

# Social Fundraising Guide for Charities

HOW TO MOBILIZE YOUR SUPPORTERS: SIMPLY AND SOCIALLY



Social fundraising – and in particular, peer-to-peer fundraising – has become a popular way to amplify fundraising efforts.

## And for good reason.

### WHAT IS PEER-TO-PEER FUNDRAISING?

Engaging supporters in a social, grassroots way (often a campaign) to raise money for your cause from their own social networks.

### HOW IT WORKS

Peer-to-peer fundraising lets you tap into a larger pool of donors. Through platforms like Chimp, charities can give their supporters their own fundraising pages.

### WHAT IS CHIMP?

Chimp is an online platform that simplifies the fundraising process. Learn more at [chimp.net](http://chimp.net).

## PEER-TO-PEER BY THE NUMBERS

A 2013 STUDY BY NETWORK FOR GOOD FOUND THAT THE USE OF PEER-TO-PEER FUNDRAISING INCREASED DONATIONS BY 20%.

# SOCIAL FUNDRAISING WORKS BECAUSE IT ALLOWS CHARITIES TO:

## ACT FAST

Set up and launch an online campaign quickly. Engage supporters meaningfully without a lot of administrative work.

## MOTIVATE SUPPORTERS

Use friendly competition and a sense of urgency to motivate grassroots fundraisers.

## GO VIRAL

Spread social content faster and wider.

## PERSONALIZE

Put powerful tools into the hands of supporters to make fundraising more meaningful and personal.





# Planning Your Campaign

## 1 SET YOUR GOAL

Decide what you want to achieve.

- Amount of \$ raised
- # of donors
- # of new donors
- Engagement with donors

## 2 SET YOUR TIMELINE

Decide when your campaign will start and end.

CHARITABLE CAMPAIGNS TYPICALLY RANGE FROM TWO WEEKS TO THREE MONTHS. YOUR TIMELINE SHOULD BE TIED TO HOW LONG IT WILL REALISTICALLY TAKE TO ACHIEVE YOUR GOALS.

# Planning Your Campaign

## 3 CRAFT YOUR ASK

Clearly communicate what you're asking your supporters to do — and why.

Example: You're planning to launch a workshop for homeless youth. It costs \$100 to send one participant to the workshop. You ask donors to give \$100.

## ANSWER THESE QUESTIONS TO CREATE THE FRAMEWORK FOR YOUR ASK:

### WHAT DO I WANT MY DONORS TO SUPPORT?

The more tangible you can make your ask, the more successful your campaign will be.

### WHAT WILL THEIR DONATIONS COVER?

Help your supporters understand exactly what their donation will cover. Align your ask with specific costs.

### WHAT KIND OF IMPACT WILL MY SUPPORTERS HAVE?

Tell your donors what kind of difference their help will make. Paint a clear picture of their impact.

# Create Your Messaging



Begin framing your campaign messaging.

You'll need to create:

- A campaign name
- A description of your campaign's purpose
- A specific call to action

Once you've worked out your messaging, you're ready to start putting the pieces together on your campaign page.

Refer to Chimp's **Campaign Setup Guide** for additional details about launching your campaign page.

If you haven't been set up with a campaign page on Chimp yet, contact us to get started at 1.877.531.0580.

**CONSIDER ADDING AN INCENTIVE THAT MOTIVATES PEOPLE TO GET INVOLVED. INCENTIVES COULD INCLUDE DONATION MATCHING, PRIZES, RECOGNITION, ETC.**

# Recruiting and Supporting Donors and Fundraisers

## 1 START WITH CORE SUPPORTERS

Connect with people who have a strong affiliation with your organization to build a base of donations and committed fundraisers.

## 2 EXPAND TO A BROADER AUDIENCE

Take your campaign to a wider audience to expand your reach.





# Tell Your Story

You'll reach more people by making the cause personal and meaningful.

Rather than providing a laundry list of your programs, identify beneficiaries of your charity's work and tell their stories.

Or, put your donors at the centre of your charity's success and show how they've made a difference.

**PEOPLE GIVE WHEN THEY ARE MOVED, SO TELL A STORY ABOUT HOW THEIR CONTRIBUTIONS HELP.**

## INCLUDE THESE ELEMENTS FOR A POWERFUL STORY

- A **PURPOSE** your audience can relate to
- A **HUMAN SUBJECT** your audience can empathize with
- A **CAPTIVATING NARRATIVE** that keeps people interested
- AN **INSPIRING SOLUTION** that includes your supporters



# Creating a Communications Plan

Put together a communications plan that includes email, content marketing and social media outreach.

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## EMAIL OUTREACH

Email is an effective way to reach your supporters and keep them informed.

Create a series of emails that cover:

- Purpose and goals of the campaign
- Donation and fundraising options
- Key deadlines
- Incentives
- Progress reports
- Encouragement and thanks



**DID YOU KNOW CHIMP'S  
BUILT-IN MESSAGING  
FUNCTIONALITY FACILITATES  
REAL-TIME COMMUNICATION  
WITH DONORS?**

## CONTENT MARKETING

It's easier than you think to share your story and build buzz.

You can share your story with:

- Blog posts
- Videos
- Photos or illustrations
- Infographics
- Illustrated quotes
- Encouragement and thanks

## CREATE A CONTENT CALENDAR

Create a simple calendar that outlines your content plans.

The amount of content you create will depend on your resources. If you can only create one blog post per week, focus on getting it wide distribution.

INTERESTING  
CONTENT CAN  
**DRIVE TRAFFIC**  
TO YOUR CAMPAIGN  
AND **ATTRACT MORE**  
**SUPPORTERS.**

**TIP:** ENCOURAGE YOUR SUPPORTERS TO CREATE THEIR OWN CAMPAIGN-RELATED CONTENT! GIVE THEM SOME IDEAS TO GET THEM STARTED.

**TIP: ENCOURAGE YOUR SUPPORTERS TO SPREAD THE WORD ON THEIR SOCIAL MEDIA CHANNELS. PREPARE CAMPAIGN MESSAGING THEY CAN COPY AND PERSONALIZE.**



## SOCIAL MEDIA

Share your content and campaign updates on your social media channels. Schedule posts on your content calendar.

Keep in mind what kinds of content work best for each channel:



**INSTAGRAM**

Images



**TWITTER**

Short updates



**FACEBOOK**

Longer illustrated content

# Engaging Your Supporters

There are two ways supporters can get involved in your campaign:

- By donating
- By fundraising

Make a clear ask for each of these actions.

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## ASK FOR DONATIONS

Ask donors to make a contribution through your campaign page.

Use the ask you crafted earlier and be clear about the impact their donation will have. Thank donors automatically through Chimp.



**TIP: EMAIL YOUR ASK TO DONORS SEVERAL TIMES THROUGHOUT THE CAMPAIGN.**

1. At campaign launch
2. At the mid-point
3. As a final reminder before time runs out



# Ask Supporters to Fundraise

## PUT GIVING GROUPS TO WORK

Chimp's fundraising pages (called Giving Groups) empower grassroots fundraisers to raise money for your charity by engaging their personal networks.

Anyone can:

- Start a Giving Group for your campaign
- Donate to a Giving Group and receive a tax receipt automatically

## WHY GIVING GROUPS ARE EFFECTIVE

Giving Groups let your grassroots supporters put a personal spin on their fundraising efforts by:

- Telling their story and linking it to yours
- Engaging their personal networks
- Using social sharing tools to spread the word
- Collecting donations for your campaign

**DID YOU KNOW YOU CAN ENGAGE WITH YOUR DONORS THROUGH GIVING GROUPS BY OFFERING THEM ENCOURAGEMENT AND THANKING THEM FOR THEIR CONTRIBUTIONS?**



Brady sent \$100 to the Giving Group.



**Caitlin said:**  
Thanks so much Brady!  
You rock!

# Applying Donation Matching

Consider offering donation matching—up to a pre-determined maximum per donation—to motivate your supporters.

Matching money can be provided by a corporate sponsor or large individual donor.

## DONATION MATCHING WITH CHIMP

On Chimp, donations can be matched automatically and in real-time.

Fundraisers save administration time, and donors can see the doubling effect immediately.

RESEARCH HAS SHOWN THAT DONATION MATCHING IS A **STRONG INCENTIVE FOR PEOPLE TO GIVE AND CAN BOOST CAMPAIGN RESULTS.**

# Closing Out the Campaign

After your campaign ends, follow up with donors, fundraisers and supporters.

Share with them:

- Campaign results
- Impact of their contributions
- Opportunities to stay involved and informed

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## GETTING MORE GUIDANCE

Need one-on-one support with your social fundraising campaign? We'd love to talk.

For help getting started, or for more information about what Chimp can offer your charity, contact our Client Success team.

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