



# Instructions for Running an Effective Fundraising Campaign

- 1. Affiliate with every cause benefiting your nonprofit.** Sign-in to your Nonprofit Partner Center at <http://nonprofits.causes.com> and click on the “Causes” tab then “Independent Causes.” Click “Send Affiliate Request” to every independent cause. Affiliating with a cause gives that cause admin no additional abilities that they don’t have now; they can not message more causes or have access to your Partner Center. Affiliating gives you, as the nonprofit, the ability to send messages to the members of all of these causes and automatically feature your fundraising campaign on their cause without having to get their approval every time.
- 2. Create a compelling impact-based fundraising campaign.** From your Nonprofit Partner Center at <http://nonprofits.causes.com>, click on the “Fundraising” tab then the “Create a Custom Campaign” button. Facebook users usually are less compelled to donate to your nonprofit, as a whole. They are more compelled to donate, and donate more, to a campaign or a project. Great campaigns have a tangible impact that you can show them a picture of and preferably something that needs to happen now, by a deadline.
- 3. Feature the campaign on every one of your affiliate causes.** Featuring your campaign on affiliate causes is the second step of creating a fundraising campaign – be sure to select every affiliate cause. If you add more affiliate causes after your campaign has been created, go to that campaign in your “Fundraising” tab, go to the “Causes Featuring” tab, scroll down and you can add the campaign to your recently added affiliate causes.
- 4. Send regular (once a week at least) bulletins about the campaign.** To send a bulletin, make sure your personal Facebook Profile is linked to your Nonprofit Partner account by signing-in to your Nonprofit Partner Center at <http://nonprofits.causes.com> and clicking “Account” then “Facebook Accounts.” Once your Facebook Profile is linked, you can go to any affiliate cause and click on the “Send a Bulletin” in the upper-right corner of the cause to email all the members of that cause. See Page 2 for “Sample Bulletins” to see some good examples. Got a lot of causes that you want to send bulletins to all at once? Email us at [partner@causes.com](mailto:partner@causes.com) to inquire about the Premium Partner Center that allows you to do that, and more.
- 5. Build relationships with individuals and have them help you.** To find the individuals on your cause that are most passionate and have done the most to help you, look to your Hall of Fame in the Members tab of your cause. There you will find a list of Top Recruiters, Top Donors, and Top Fundraisers. Click on their names to write them a message on their Care Wall (which they will be notified about by email as well). Writing personal messages to them, people who post on the Cause wall frequently, or people who have recently joined the cause asking them to donate to the campaign and to tell their friends can be very effective at jump-starting a campaign.
- 6. Follow-up about the impact of the campaign, how they can continue to be involved, and what’s next for the cause.** Do this by sending bulletins as in step 4 as well as getting discussion going on the Cause wall under “Recent Cause Activity.” Better yet, ask for input from your cause members and most active supporters and get a discussion going on the cause wall.



# Fundraising Campaigns continued...

## What NOT To Do

1. Don't link to anything outside the cause, except perhaps a link to more information in the first bulletin.
2. Don't ask them to do 3 different things in the same bulletin. Choose one action you want them to take, and link to that several times in the bulletin.
3. Do not use your website's donate page. Link to your cause's donate page in the bulletin to take full advantage of the peer-to-peer fundraising aspects of causes as well as the viral effects of donating on Facebook. To get the donation link for your cause, click on the Donate button, then cut-and-copy the URL for that page into your bulletin.
4. Do not deviate from the message. For the duration of your fundraising campaign, don't send bulletins about other campaigns, other news items, or other petitions. Make sure all of your messages somehow tie back to your fundraising campaign.
5. Do not make your bulletins sound like press releases. Keep messages short, personal, and casual. Focus particular attention on the title, which will determine whether or not your members open the bulletin.

## Sample Bulletins

### *Introduction to the Fundraising Campaign*

Title: You can make a difference – Help Build a School in Tanzania!

Body: Today we are proud to announce that we are going to build a school 20 miles away from Lusaka, Zambia and we need your help! <http://www.causes.com/donations/campaignxxdf>  
We are asking that the members of this cause – all 3,496 of us – pitch in to fund the books and supplies for the school. Just think, with one donation, you can help provide the materials and the educational tools that will give these kids an education! The cost of these supplies is \$2,000 and we think we can reach that goal with your help. Check out the cause for pictures!

Please help by donating today:

[http://www.causes.com/donations/select\\_donation\\_method?campaign\\_id=xxxxx](http://www.causes.com/donations/select_donation_method?campaign_id=xxxxx)

-Susan, creator of "Support Schools in Tanzania" working with Schools Project: Tanzania

### *Recognizing Individuals*

Title: Why Carrie F. is such an awesome member of Support Schools in Tanzania

Body: Thank you so much to the 23 people who have donated already to our project to build a school in Zambia. If you haven't donated yet, click here: <http://www.causes.com/donations/c>

I wanted to give a huge, special thanks to Carrie F. who not only donated \$25 to the project but has raised over \$1,390 from her friends! Here's a note from Carrie: "This is such a great project, I just had to tell all of my friends. It was actually pretty easy – I just spent 15 minutes every day inviting all of my Facebook friends!"

Be a champ like Carrie. Invite your friends: <http://www.causes.com/yourcause/invitefriends>



# Fundraising Campaigns continued...

## *Milestone Update*

Title: You are awesome! We're ½ way there!

Wow – this cause is amazing! We are half-way to our goal of raising \$2,000. 21 people have donated so far to fund the school supplies and books for our newest school outside Lusaka, Zambia. A big thanks to those who have donated already. Here is a picture of the school being built: [To attach photo, see instructions below for Using Videos and Photos]

If you haven't donated yet, click here: <http://www.causes.com/donations/campaignxxdf>

If you've already donated, please spread the word about this amazing campaign here:

<http://www.causes.com/yourcause/invitefriends>

Thank you for all that you do – let's get to \$2,000!

## *Focus on Impact*

Title: Why This Really Matters...

Hi Everyone,

Thank you so much to the 32 people who have donated to our campaign to provide books and school supplies to our new school outside Lusaka, Zambia. Your donations truly matter to the 950 children we hope to enroll in the school next fall. This school will not only make a difference in the lives and the futures of these children but studies have also shown that investing in education can have lasting effects on poverty levels, health, and economic factors. You really are making a difference. If you haven't donated yet, please consider making even a \$10 donation to this important project:

<http://www.causes.com/donations/campaignxxdf>

Thank you for all that you do,  
Susan and the Schools Project: Tanzania team

## **Using Videos and Photos**

Video and pictures are incredibly powerful motivators for individuals to donate to your fundraising campaign. If you have compelling, inspirational videos about your fundraising campaign, you can post them to your cause and send them in bulletins to cause members while asking them to donate.

To post a video or photo to the cause, go under "Recent Cause Activity" in each cause and click "Post a Video" or "Post a Photo." After it is posted, you will see a blue "Send to Cause" button on the upper-right corner of the cause which will allow you to post a bulletin with that photo or video in it. You can also use the URL at the top of the page to spread the word and give people an easy way to promote your video or spread the photo around Facebook.