



Fundraiser Guide

How to sign up and create a fundraising page

1. START A CAMPAIGN

Starting a campaign is super easy and it only takes a few minutes

1. How you would like to fundraise? Click either the [START YOUR TEAM] or [START YOUR CAMPAIGN] button

- [START YOUR CAMPAIGN] is for individual who wants to Fundraise4Freedom. Any occasion and any goal.
- [START YOUR TEAM] is designed for you AND your 'village' of friends, family, and colleagues to support an ENTIRE village of 100-200 people to come to freedom from slavery. It takes a village to free a village.

2. Fill in the form to create your login information – remember this so you can log in thru the Fundraiser and manage/edit your page settings.

2. PERSONALIZE YOUR PAGE

On the 2nd page of the form, you will personalize your team or individual fundraiser page.

(Team Starters/Leaders will create the team page and then their personal page. Individuals will just create a personal page)

1. Upload your Team Profile Image: Pick a photo or image. Doodle a team logo, take a picture, and upload it. If you're stumped on this go to the Voices4Freedom Facebook page and use a photo from there.

2. Pick a Team Name: Something fun, meaningful or inspiring that your team will rally around

3. Set a goal

- Village2Village team fundraising goal is \$38,885, the cost of a School4Freedom which supports an entire village to freedom from slavery.
- Individual Fundraisers set a fundraising goal for your Campaign.
- Be ambitious! It feels great to be a part of something big and aspirational.

START A NEW TEAM

Customize your new team's page. You'll be the first member of your new team.

Team Profile Image
Upload Image

Team Name
Enter a name for your team 0/255

Team Fundraising Goal
\$ Enter your team goal

Team Page Title
Enter a title for your team's page 0/255

Team Appeal Story
Briefly say WHY your team is fundraising and ask your friends and family to donate to your page! 0/2000

Create your page >

[Skip this step now](#) [Join a team](#)

CREATE YOUR PAGE

Start by customizing your personal page!

Profile Image
Upload Image

Fundraising Goal
\$ 35898

Appeal Story
Briefly say WHY you are fundraising and ask your friends and family to donate to your page! 0/2000

Customize your page >

4. Add a Page Title: Something that represents Your Mission – Your Teams' Awesomeness

5. Add an Appeal Story: Share WHY you're Fundraising4Freedom! For Example - "I was shocked to find out slavery still exists. This is 2019!!!

6. Click CREATE: You will receive a 'Confirm Email Address' email – click in blue box to confirm your email address

You're done! Next we'll help you spread the word. The more people you tell, the sooner you will reach your goal - it's so exciting to watch the donations roll in!



3. SHARE SHARE SHARE

Here are a few tips for telling (and reminding!) your friends you have a goal to reach and you need their help!

1. Invite your network to join you: They can click JOIN TEAM or DONATE right on your page

- REMINDER: Your team members will need to set up individual fundraising pages in order to join your team

2. Write a good email: Use videos, photos and message ideas to build your campaign

- Here is handy SUPPORTER EMAIL TEMPLATE for your campaign



- Here's a link to our youtube channel. Videos will help teach potential supporters about the issue and about our work.



- A picture is worth a thousand.... dollars, hopefully. Download photos from our resources page.



ONLINE FUNDRAISING STATS

Campaigns that can gain 30% of their goal within the first week are more likely to succeed.

21% of donations are directly through social.

Campaign owners raise 3X more if they update supporters every 5 days.

Crowdfunding campaigns get 126% more donations when owners update supporters.

300-500; the average word count in the campaign description for projects that raise the most money.

WHO'S READY TO FUNDRAISE?

