



A GUIDE TO A SUCCESSFUL FUNDRAISING CAMPAIGN

INTRODUCTION

Thank you for choosing to fundraise for Harbor House Domestic Abuse Programs! You're joining a community of everyday people who want to end domestic abuse in the Fox Valley and beyond: thank you! The good news is that you don't have to be a fundraising expert to raise a lot of money. This guide can help you reach and succeed your fundraising goals.

Throughout this guide we will go through how to set up your fundraising page, ask for donations, and promote your campaign.

Let's get started!

GETTING STARTED

Fundraising is a chance to make a big impact on a cause, even if you can't personally make a big donation. By mobilizing your friends and family, you can help a nonprofit organization reach more people, raise more money, and make a bigger impact.

The first step is an easy one: create your fundraising page. Your page may come branded with the nonprofit's colors and logo, but you can (and should!) personalize it. You can do this by adding your own pictures or videos to the page. This is your chance to tell everyone why this cause and organization are important to you.

You can also use your page to explain the significance of your fundraising goal and/or ask people to give a specific amount. Adding personal touches help your potential supporters feel more connected to you and the cause you're supporting. With these elements in place, your page is ready to start accepting donations.

How to Set your Fundraising Goal?

For Harbor House's Amazing Race we have a preset fundraising goal of \$300, but don't be afraid to be ambitious and set your own goal.

For example, if you're fundraising to celebrate your 25th birthday, you might ask your friends and family to donate \$25 each. Or if you want to sponsor a week of safe shelter for an individual, you can explain that your goal of \$700 will fund one survivor's one-week stay at Harbor House's safe shelter.

OUTLINE YOUR AUDIENCE

The power of fundraising is in mobilizing your own personal network of family and friends. Rather than making one gift by yourself, you can get all the people you love involved. You get to share your passion, and the nonprofit you fundraise for gets much-needed support from a wider community.

Even if you're not a "social butterfly," odds are, you have dozens, if not hundreds, of contacts who might be willing to help. Some of these friends are closer than others, but you never know who might be moved by your story or feel compelled to support your cause.

YOUR INNER CIRCLE

When it comes time to ask people to make donations, it's best to start with the people closest to you. Your inner circle is made up of the people you know will be happy to hear from you and want to support you. People like your family and close friends. You can brainstorm a list of these people first.

Here is what your inner circle might look like:

Family:

Mom and Dad
Siblings
Aunts and Uncles
Grandparents

Close Friends:

Sarah
Cassie
Stephani
Alicia

YOUR SOCIAL NETWORK

Your broader social network will be much larger than your inner circle. Nowadays, we're connected to hundreds of people through social media. Half of all adults using Facebook have more than 200 friends on the platform. Add Twitter, Instagram, and LinkedIn and you've got a huge audience for your fundraising campaign.

By posting personal, consistent updates about your fundraising campaign, you can hopefully inspire some people in your networks to visit your page and donate.

OTHER GROUPS

The third tier of connections is with groups or organizations that you belong to. Are you on a recreational sports team or do you attend church regularly? When you reach out to these groups you can reference what you all have in common before asking for a donation.

Other groups you should appeal to include:

Coworkers
Neighbors
Former Classmates
Recreational groups

If you're hesitant to ask all these people for help, remember that you share things in conversation and social media all the time. This time, you're doing it for a good cause. You're showing people your passions and giving them the opportunity to make a difference.

You also never know which of your friends or acquaintances have a personal connection to Harbor House. This is why it's worth promoting your fundraising page and appealing to all of your various networks.

ASK FOR DONATIONS

When it comes to asking people for help, the more personal you can get, the better. If you ask a big disconnected group of people all at once, you can fall victim to the bystander effect. When you make a very general ask, people are less likely to act because they assume someone else will take care of it.

Start your fundraising campaign by approaching the people closest to you first. These are the people who are most likely to donate. By asking them to give first, you can start moving the bar on your fundraising page before you appeal to your entire social network.

Email is the easiest way to reach out to the whole group. Plus you can include a link to your page.

Consider writing a few personalized emails for the people in your inner circle. For example, you might compose one message for family and another for close friends.

Be sure to include the following information in your email:

- Tell them about Harbor House Domestic Abuse Programs
- Why you are fundraising? Why are you passionate about Harbor House's work?
- The fact that you're starting with your closest family and friends before opening up to your larger network
- What you want them to do: "Will you help me reach my goal by making a donation?"
- A link to your fundraising page

EMAIL TO THE FAMILY

Here is an example of what an email to your family might look like:

Hi family,

I'm writing to let you know that this month I'm fundraising for Harbor House Domestic Abuse Programs. As some of you know, my friend Anne-Marie is a survivor of domestic abuse, so it's a cause close to my heart. Harbor House provides help, haven, and hope to adults and children right here in our community that are experiencing the hardships of domestic abuse. I'll be asking pretty much everyone I know to check out my page and donate if they can, but I wanted to ask my family first. Will you help me reach my goal of raising \$500 by making a donation? You can check out my fundraising page by clicking this link!

Any support you can give will mean so much to me. Thanks for reading and helping me fundraise for individuals in the Fox Valley experiencing domestic abuse.

Love,
Jessica

EMAILS TO OTHER GROUPS

Email is also a great way to ask your coworkers or classmates to donate. Here is an example email for the workplace. Emails like these allow you to tell people why you're fundraising and how they can help.

Dear friends,

I'm fundraising for my favorite nonprofit organization, Harbor House Domestic Abuse Programs. If you know me, you know my deep passion for raising up women and girls. The work that Harbor House provides to individuals experiencing domestic abuse in our community is inspiring. Harbor House supports over 1,500 individuals each year move from surviving to thriving.

To see more of the awesome work Harbor House is doing, go to my fundraising page. And if you can, please make a donation to help me reach my goal. Since I am turning 30 this Spring, I have a goal to raise \$3,000. Anything you can give will help!

\$20 provides an hour of coverage on Harbor House's 24/7 helpline. Their 24/7 helpline is the best connection Harbor House has to survivors.

Thanks for helping and have a good day!

Shaun

SOCIAL MEDIA

After you've reached out to your inner circle and are ready to open your campaign up to everybody, announce that you're fundraising by posting links to your campaign page. While most people use social media regularly, they don't all check the same platforms. This is why you should post to Twitter, Facebook, Instagram, LinkedIn and any other networks you have.

Some tips for social media posts:

- Posts with images tend to get more engagement, so include a screenshot or favorite picture from Harbor House
- Include the link to your fundraising page
- Ask people to share your fundraiser/post
- Use related hashtags to make your post searchable

Don't worry about coming off as annoying or bothersome. Social media moves so fast that a single post can easily get lost or ignored. This is why you should post multiple times to each platform. To keep your appeal fresh, you can change up each post with slightly different information. You can reference how much progress you've made toward your goal, details about why the cause matters to you, days left to reach your goal, thanking a friend who supported your fundraiser, etc.

Here are some guidelines for how often to post.

- Twitter: Once or twice per day
- Facebook: At least once every two or three days
- LinkedIn: Twice per week
- Instagram: Twice per week

GO THE DISTANCE

Hopefully, sending out emails and posting to social media will get you well on your way to hitting your fundraising goal. But after the initial interest and excitement, you may find that your campaign slows down. Fortunately, there are some ways to keep people engaged and motivated to help throughout your campaign.

WEEKLY GOALS

To reach your overall fundraising goal, it helps to break up the amount over however many days or weeks you're fundraising. For example, if your goal was to raise \$1,000 in four weeks, you could try to raise \$250 each week. This means there's always an upcoming goal that your friends and family can help you reach.

Example post: "I'm only \$35 away from reaching my goal of raising \$250 this week. Who wants to put me over the top?"

HIGHLIGHT YOUR DONORS

Another way to maintain energy and excitement around your campaign is to publicly thank donors! This shows your gratitude and celebrates the donor while also promoting your campaign and keeping it top of mind.

Example post: "Thank you to Stephani Smith, Cassie Longwood, and Kyle Gibbons who all made donations today! #HarborHouse #HHAmazingRace #ShineYourLight [YOUR FUNDRAISER'S URL]"

PROMOTE HARBOR HOUSE

Educate your audience about domestic abuse and Harbor House Domestic Abuse Programs. You can also talk about the purpose of this particular fundraising campaign, Harbor House's Amazing Race. Show your friends and family why Harbor House and ending domestic abuse deserves their attention.

One way to do this is to share a blog post, resource or pictures from our website.

You can also look for information on the Harbor House’s donation page to learn about what certain donation amounts help them to accomplish. This is interesting information to share on social media or in emails because it shows specific ways in which donations really do make a difference.

How To Help

 <p>Cleaning Supplies \$10</p> <p>Sponsor the purchasing of cleaning supplies needed to keep our staff, residents, and clients safe and healthy.</p> <p>DONATE</p>	 <p>Welcome Bag \$10</p> <p>Sponsor a welcome bag for a child coming into shelter. Welcome bags are filled with age-appropriate items to make the child feel more at home (ex: night light, PJ's, games, a stuffed animal, journal, blanket, personal care items, etc.)</p> <p>DONATE</p>	 <p>24/7 Helpline \$20</p> <p>Our 24/7 Helpline will continue to be available and is still our best connection to survivors. Our helpline allows us to safety plan, navigate quarantine concerns, and provide support loved ones.</p> <p>DONATE</p>	 <p>Phone/Virtual 1:1 Advocacy \$50</p> <p>Sponsor the time and technology needed to support a 1:1 meeting between an advocate and a survivor during this time of isolation.</p> <p>DONATE</p>
 <p>Prevention Education in Schools \$100</p> <p>Provide the resources for us to present to a classroom of students bringing them the message of anti-bullying, protective behaviors, recognizing healthy vs. unhealthy relationships, and the prevention of teen dating violence.</p> <p>DONATE</p>	 <p>Safe Shelter \$100</p> <p>We will always be here. Support survivors that are isolated in our shelter during this COVID-19 outbreak.</p> <p>DONATE</p>	 <p>Community Education Presentation \$150</p> <p>Provide the resources for us to host a community presentation/training. Our community education is crucial to reaching individuals that need our support and to create a community of support for individuals experiencing abuse.</p> <p>DONATE</p>	

Harbor House’s donation page: give.harborhousewi.org/togetherwerise

COUNTDOWN TO THE DEADLINE

A countdown of the final days of your fundraising campaign can help get people’s attention. When you point out that time is running out, your appeal becomes more urgent and compelling.

You can even take a selfie or post a new image to count down the days of your campaign.

In the final days of your campaign, be sure to emphasize how close you are to your goal. People are especially willing to give when you’re just shy of your goal because it feels like their gift is especially meaningful. It’s kind of like scoring the game-winning goal. It has the same impact on the score as any other goal, but it feels special to clinch the victory.

Example Post: 4 days left to donate to my #HHAmazingRace campaign! I am \$50 away from reaching my goal of \$700 to sponsor an individuals week-long stay at Harbor House’s safe shelter. Please visit my donation page at [FUNDRAISER URL](#). Thank you for your support!

TIME TO CELEBRATE!

Reaching the end of your fundraising campaign is like crossing the finish line of a marathon.

Even if you didn't hit your overall fundraising goal, you've done more for your cause than you would have if you'd just sent a one-time donation. You've surpassed the amount you could have donated on your own and you've helped spread the word about Harbor House's mission and services.

SAY "THANK YOU" TO YOUR SUPPORTERS

Your donors will be receiving thank you messages from Harbor House, but take the time to tell them that you appreciate their help in reaching your goal.

Whether it's through social media, email, a phone call, or in-person, anyone who donated to your fundraising campaign will be happy to hear from you.

When the campaign is over, email your donors to update them on the final results. Showing them how their gift contributed to a larger purpose will strengthen the connection to Harbor House. Add a link to our website or blog so they can learn more on their own. www.harborhousewi.org

KEEP IN TOUCH FOR NEXT TIME

Now that your campaign is over, you can pat yourself on the back. By taking the time to reach out to your friends and family, you've not only raised money for a cause you are passionate about, you've helped the people you love connect with the resources and services Harbor House offers to the community.

To see how the money you raised makes a difference, stay on Harbor House's email list, follow Harbor House on social media, or become a monthly donor. This way, you'll continue to see the impact your work made possible.



If you have any additional questions or comments, please reach out to Harbor House's Marketing and Events Manager, Morgan Kirchenwitz at morgan.kirchenwitz@harborhousewi.org or at 920.955.9114.

Thank you for supporting Harbor House Domestic Abuse Programs and shining a light for survivors of domestic abuse in the Fox Valley!

You got this.