

# CRUSH FUNDRAISING

— FOR —

# HEARTSUPPORT

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How to Raise Money  
for the Cause You Love.



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# CHAPTER 1

## FIND YOUR WHY



People don't buy what you do, they buy why you do it.

Before you start setting out to ask people to join you in forwarding a cause, you'll need to get centered on why you are forwarding the cause. There is a big difference between the phrases:

- **Will you donate to my fundraiser so I can hit my goal and help HeartSupport?**
- **Absolutely no one should struggle alone. Join me and make sure that no one does.**

Watch Simon Sinek's video on how to "*Start with Why*" and write out your Why Statement so that you can communicate it to all of your potential donors.



<https://www.youtube.com/watch?v=IPYeClXpxw>

When you have your why statement, write it into your fundraising page like so:

### Page Settings

Save

**Page Name**  
john-williford ✓  
<https://holdtheline.funraise.org/fundraiser/john-williford>

**Fundraising Goal**  
1000

**Page Title**  
John Williford

**Appeal Story**  
No one should feel that they're alone, less than, or worthless. These things are not true. I'm fundraising for HeartSupport because there are still millions of people who feel this way, and I want to tell them they are

294/2000

## YOUR CHECKLIST

- Watch Simon Sinek's Ted Talk
- Write out your Why Statement
- Write your Why Statement into your Fundraising Page



### 3 HARD AND FAST RULES ABOUT FUNDRAISING

If you're reading this, you're part of a new generation of Fundraisers that is sold out for change in our music scene. In that spirit, HeartSupport fundraisers don't watch terrible things happen in our scene and say "Man, somebody should do something," or "I hope someone raises the money to do something about this." Somebody becomes nobody really fast when it comes to raising money. But there's good news:

We are the Somebody. **You** are the Somebody.

HeartSupport fundraisers don't hope for somebody because they are that person, taking their goal into their own hands and hitting the pavement with conviction and courage.

The old way of thinking also sounds like "I hope this money will get raised soon," or "It'll happen- build it and they will come!". But that leaves us hoping our way into failure. **Instead, HS fundraisers pick a goal and a date**, and they start making their way to it.

Likewise, a popular method of fundraising is what we like to call the "Post and Forget" method. We've all seen Go Fund Me pages plastered onto Facebook asking for money so that Rover can get liposuction. Those are good causes, but the method doesn't work. That's why we say that not asking directly is the same as not asking at all.

In April, John, the Fundraising Manager at HS, decided to test which method was better. He posted on Facebook that "**For every \$100 donated to my fundraising page for HS, I will let my dog lick peanut butter off my face for 1 minute.**" Meanwhile, he asked friends and family if they would donate as well.

## JOHN STAYED TRUE TO HIS WORD



Donations he received from the Facebook post?

**ABOUT \$50.**

Donations he received from asking his network personally?

**ABOUT \$7,000**

Don't worry, we're going to get there together.

### WHAT SHOULD YOUR GOAL BE?

Once you sign up there may already be a preset fundraising goal for you or we may ask you to choose your own.

Don't be afraid to be ambitious. **While the average individual fundraiser nets \$568**, many people have raised tens of thousands of dollars.

You can always change your goal if you need to.

## CHPT. 2 CHECKLIST

- Decide that you and you alone will fundraise for HeartSupport
- Set a Goal, and a Date to reach that goal. Write it down. Own it.



Your network is bigger than you might think.

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 HeartSupport 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 - TIER 1

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's what your list might look like:

### MY INNER CIRCLE

FAMILY	CLOSE FRIENDS
• Mom & Dad	• Zach
• Peter (brother)	• Phyllis
• Zoe (sister)	• Carmen
• Uncle Mark & Aunt	• Patrick
• Fiona	• Mickey
• Uncle Geoff	
• Aunt Corina	
• Grandma & Grandpa	

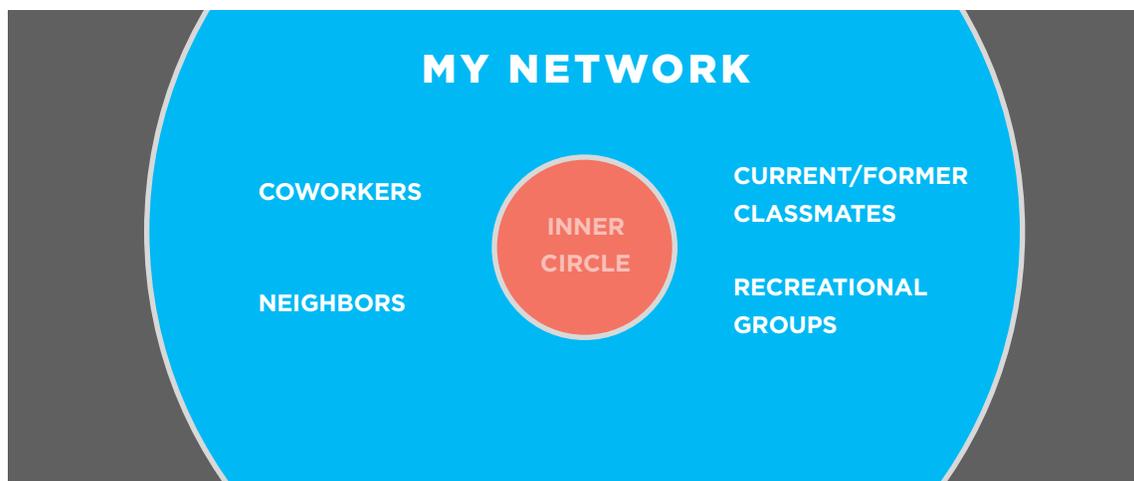
Hold onto this list. In the next chapter we'll cover how to reach out to them.



## YOUR NETWORK - TIER 2

The second 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 and have friend groups there? When you reach out to these groups you can reference what you all have in common before asking for a donation. For example, if you play in a recreational soccer league, you could reference the upcoming practice in an email and also let everyone know about your fundraising goal. You can also mention it at practice.

Other groups you should appeal to include:

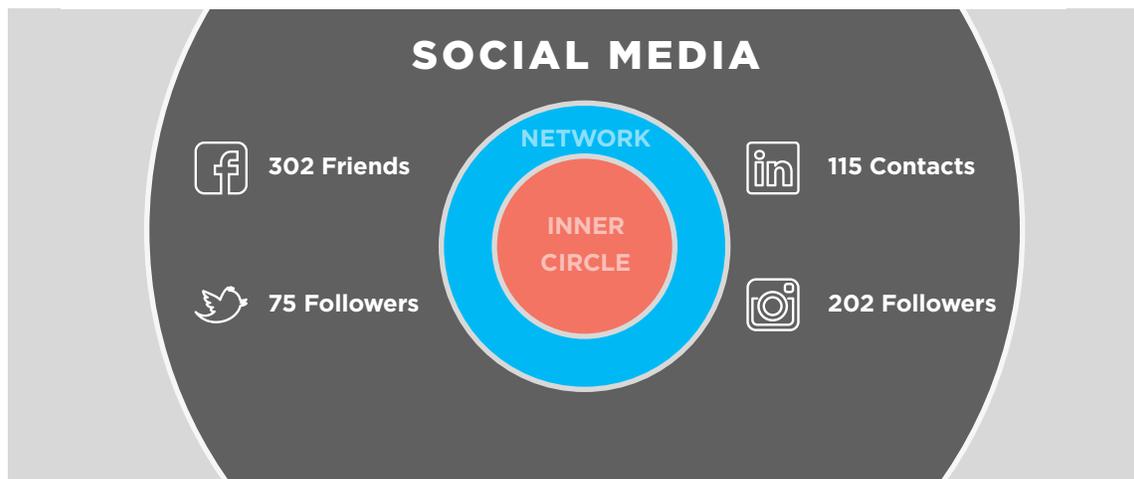


If you're hesitant to ask all these people for help, remember that you share things in conversation and social media all the time. This time, you're doing it for a good cause. You're showing people your passions and giving them the opportunity to make a difference.

You also never know which of your friends or acquaintances have a personal connection to the cause you're fundraising for. This is why it's worth promoting your fundraising page and appealing to all of your various networks, on- and offline.

## SOCIAL MEDIA - TIER 3

**This is going to be your weakest spot to fundraise even though it's the one people turn to the most.** 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.



Some of this group will be reachable by email, but social media will also be very important when appealing to this audience.

By posting personal updates about your fundraising campaign, you can hopefully inspire some people in your networks to visit your page. **Be forewarned! Social media only has a donation conversion rate of around 1%, whereas email converts anywhere from 10% to 20%.**

## CHPT. 3 CHECKLIST

- Make a list of all the people in your inner circle, such as family members and close friends.
- Think of a few groups of people in your life to appeal to including coworkers, teammates, and church groups.
- Identify all the social media networks on which you can promote your campaign.



## THE DRIP

Suppose we ask you to donate to a fundraiser right now. Would you want to? Probably not. Without your Why, the fundraiser's purpose, or the reason for the fundraiser, most will ignore an ask even when done boldly and with confidence.

Instead, we need to give our potential donors room to consider our ask. That's what the Drip is. Before we ask someone to donate, we're going to **ask them IF we can ask them to donate**. That way they have time to take your ask, sit with it, investigate your fundraising page, consider the amount look at HeartSupport, and come up with a decision. They won't feel pressured, and they'll also have time to think of more questions they might want to ask. Here's how it goes.

### Step 1) THE INTRO:

"Hey Josh, how's it going? Wanted to give you a heads up that I want to ask you to donate to this HeartSupport fundraiser I'm a part of"

### Step 2) THE WHY:

"Because no one should feel as if they're alone in the world/or struggle with mental health"

### Step 3) MONEY AMOUNT + DATE:

"So next week on Tuesday I'd like to ask you to donate \$100. Think it over and I'll follow up with you- thank you!!"

And that's the Drip! Josh will have time to mull over whether or not he wants to donate.

***NOTE: Obviously this should all be on cohesive text message that gives the intro, why, and money + date in a single text. We broke it apart to show you how it should be done so you can customize the message for yourself.***

## THE DROP

When next Tuesday at 1 rolls around, you're going to want to give Josh a call instead of texting. Texting is an easy way to start conversations, as most people lead busy lives and will appreciate it. But, for a donation ask, we need to either call or meet the person in person. That conversation will go like so:

Hey Josh! So I wanted to call and follow up on the fundraiser I told you about last week. Did you take a look or have any questions?

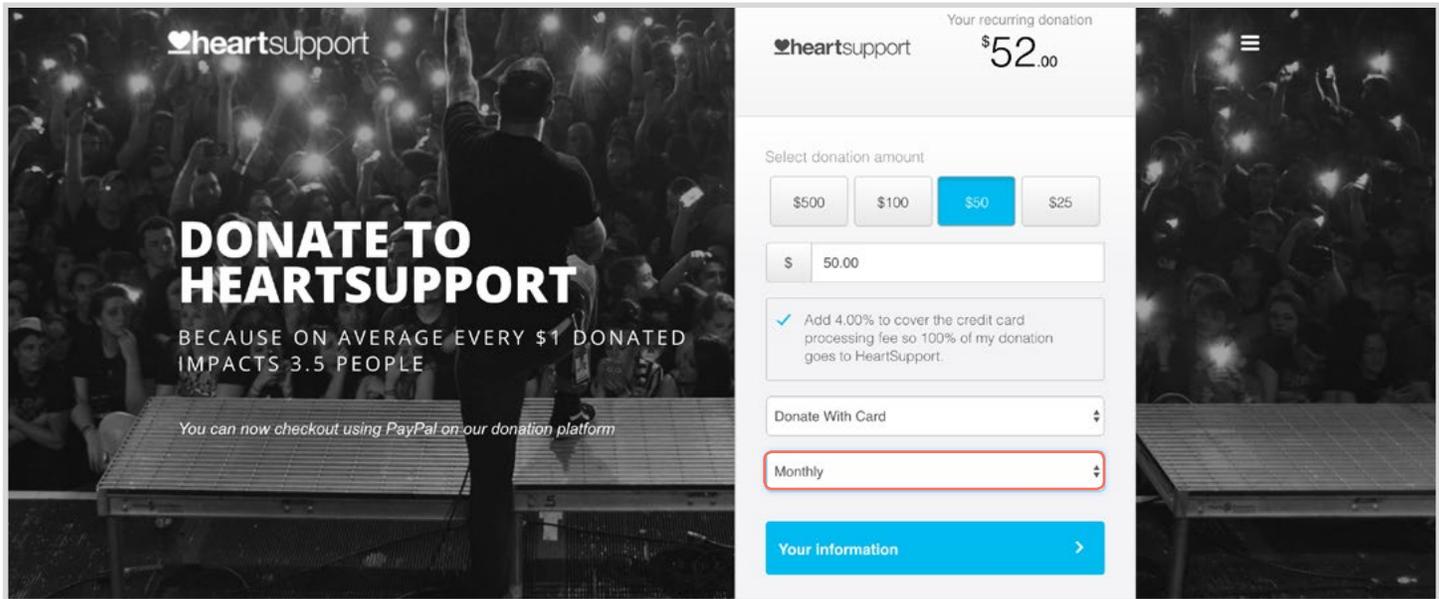
Yea man, I did, looks pretty cool

*Answer Josh's questions if he has any- remember your Team Leader and the HS Staff will be able to answer ANY questions our donors have, so don't feel bad about needing to tell them, "You know, I'm not sure- but I'll check for you today! If there are no questions:*

Awesome. Well Josh, I'd like to ask you to donate \$100 to my campaign. What do you think?

Why not? Sounds good. Give me the link to your page!

Keep in mind- no matter how many techniques or strategies we give you here, we can't train you to be courageous. There is simply no getting around sitting down with someone and asking them, "Will you donate \$100?" It is hard, but we're here to tell you, there's no better feeling than the "Yes" you'll get after you respectfully invite someone into the story that you're now a part of.



## WHY MONTHLY SUPPORT MATTERS MORE

Recurring donors allow us to impact an **exponential** number of people than just a one-time donation, so always try to ask someone to be a recurring donors to support our mission long-term.

For example, if you ask someone to donate \$100—*that's awesome!* **However, asking someone to donate \$10/month is BETTER, because in the course of a year, that turns into \$120!** Either way is amazing, but recurring is always better. In addition, any recurring donation counts **10 TIMES** toward your goal!

# CHPT. 4 CHECKLIST

- Using your Circles from above, plan a Drip Day to reach out to your network
- Write out your drip
- After you've dripped someone, schedule the time and ask them to donate on that date
- Go above and beyond! Talk to them about how much of an impact they can make through monthly support!



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.

### WHICH OF THESE TWO APPEALS SOUNDS MORE COMPELLING?

“Please help me reach my goal of \$1,000 by the end of the month!”

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

The first appeal has a big goal and a far-off deadline. Someone reading might think, “I've got plenty of time. I'll do it later” or “My small donation wouldn't make a difference.”

In the second appeal, there's a sense of urgency and the goal is within reach. Breaking up your fundraising goal can help encourage people to take the plunge and make a donation to your page.

## HIGHLIGHT YOUR DONORS

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

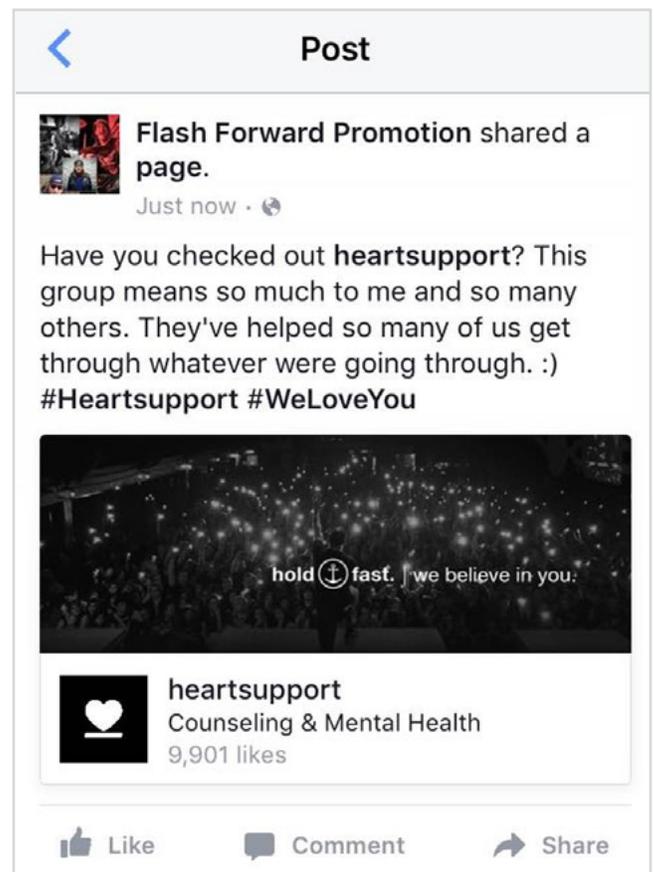


## PROMOTE THE ORGANIZATION

Educate your audience about the cause & why you're fundraising for us. You can also talk about the purpose of this particular fundraising campaign, if you're fundraising as part of a team, or for an event. Show your friends and family why our nonprofit deserves their attention. One way to do this is to share a great blog post or some awesome pictures from our organization's website or social media.

### *Helpful Tip: Know our Core*

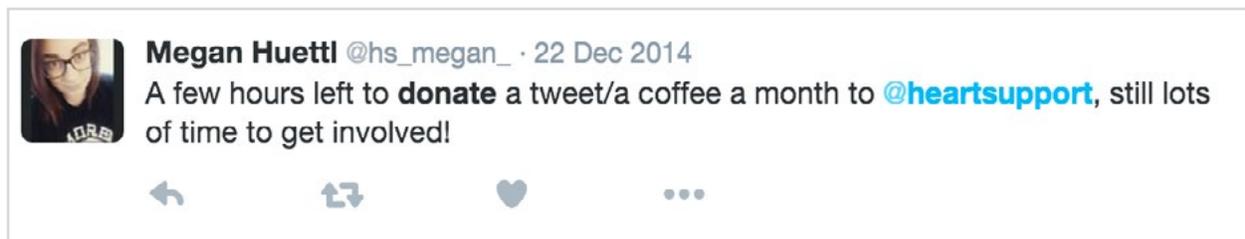
*The key to fundraising is passing on the passion. It's artfully convincing others of the urgency and importance of the issue. Ask yourself, "Why am I so passionate about heartsupport?" Then pass that along to others.*



You can also look for information on our website about where the donations go and what they help us accomplish as well as showing how many lives are transformed each year using our [LIFE CHANGE MAP](#) (click the link to view). 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*.

## 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.

## CHPT. 5 CHECKLIST

- Break your overall fundraising goal into weekly goals to motivate donors.
- Call out donors on social media to thank them. Include a link to your page.
- Countdown the final days of your campaign. Consider using images to grab people's attention.

# CHAPTER 6

## TIME TO PARTY!



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 HeartSupport than you possibly know by helping spread the word about an important cause.

### SAY "THANK YOU" TO YOUR SUPPORTERS

Your donors will be receiving thank you messages from us like we normally always send out, 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 your cause. Add a link to our website or blog so they can learn more on their own.



I want to thank my amazing supporters [Andrew Sledge](#), [Troy Sledge](#), [J.h. Snow](#), [Toni Wegner](#), [Jennifer Richmond](#), [Erica Lane Hinders](#), [Adam Harvey](#), [Andrew Green](#), and so many others who have come along beside me in what we're doing at [HeartSupport](#).

I'd also like to thank [Dane's Body Shop](#) and [K&N Management](#). Because of your amazing support and generosity we have been able to reach our goal!

**Donate**

Together we can change the scene one donation at a time. Join us. Be part of the ...

[HEARTSUPPORT.COM](#)

## HIGHLIGHT YOUR DONORS

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 the cause you love, you've helped the people you love connect with our organization and reach into thousands of lives of those in music scene working through their hurts and hang-ups.

To see how the money you raised makes a difference, join our donor email list, follow us on social media, or become a monthly donor. This way, you'll continue to see the impact your work made possible. You can even update your donors with new success stories over time.

Now that you're a seasoned fundraiser, consider lending your talents to your chosen nonprofit's next campaign!

## CHPT. 6 CHECKLIST

- Say "thank you" to all the friends and family that supported you. Update them on the end results of your campaign.
- Subscribe to HeartSupport's email and follow us on social media.
- Celebrate!

**WE BELIEVE  
IN YOU.**

