

GLOBAL CITIZEN'S FUNDRAISING TOOLKIT



Global Citizen



globalcitizen365



GCitizenMLK



TABLE OF CONTENTS

Brainstorming	Page 2
Fundraising Action Plan	Page 3
Crowdfunding	Page 4
Facebook Fundraiser	Page 5
Other Fundraising Websites	Page 7
Fundraising Tips	Page 7
Contact	Page 8

BRAINSTORMING

The first step to creating a fundraiser is planning it.

Questions to ask yourself:

- Who/what are you trying to fund raise for?
 - What problems have you seen, heard, read about, or experienced that sparked your interest or concerned you?
 - What issue do you care about most?
 - What do you think needs to be addressed in your neighborhood?
- How are you going to fund raise?
 - Will you sell something?
 - Will you create a fundraising event such as a run or concert?
 - Will you do a online fundraiser such as Facebook or Go Fund Me?
- Who will you ask for donations?
 - Community members?
 - Corporate sponsors?

FUNDRAISING ACTION PLAN

Once you have brainstormed, start formulating a plan for your fundraiser.

Finalize the who, what, when, where, why, and how of your fundraiser

- **Who** are you fundraising for and **who** are you asking for donations from?
- **What** are your goals?
 - How many people do you hope will participate?
 - How many people do you hope to impact?
 - How much money do you want to raise?
- **When** are you going to start and end the fundraiser?
- **Where** will it take place?
 - Do you need a venue or location, or is it online?
- **Why** are you creating the fundraiser in the first place?
 - Make sure your pitch is appealing and from the heart; share the story of whoever you are trying to help (see next page for more information)
- **How** will you make this fundraiser successful?
 - Will you ask for help from volunteers?
 - Will you reach out to other organizations?

CROWDFUNDING



What is crowdfunding?

- Crowdfunding is raising small amounts of money from a large group of people
- Rather than asking one person for a large sum of money, you ask many people for small sums that add up to be large

Crowdfunding 101 from Urban Affairs Coalition

Use the same method from the previous page to start your crowdfunding campaign

- **Who** is raising money? What is the mission of your organization and what do you do?
- **What** will this money eventually be used for?
- **When** does the fundraiser end? And why should people give now? What's the sudden urgency?
- **Why** are you raising money? Why is it important that the "what" is fulfilled?

Craft your "story"! Taking all the pieces you thought about above, write a short paragraph about your organization, what it does, what the funding will be used for, and why the time is now to give. It can include a story of a participant or client that highlights your mission, or can simply be 3-4 sentences from the above information.

However you'd like to convey what you do and why it is important is how you write your own story!

FACEBOOK FUNDRAISER

Crowdfunding with Facebook from Urban Affairs Coalition

How to create a Facebook Fundraiser:

1. On the left hand column of the homepage, under "Explore", click "Fundraisers".
2. This is the personal fundraising site within Facebook, where you can see what fundraisers you have started, as well as what fundraisers your friends have started.
3. Click "Raise Money" in the center of the page.
4. A box will appear asking who you are raising money for- click "Nonprofit". If you are a 501c3 certified nonprofit, there will be no fees.
 - If you are not with a nonprofit, you can raise money for you or a friend with a fee
5. "Let's Start with the Basics"
 - Who is organizing the fundraiser (you!)
 - Who are you raising money for (your organization or cause)
 - How much money you'd like to raise
 - When your fundraiser should end
 - Submit this information by clicking "Next"



Urban Affairs Coalition

Driving Change from the Ground Up

FACEBOOK FUNDRAISER

Continued

"6. Tell Your Story"

- Choose a name for your fundraiser
- Share the what and why it is important to have this fundraiser (See Page 5)

7. Pick a cover photo or video that highlights the need from your organization. Find a high quality photo with people doing something related to your organization or cause.

- Size 1920 x 1080 pixels is needed, so make sure your photo is big enough and won't stretch or get blurry

8. Click "Create"!

Marketing & Managing Your Facebook Fundraiser

- Congratulations! You've created your Facebook Fundraiser.
- A unique URL link will be provided that you are then able to share with your network
- Share this link on your other social media pages (Instagram, Twitter, etc.), highlighting why you started the fundraiser and how much you'd like people to donate.



OTHER FUNDRAISING WEBSITES

- GoFundMe
- Kickstarter
- Indigogo

FUNDRAISING TIPS

- Set a timeline for the fundraiser- a time limit will push more people to immediately donate.
- Get personal- it will resonate with more people.
- Share images or create an engaging video about your fundraiser and who it is impacting.
- Be realistic with your goals and target.
- Break down your fundraiser into manageable pieces. If you're trying to raise \$100, you only need 10 donations of \$10!
- Be patient! You won't reach your goal in a day.
- Say thank you- make sure to thank everyone who donated- whether it was with time or money. You wouldn't have been able to do it without them!
- Keep track of what works and what doesn't- it can help you the next time you do a fundraiser.



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