# crowdrise

# Campaign kit

Thinking about launching a campaign but not sure where to start? We can help.

# Get started

This turn-key campaign kit includes all you need for a successful fundraising experience. We know every campaign is different, so we included a real-world campaign example and a number of plug-and-play templates. In each template you can easily fill in the the details of your campaign so it resonates perfectly with your supporters.

Follow along with how the fictitious charity, CombatHunger.org, is fundraising to stock its food pantries by hosting its annual Polar Plunge.
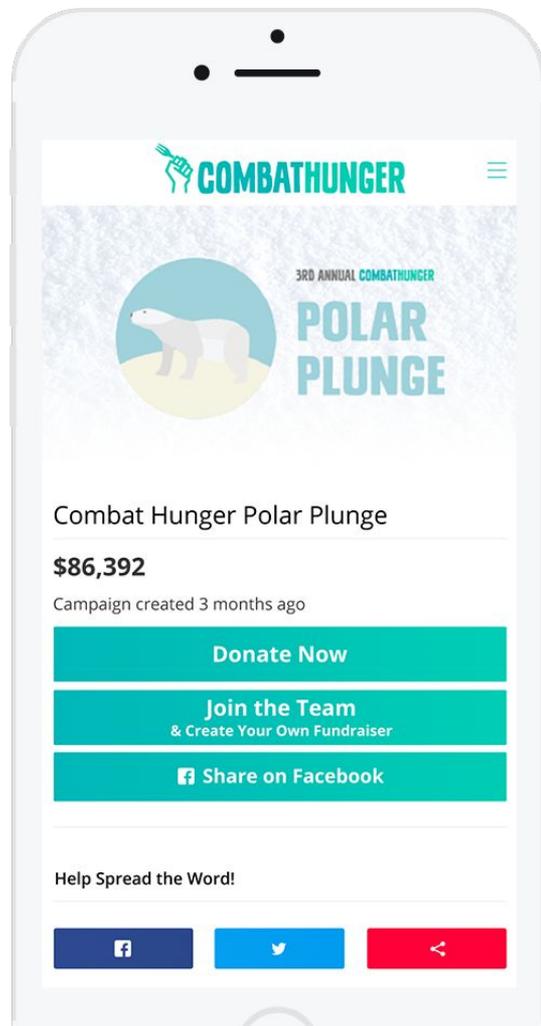
# Contents

This campaign kit includes everything you'll need to run a successful campaign. Just copy and paste each of the templates that follow then add your customizations to make them your own.

- Story text
- Social media posts
- Emails
- Campaign updates
- Brand
- Public relations
- **Start a campaign today**

Illustrate a connection with your audience by telling your story. In the story section of your page, make sure you're not only describing your mission, but that you're describing what your organization does to make a difference. Use case studies, talk about individuals you've helped, and dig into issues you're hoping to solve.

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## STORY TEXT

# Template
# story text

Thank you so much for taking part in our **[event name]**. Over the past **[X years]**, we've been able to use the money raised from our **[event]** to **[impact you were able to have with the funds]** that has helped **[who/what the money went to]**. We aim to beat our goal from 2017 and help over **[X number of _____ ]** in 2018 alone.

We invite you to join us in **[summary of your mission or goals]** on **[date]** as we **[event description]**.

**[Call to Action]** - Join the fundraising team by clicking the 'Join the Team' button. We are asking that you raise **[$ amount for every _____ ]** you **[do X activity - tie back to event]**.

Event Details: **[date, time, location]**

*Sponsored by **[sponsor name]**. We thank you!
**[include a summary about your nonprofit or your mission statement]**

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| Story | The Team |
|---|---|

Thank you so much for taking part in our Annual Polar Plunge. Over the past 3 years, we've been able use the money raised from our Plunge to provide warm meals to over 2,000 adults, 4,600 children and help the Greenmont Women's Shelter during the winter months. We aim to double our goal from 2017 and branch out to help local schools provide healthy lunches for those in need.

So, are you brave enough? We invite you to join us in providing healthy lunches for those in need on Feb 10, 2018 as we take the plunge.

Join the fundraising team by click the (color) 'Join the Team' button. We are asking that you raise $100 for every second you plan to stay in the water. *(Brrrrr)*

**Plunge Details:**
Feb 10, 2018
10 am - 2 pm
Frost Lake in Charlevoix, MI

# What's important

### Logos build your brand

Just as they do with for-profit companies, supporters can become brand loyal in the non-profit space as well. It's a good rule of thumb to include your organization's logo in everything you do even if you have a specific campaign logo. This is a great way to create and build even more brand recognition with your supporters, fundraisers, and donors alike. People learn to recognize your logo and associate it with your mission. Keeping a consistent tone and voice is critical for your growth, too.

### Photos show your impact

Photos are a powerful way to make sure your message resonates with your potential donors or fundraisers. If you're able to convey the mission of your organization and the need you're fundraising for through photos and video, you will make a stronger impact, which will result in a more donations for your cause.

### Videos convert better

There's a ton of research out there about why video can be so much more effective than text. We're finding that campaigns that use our campaign updates tool with a video are raising 5.7X more than those without video updates. It's a lot easier to create a video than you think - you can upload it from your computer or even record it right from your phone. Be sure to include a clear call to action - such as donate now, register, or join the team - in your video.

Social media use is growing across all generations. Make sure your organization has a social media presence to keep connected with your supporters.

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# Facebook

**Sample Facebook post:**



**Template Facebook posts:**

*Join us [date] for our [campaign name]. It's going to be a blast. We hope to raise over [$ amount]. Click the [link] to donate or join the team now!*

*Only [x number] days until the [event] and we are almost to our goal. We still have [x number] spots left to fill. Join the team today by clicking on the [link] below. Help us reach our goal.*

SOCIAL MEDIA

# Twitter

**Sample Twitter post:**



**Template Twitter posts:**

*Take the plunge with us on **[date]** & help educate others on **[your mission]**. Click the **[link]** to join the team or donate*

*It's here...it's **[event name]** time. Click the **[link]** to join us on **[date]**! Raise **[$ amount]** and you could win a **[prize]**! **[LINK URL]***

Email has a much longer shelf-life than social media, which makes it the most effective form of online communication. Be sure to include a clear call-to-action in each message and consider segmenting your email lists to personalize your message to each group you're targeting.

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# Recruit fundraisers sample

3RD ANNUAL **COMBATHUNGER**

## POLAR PLUNGE

Dear Supporters,

We are delighted to announce that our **Annual Polar Plunge** is BACK for a 4th year!

Last year we raised over $200K that went to stock our pantry and fill our community kitchen this chilly winter season. With your fundraising efforts from this single campaign we were able to:

- Serve a holiday meal to 500 local families
- Supply our cupboards with pounds of food
- Train 50 new volunteers, chefs and coordinators
- Update our website design to better facilitate online traffic
- Host this year's campaign!

Interested in making an even bigger splash this year? Sign up to plunge Here:
www.CrowdRise.com/CHPolarPlunge2018

This year, we're asking for all our plungers to pledge $100 for every second you're in the water. And, as an added bonus, if you raise $1000 or more, you'll be entered in a drawing to win an Amazon Echo!

Please help us surpass our goal for 2018!

To sign up, go Here and click "Set up Your Fundraiser." Then, you'll create your own fundraising team where you can invite others to help you fundraise and send out in all your messaging to your network.

# Recruit fundraisers template

Send at least one email prior to your campaign to recruit supporters to fundraise on your behalf, and make sure to send multiple emails with status updates throughout.

Subject: **[Attention-Grabbing Title] + [Call-to-Action]**

Dear Supporters,

We are delighted to announce that our **[CAMPAIGN NAME]** is **[TAKING PLACE when/where]**.

Last year we raised over **[Amount]** that went to **[tangible impact]**. We need your help this year to achieve:

**[Tangible Impact of funds raised]**

Interested in helping us **[do action]** this year?

Sign up to fundraise Here: **[CAMPAIGN URL]**

This year, we're asking for all our **[participants]** to pledge **[$X Amount]** to participate. And, as an added bonus this year, **[Incentive, if applicable*]**

Please help us surpass our goal for 2018!

To sign up, go Here **[CAMPAIGN URL]** and click "Set up Your Fundraiser." Then, you'll create your own fundraising team where you can invite others to help you fundraise and send out in all your messaging to your network.

We really couldn't do it without your ongoing support.

With Gratitude,
**[Your Organization Name]**

*CrowdRise Note: If you'd like to host a sweepstakes or contest during your next campaign, please reach out to your Success Specialist for more information.

# Ask for donations sample



3RD ANNUAL COMBATHUNGER

POLAR PLUNGE

Dear Supporters,

We are delighted to announce that our **Annual Polar Plunge** is BACK for a 4th year.

Last year we raised over $200K that went to fill our community kitchen and feed hundreds of local families in need. Your support was absolutely incredible, and this year we're going to MULTIPLY that impact.

Whether or not your favorite plunger is participating this year, please consider making a donation Here: Crowdrise.com/CHPolarPlunge2018.

Your dollars go the extra mile in helping families in need, like our friends over at the Greenmont Women's Shelter. Read their story below:

*"Food insecurity is a major problem in our country. At our organization, Greenmont Women's Shelter, we often rely on the generosity of a few donors and government grants to feed the women in need who come through our doors. Without the open doors and warm hearts of those at CombatHunger.org, it wouldn't be possible to keep up with demand and provide our visitors with the small comfort of a hot meal and a smile. We can't thank them enough! - Marsha, Director and Supervisor, Greenmont Women's Shelter."*

# Ask for donations template

Be clear and direct when asking for donations, and don't be afraid to follow up. Show your potential donors how their gift will make a tangible impact on your cause. We recommend including the link to your fundraiser twice.

Subject: Support our **[Campaign Name]** on **[Campaign Date/Timeframe]**

Dear Supporters,

We are delighted to announce that **[campaign]** is **[occuring/running]** on [date].

**[Include if applicable]** Last year we raised **[$X amount]** that went **[impact of fundraising]**. Your support was absolutely incredible, and this year we're going to MULTIPLY that impact with your help.

Please consider making a donation Here: **[Campaign URL]**

Your dollars go the extra mile in helping **[your organization's beneficiaries]**. Read their story below:

**[Add a case-study or example of how your work has helped others]**

Please help us surpass our goal for 2018 by donating and sharing: **[CAMPAIGN URL]**

We really couldn't do it without your ongoing support.

With Gratitude,
**[Org Name]**

## CAMPAIGN UPDATE

The Campaign Update tool is built right into the CrowdRise platform and is a fantastic way to keep your supporters engaged throughout the duration of your campaign. Text, pictures, and video updates are emailed to each person who has donated to your page. For example, you and your fundraisers might post an update to highlight a supportive donor, after a long training run, or to let their supporters know how close you are to achieving your goal.

The proof is in the pudding - campaign updates with text bring in 2.5x more donations than campaigns with no updates at all. Even better, campaigns with video updates are raising 5.7x more in total donations than those without.

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CAMPAIGN UPDATE TOOL

# Template campaign update posts

Just a few short days until **[your event]**. We are so excited. The fundraising efforts have been amazing and with only **[$ amount]** left to hit our goal, we are beyond confident in your support. Enjoy this highlight of last years top 3 plunges!
**[include video update]**

This week we are highlighting the **[participant of your choosing]**. **[He, she or they]** have participated in all of our **[event or fundraiser name]**, raising more money each year. **[He, she or they]** have already doubled their goal and those funds will go to **[what impact]**.
**[picture of the participant from last years event]**

Post Update

A few more days until the PLUNGE!

Just a few short days until the plunge! We are so excited. The fundraising efforts have been amazing and with only $2950 left to hit our goal, we are beyond confident in your support. Enjoy this highlight of last years top 3 plunges!



Publish

Getting press for your campaign can sometimes seem daunting. However, local news outlets are always looking for good local stories. Here are our best tips to engage the press for your campaign.

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# Tips

### Create a press release

Look for the local media (hometown newspapers, television stations, and local websites) that cover your area, as well as regional outlets (the newspapers, TV channels, and websites that originate in the large metropolitan area closest to you). Create and share a press release with them and offer a local spokesperson to discuss the importance of the campaign with the reporter or producer.

### Find the right contact

You can do a little digging, either online or via phone, to find out the name of the writer/editor/producer who covers the appropriate beat—that could be cause, technology, community events, human-interest or the specific sector your organization operates within.

### Time your pitch

Generally, local and regional press are considered "short-lead" meaning that you should contact them once your press release is final and you are ready to go live with the story. We recommend going out as close to the launch of the campaign as possible to maximize pickup.

### Follow up with a call

We recommend following up on an email pitch with a call the same day. If you do not get in touch with anyone and do not leave a voicemail; it is appropriate to call the contact back the next day.

PUBLIC RELATIONS

# Template Press Release

Title: **[NAME OF ORGANIZATION]** HOSTS **[CAMPAIGN]** ON CROWDRISE
Help **[NAME OF ORGANIZATION]** achieve **[GOAL]** by donating to its
CrowdRise campaign

**[YOUR LOCATION/DATE] - [NAME OF ORGANIZATION]** is holding
**[EVENT]** on CrowdRise, the largest crowdfunding platform for nonprofits.
**[NAME OF ORGANIZATION]** is fundraising in hopes of raising money to
support **[WHAT YOU DO]**.

**[Paragraph explaining organization's work and why this campaign
important/why you are participating/how you will use the funds, etc.]**

**["Quote here from organization,"]** said organization spokesperson.
**["More quote here."]**

Every day, thousands of people raise money for charitable organizations
on CrowdRise. CrowdRise's peer-to-peer platform is designed to build
capacity, create massive engagement, and use the power of the crowd to
provide new meaningful funding streams for organizations in every sector.

To help **[NAME OF ORGANIZATION]**'s **[CAMPAIGN]** reach its goal, head
to https://ww.crowdrise.com/**[fill with your customized URL]**.

ABOUT **[NAME OF ORGANIZATION]**
[Description of organization and mission statement]

**ABOUT CROWDRISE**
CrowdRise is the world's largest crowdfunding platform dedicated
exclusively to charitable fundraising. Used by millions of individuals, tens
of thousands of charities, hundreds of companies and many of the most
famous artists and athletes in the world, CrowdRise enables people to
creatively leverage their resources and networks to unlock the power of
the crowd to support positive social missions and create massive impact.

Founded by actor Edward Norton, film producer Shauna Robertson and
Robert and Jeffrey Wolfe, CrowdRise has conceived, implemented and
powered campaigns that have raised hundreds of millions of dollars to
date. For more information visit www.CrowdRise.com. In January 2017,
CrowdRise merged with GoFundMe to offer both people and
organizations the best fundraising tools for any cause they care
passionately about.

Media Contact:
[Name]
[Email]
[Phone]

# You're ready!

**Start Your Campaign**

If you have further questions about anything, please reach out to **success@crowdrise.com**