

TheSocialAnimal.com Fundraising Campaign Worksheet

If you take the time to sit down and thoroughly think through and answer all these questions, you'll have everything you need to put together a successful campaign.

What/who do you want to raise money for? No more than 2-3 sentences.

Why should the average person care, much less donate?

("because thousands of pets are dying in shelters" is not the right answer—this is meaningful to YOU, but it doesn't hit home with the average person)

What is special about this animal or cause that will tug on peoples' heartstrings? This will be the basis of your compelling story. *(Think about things that will make them want to go hug their own pets!)*

What's the time frame for your campaign? *(generally any longer than 2 weeks and people lose interest)*

Why does the money need to be raised in this time frame?

How and where will you ask? i.e., where will this campaign be seen? *(Facebook, email, radio, Twitter, newsletter)*

What will you do when you raise the money?

If someone can't donate, is there anything they can do instead to help?

What is your plan to keep people informed of the progress—of the campaign *(how much you've raised so far)* and afterwards—what was the outcome of your effort?

How many elements do you have? Check all that apply to your specific campaign.

- Great photos
- Video(s)
- A compelling, moving story
- Testimonials from others
- Endorsements from community leaders and/or influential people
- Other

Now that you've done the hard work, sit down and start writing your story. If you're not a good writer, find someone who is. A well-crafted, moving story is critical! Be brief, but tell a story. Tell people what you need, why you need it, when you need it, what you'll do with it once you get it, and then--once you get it--tell them how it all turned out. Need help or want me to review your campaign? emily@thesocialanimal.com

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Fundraising Resources and Suggested Reading

Books

Influence by Robert Cialdini (an entertaining must-read about why humans react the way we do)

The Networked Nonprofit: Connecting with Social Media to Drive Change by Beth Kanter (heavy with lots of data, but useful information)

The Nonprofit Marketing Guide: High-Impact, Low-Cost Ways to Build Support for Your Good Cause by Kivi Leroux Miller

Groundswell, Expanded and Revised Edition: Winning in a World Transformed by Social Technologies by Charlene Li and Josh Bernoff

Websites to find volunteers

<http://www.petfinder.com/volunteerserach>

<http://technologyvolunteers.org>

<http://www.idealists.org>

<http://www.volunteermatch.org>

<http://www.dosomething.org>

Websites to manage fundraising campaigns and collect donations securely

Go Fund Me - <http://www.gofundme.com> (totals about 7% of donations in fees, easy to use & nice looking)

Paypal - <http://www.paypal.com> (generate a button and put it anywhere you want; about 3% in total fees)

Crowdriser - <http://www.crowdriser.com> (5% fee plus \$1 per transaction under \$25)

Firstgiving - <http://www.firstgiving.com> (good for events; 7.5% fee)

Network for Good - <http://www.networkforgood.com> (\$199 startup fee, \$49 per month)

The Social Donor - This is my service, just for nonprofits. I resell it through a major bank, so it's established and legitimate. *(for full disclosure, I do get a small affiliate fee from the bank when you sign up, which comes out of their profits, not yours!)* - (2.08% +15 cents per transaction, and \$10 a month for nonprofits. A lower rate, and allows you to offer everything self-contained on your own secure website, and on Facebook. I'll help you set up your SSL and everything you'll need. Plus you get FREE donor management software to generate thank-you emails, keep track of donors and set up/sell tickets and registrations for events. If you have a website that won't accept SSL (specifically sites hosted on rescuegroups.org), I'll set up a separate fundraising page for you.)