

Fundraising Toolkit.

Amplify Austin 2024 Suggested Friend-raising Timeline

Today: Create your fundraising page and make your donation

March 1st: Save the date to social media, send email asks

March 6th AM: Share SIMS Announcement on social media

March 6th PM: Launch your fundraising campaign on social media and other channels

March 7th AM: Update followers and contacts with progress

March 7th PM: Final Push for donations

March 8th: Send thank yous and final goal update

Step 1: Create an Account

Amplify Austin Day officially kicks off at 6 pm on March 6th and ends at 6 pm on March 7th, but early giving is already underway! Any donation made on AmplifyATX.org between January 24th and March 7th at 6:00 pm will qualify for Amplify Austin Day prizes and incentives.

Go to www.amplifyatx.org/organizations/sims-foundation and click “Fundraiser” create an account.

For a detailed step-by-step to use Amplify Austin to create a fundraiser page, click here: simsfoundation.org/wp-content/uploads/2024/02/Amplify-Austin-2024-Account-Step-by-Step.pdf

Step 2: Tell your story

Customize your page with images, text, video, and your fundraising goal. This is your opportunity to share why you are passionate about your cause and why you decided to sign-up to fundraise on Amplify Austin Day.

Within the first tab of your peer-to-peer (P2P) Fundraising Dashboard, you can tell the story of why you are a P2P fundraiser for SIMS Foundation! Here you can add your Campaign name, personal story, upload a custom image, (or even swap it out with a video link) and set a goal for yourself.

- If you have both a custom image and a video link entered in, only the video will appear on your profile.
- Notice that there is also a section to add your phone number. This is optional and will only be shared with authorized group administrators.

A Note about Fundraising Goals:

We are encouraging our friend-raisers to aim for \$250 or higher!

To reach our goal, we need 80 people (that's all of you!) to raise \$250 each, but Amplify Austin has also announced several prizes for folks that raise more.

Fundraising Champion Prizes through I Live Here, I Give Here

Fundraising Champions who raise \$500 or more will be entered into a drawing to receive another \$500 donation to their cause

Fundraising Champions with 10 or more unique donors to their campaign will be entered into a drawing to receive another \$500 donation to their cause

Fundraising Champions that raise at least \$1,000 will be entered into a drawing to receive 2 ACL Festival passes

Fundraising Champions with 20 or more unique donors to their campaign will be entered into a drawing to receive 2 ACL Festival passes

Learn more at:

drive.google.com/file/d/19ttwUQqtw4OEPHLgJ_TU1MbfweU2zA-o/view

We also recommend that you plan how you will thank your donors when you receive donations. Saying thank you is the most important step in fundraising and a personal thank you note goes a long way to ensure that donors feel their contribution is valuable and impactful.

If you want to get inspiration, we have templates for thank you notes!

[*Sample Thank You Notes*](#)

Step 3: Make a Donation

Within the second tab of your P2P Fundraising Dashboard, you can add a “seed” donation to your campaign. Setting an example for other donors by donating shows you’re committed to the campaign so they should be too.

Step 4: Share Socially

Now that your fundraiser is all set up, it's time to spread the word! Share your story and your fundraiser page with your family and friends by email, social media, posts, or text message. Don't forget to use our hashtags #AmplifyIndustryVoices and #ILiveHereIGiveHere on your social media posts to join the community-wide conversation.

Identify Potential Donors

Using your own words or the templates below, reach out to your friends and family members to see if they'd be interested in donating. The more personal the ask, the better!

Use Diverse Communication Channels

Fundraising requires using your own social network to raise money and spread awareness. To be successful, you have to know what to share, who to share it with and how.

Emails - are good for more professional contacts. They make the ask feel more personal, but still have a more formal tone.

Within the third tab of your P2P Fundraising Dashboard, you can send personalized emails in plain text to your friends and family asking for donations. You'll even have the option to upload your contacts from popular services such as Gmail or Yahoo Mail and send them an email right from your fundraising page!

[Sample Email Templates](#)

Social Media - is good for asking relatives and acquaintances. You can send a link from our page on your social media of choice and a few words explaining why you're supporting SIMS. You can also use the templates below to create a post and encourage others to join in.

Within the fourth tab of your P2P Fundraising Dashboard, you can cast a wider net and share your page on Facebook, Twitter, or other Social Media sites with a direct link.

[Sample Social Media Posts](#)

Phone Calls and Text Messages - Sending individual messages or making personal phone calls to a few people in your contact list is likely to bring in multiple donations.

[Elevator Pitch Note Ideas](#)

Word of Mouth - is the most powerful way to spread a message. In fact, 90% of people trust a personal recommendation, even from strangers!

General Tips

Dos

- **Shoutout Donors:** Acknowledging donors ensures that they feel appreciated. It also shows other people in your network that you're already receiving donations.
- **Ask More Than Once:** Follow ups and additional asks can help increase the probability of securing donations.
- **Make the First Donation:** This is a good way to get the ball rolling. It's also a good way to show people that you are passionate enough about the cause to donate your own funds.
- **Be Enthusiastic:** All of your communication about the fundraiser should show your passion and enthusiasm. Showing your commitment to SIMS Foundation means people will be more inclined to donate.
- **Be Creative:** You may find that other people in your network are fundraising or showing their support for other organizations. Use your creativity to make your fundraising efforts stand out. Make a short and fun video, pose for a photo, or customize your email signature. Find new and creative ways that make your fundraiser stand out.

Don'ts

- **Get Discouraged:** Cold calling and emailing donors may seem like a daunting task at first. Sometimes the rate of success is not as high as we'd like it to be, but don't get discouraged!
- **Overdo It:** Be sure to stagger your posts, emails, and other correspondence about fundraising. After all, your friends and family follow your social media for posts about your life and interests, so make sure they can still find those posts. Here is our suggested communication schedule:
 - Launch/Initial Communication
 - Midway Point
 - Final Push
 - End/Goal is Reached

Additional Resources

Support Articles

- [Accessing my fundraising dashboard](#)
- [Customizing my fundraising page](#)
- [Updating my fundraising page goal](#)
- [Sending thank you messages from my fundraising page](#)

Need help?

If you need assistance creating your fundraising profile or accessing your shareable fundraising link, please contact GiveGab's Customer Success Champs in the blue chat bubble at the bottom right-hand corner of AmplifyATX.org. They are available from 8 am - 4 pm CST or can be reached at CustomerSuccess@GiveGab.com.