be sure to add your own personal touch. Sending group emails can be a quick way to get information out, but sending a personal message is a great way to show your supporters that you want them to help you save lives.

Email Template: Donation Request - Ask for support!

SUBJECT: Please Help Save Lives

Dear {Insert Name}

I have joined the American Red Cross in **INSERT LOCATION** to help install **free** smoke alarms on **INSERT DATE**. This event is part of *Sound the Alarm*, a series of home fire safety and smoke alarm installation events held across the country from April 27th – May 12th, 2019.

Every day, seven people die in home fires, most in homes that don't have working smoke alarms. I am excited to be helping the American Red Cross prevent these needless tragedies by canvassing at-risk neighborhoods, installing free smoke alarms, replacing batteries in existing alarms and educating families about fire prevention safety. Working smoke alarms in a home cut the risk of death by half!

Will you support my efforts by **donating to my fundraising page and helping me reach my goal of \$225?** Just \$15 can cover the fire safety training and installation of one smoke alarm. A gift of any size helps the Red Cross prepare, respond and help families recover from home fires.

Please help me save lives from home fires by donating **HERE – INSERT LINK TO CROWDRISE PAGE**

Thank you so much for your support!

NAME

For more information on *Sound the Alarm*, visit www.soundthealarm.org.
#endhomefires

Email Template: Thank You Message – Thank people who donated!

Subject: Thank you for your donation!

Dear {INSERT NAME}

THANK YOU! So far I have raised **INSERT TOTAL RAISED** for the American Red Cross as part of *Sound the Alarm*!

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Your generosity will provide **FREE** smoke alarms and fire safety training to families in need, helping to save lives.

To find out more information about how the American Red Cross is saving lives with this initiative, visit www.redcross.org/sound-the-alarm.

Thank you so much for your help!

NAME #endhomefires

Social Media Templates – Donation Request Messages



I'm volunteering with the #RedCross to install **FREE** smoke alarms in my local community. I'm also raising \$225 to help in this lifesaving effort. Please join me by donating here [INSERT LINK TO CROWDRISE PAGE](#) #endhomefires



I'm helping the Red Cross install **FREE** smoke alarms and provide home fire safety education to families on **INSERT DATE**. I'm also committing to raising **INSERT GOAL** to help the Red Cross prepare, respond, and help families recover from fires. Please join me by donating here [INSERT LINK TO CROWDRISE PAGE](#). A \$15 donation can cover the fire safety training and installation of one smoke alarm. #endhomefires

Social Media Templates – Donation Thank You Messages



Thank you @nameofdonor for giving to my #Redcross fundraiser [INSERT LINK TO CROWDRISE PAGE](#). Your donation will help save lives from home fires #endhomefires.



Thank you @nameofdonor for giving to my fundraiser for the Red Cross. I started this fundraiser because **share why you decided to help the Red Cross and why this campaign is important to you**. If you'd like to join my efforts, please consider making a gift here: [INSERT LINK TO CROWDRISE PAGE](#). #endhomefires

Social Media Templates – Additional Donation Request Messages



I'm halfway to my goal of raising **INSERT GOAL** to help #RedCross save more lives from home fires. Donate here: [INSERT LINK TO CROWDRISE PAGE](#)



I'm halfway to my goal of raising **INSERT GOAL** to help #RedCross save more lives from home fires. Will you consider a gift to help me reach my goal? [INSERT LINK TO CROWDRISE PAGE](#) #endhomefires

Social Media Templates – Thank You for Supporting Me Messages



We did it! With your support, I raised **INSERT TOTAL** and helped install **INSERT TOTAL** smoke alarms. Thank you! Check out the results: [INSERT LINK TO CROWDRISE PAGE](#)



We did it! With your support, I raised **INSERT TOTAL** and helped install **INSERT TOTAL** smoke alarms! Together, we helped #RedCross save more lives from home fires. Thank you! Check out the results: [INSERT LINK TO CROWDRISE PAGE](#) #endhomefires

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Fundraising Recognition

To show our appreciation for your hard work in raising funds for lifesaving services during *Sound the Alarm*, we want to recognize you with a small token of thanks. All *Sound the Alarm* participants who fundraise on CrowdRise are eligible to earn these items of recognition.



Raise \$50+
Receive this
Sound the
Alarm lapel



Raise \$100
Receive this
ceramic
tumbler



Raise \$225
Receive this
Red Cross
First Aid kit



Raise \$500
Receive this
duffel-style
gym bag



Raise \$1,000+
Receive this
folding chair

Recognition Rules & Guidelines

- Fundraisers will be eligible to receive the item offered at their level of fundraising as of May 24, 2019, plus the *Sound the Alarm* lapel pin, if \$50 or more is raised
- In late May, we will email you, announcing your gift. At this time, you will have the option to accept or decline the gift, and indicate where you would like it shipped
- Items are expected to ship before June 10, 2019. Items can be shipped within the United States, including Hawaii and Puerto Rico to the address provided upon completion of a post-event survey



FAQs

Q: Can donors send in checks?

A: Yes, while online fundraising is strongly encouraged, check and cash donations can be collected. As a fundraiser, you can collect check and cash donations and either drop them off or mail them to your local Red Cross Chapter. Email sta.fundraising@redcross.org to receive a copy of the form and mailing address to send your offline donations to. Allow 2-3 weeks to see these amounts reflected on your fundraising page.

Q: Do offline donations (checks) count towards the fundraising recognition items?

A: Yes, if offline amounts have been verified and received in time to meet the provided parameters.

Q: Who can I contact for questions?

A: Please reach out to the Red Cross Sound the Alarm Fundraising team at sta.fundraising@redcross.org

Q: How can I get a copy of a donation receipt?

A: Contact us at sta.fundraising@redcross.org to request a duplicate copy of any donation receipt. We will need to have the name on the card used to process the donation and the email address associated with the donation.