Givebutter

Let's get this bread! 🧈🍞

Raise $1K in 30 days

$1,000

100% of $1,000 goal and counting!

Contents

This step-by-step guide walks you through everything you need to bring in your first $1K in donations on Givebutter in 30 days. Each day is broken down into manageable steps with plenty of tips, extra resources, and useful templates for you along the way. You've got this!

Day 1 | Create your campaign

Goal for today: Get set up and lay a strong foundation for the next 30 days.

1

If you haven't already, sign up for your free Givebutter account and **verify your nonprofit** to enjoy the full scope of the platform's free fundraising features.

Sign up–it's free

2

Jump right in! From your dashboard, create your campaign—either a fundraising page or an event to start. You'll be able to make as many changes as you want before publishing your campaign publicly.

Take the time to customize your campaign to reflect your mission, show the urgency of your cause, and make supporters feel good about chipping in. Pay attention to:

- **Your campaign title**
  Be clear about who you are and what you're fundraising for. Clever is fine—distinct and coherent is even better.

- **Your branding**
  Add your organization's logo, color, and other info so that it will feel familiar to existing supporters and inviting to new ones.

- **Your story**
  Use text, video, photos, and graphics to present both the need behind your campaign as well as your organization's ability to make an impact with the help of your supporters.

Bonus

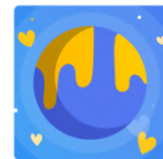Join any of Givebutter's daily **Office Hours** to learn how to make the most of the platform's free tools and get live feedback on your campaign!

Campaign title

Create campaign

Main logo
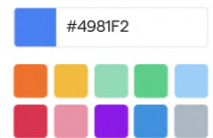Used on your campaign pages, landing page, etc.

Theme color
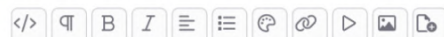Customize your page with a theme color.

Primary Theme Color
#4981F2

Story

About Us

We are passionate about helping our surrounding communities where...

Day 2 — Define your S.M.A.R.T. campaign goal

Goal for today: Clarify how much you need to raise and how to communicate your campaign goal and impact to your donors.

1

Crunch some numbers and decide how much you'll need to raise to be successful. But you'll need more than just a number—your campaign goal should be S.M.A.R.T:

- **Specific**
  Be clear enough that anyone can understand your goal.

- **Measurable**
  Ensure that you can track your progress.

- **Attainable**
  Create a goal that is ambitious but realistic.

- **Relevant**
  Make sure your goal aligns with your organization's mission.

- **Time-bound**
  Assign a specific end date to stay accountable.

Which of these two S.M.A.R.T. goals would make you more likely to contribute to this campaign?

- "Our goal is to raise $1,000 to support girls transitioning into adulthood."

- "Our goal is to raise $1,000 to provide 50 low-income teens with menstrual hygiene kits for the 2023-2024 school year."

2

Create giving levels that reflect your goal. For example, what impact would $20, $50, or $100 have?

- "$20 will supply a teen with hygiene products for 3 months."

- "$50 will supply a teen with hygiene products for 6 months."

- "$100 will supply a teen with hygiene products for an entire year!"

Not every organization will be able to quantify their work like this. Try to frame your giving levels in a way that helps donors visualize how their gift will make a tangible impact.

3

Add your suggested **donation amounts** and fundraising goal to your Givebutter campaign. Not only will doing this inspire your supporters, but it will also display a live goal bar on your dashboard so everyone can track progress toward hitting the goal in real time.

$500   50% of $1,000 goal

$20 supply a teen with 3 months of hygiene products

$100 supply a teen with 1 year of hygiene products

$50 supply a teen with 6 months of hygiene products

Goal for today: Determine how you will reach your fundraising goal and which outreach channels will be the most effective for your organization.

Consider a multi-channel approach, which may include:

- **Direct asks**
  Nothing beats one-to-one outreach. Whether in person over coffee, or through a phone call, personal email, or (in a pinch) text message, you will only reach your fundraising goal if you directly ask people to contribute. Thankfully, you don't have to do it all by yourself (see Day 6!).

- **Email & text blasts**
  Mass communication is key to spreading the word about your campaign, especially when you include visual elements to showcase your impact. You can even send a series of messages that build off one another, telling your story and updating supporters on your progress toward your goal.
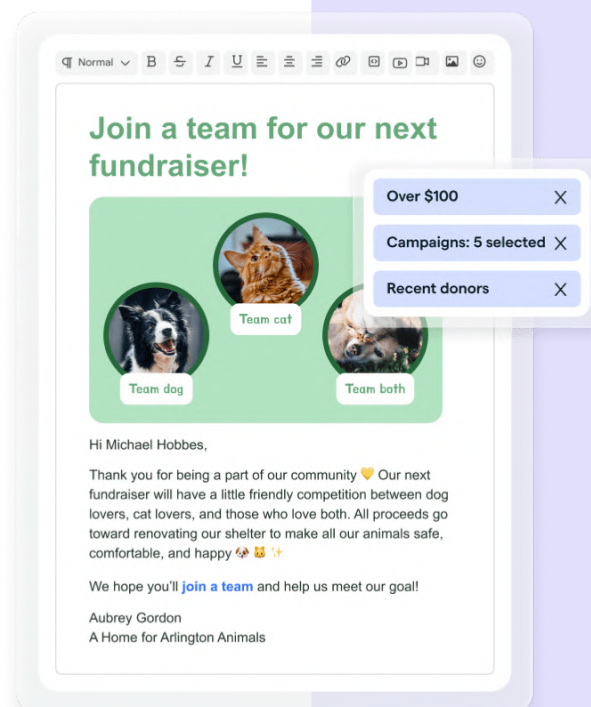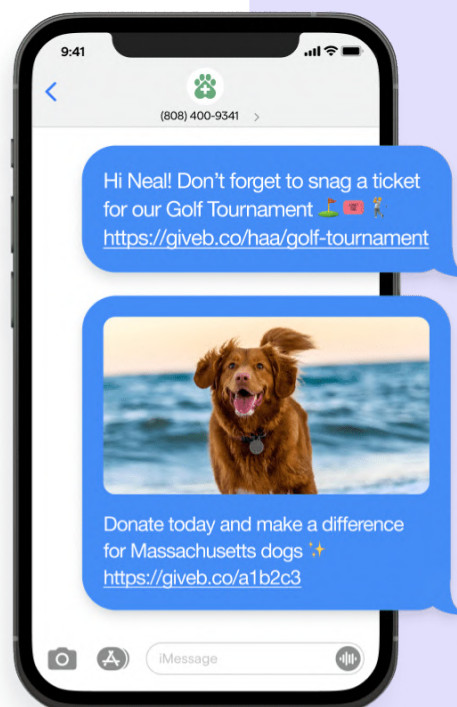
- **Social media**
  You don't need to post every day or on every platform out there, but think about where your supporters and potential donors "hang out" online and creative ways to connect with them there (we'll cover more on Day 4!).

- **Video**
  Whether shared on social media, embedded in an email or text, or streamed live right from your campaign page, video draws people in and spurs them to action, and you can do it all from your smartphone!

- **Peer-to-peer fundraising**
  P2P and team fundraising campaigns empower your most invested supporters—like board members, volunteers, and staff—to fundraise on behalf of your organization. Everyone creates a personalized fundraising page with their story, goals, and unique link. Best of all, each personal fundraising page is connected to your main Givebutter campaign.

Goals for today:
- Set up or refresh your organization's social media presence.
- Determine the best way to introduce your organization & campaign on each social platform.

1

Decide which **social media platforms** your organization should join. Here are three popular options to consider, but you know your community best!

- **Instagram**
  Share photos and videos related to your work and any live updates or progress toward your goal, allowing your supporters to feel immersed in your impact.

- **Facebook**
  In addition to sharing updates on your wall, Facebook is a place to provide more extensive details, like hours of operation and event details. Don't forget to use the "Invite" tool to invite everyone on your friends list to "like" your organization's page!

- **LinkedIn**
  This platform enables you to link your organization's achievements and calls to action to your professional network and beyond.

2

Draft a post about your campaign catered to each platform, with your S.M.A.R.T. goal as the foundation of the post.

Use the "Share Fundraiser" button on your Givebutter campaign page to spread the word on your desired channel.

Share this fundraiser 🚀

Fundraisers shared on social networks raise up to 5x more.

givebutter.com/change-inc/dance-marathon2023   Copy 📋

Dance Marathon 2023
Change, Inc.

Donate

⬆ **Share Fundraiser**

| Day 5 | Rally your team |

Goal for today: Get your board members, staff, and volunteers engaged and involved in your fundraising efforts. Don't have a board? Grab some friends and family to ask for their help!

1

Communicate the WHY behind this fundraising campaign for your team. Here are some sample messages you can use and adjust to fit your organization:

- **Contribution (for board members)**
  "Before issuing grants, many funders want to see 100% of a nonprofit's board members contributing financially to the organization to ensure everyone has "skin in the game." But commitment doesn't only mean personal giving. Working together to bring in $1K from our networks will show enormous dedication to our institutional funders."

- **Community support**
  "Raising $1K through individual donations also shows that we have wider community support that can grow. For long-term sustainability, we want to be able to diversify our funding and not rely solely on grants and foundations. Grantors also see this as a plus!"

- **Outcomes**
  "To receive a grant for $10K, we have to prove that we can handle money well and create outcomes. If we show that we can make a strong impact with $1K (e.g., provide care packages for 100 homeless youth), funders will be able to see what we can accomplish with ten times that amount. This also helps us grow social proof—we can post photos of our efforts on social media and gather testimonials for marketing, future grants, and other promotional opportunities."

2

Review your mission, vision, programs, and your S.M.A.R.T. goal for this campaign with your team fundraisers. Speak with purpose and passion so that your team can transfer this energy to potential supporters.

Make sure to leave time to answer any questions folks might have!

| Day 6 | **Equip your team with the tools they need** |

Goals for today:
- Prepare your team with everything they need to be ambassadors for your mission and help you reach your campaign goal.
- Expand your network of potential donors.

1

Start by having everyone (yourself included) write out a list of 10 or more individuals they could ask to contribute $50 or more to the campaign (If you're a team of four, each person securing a $50 donation from six people will get you to $1K!).

2

Review your engagement plan and confirm with each person what they can commit to: Direct asks? Sending emails or texts? Sharing on social media? Creating a peer-to-peer fundraising page? Not everyone will do everything—and that's okay!

If you have team members who don't have time for individual outreach or are more reserved, encourage them to create a P2P page. They can use the **invite donors** tab on their fundraising profile to send automated emails or SMS messages right from the Givebutter platform.

Share any campaign materials you've put together so far to help your team join the outreach effort—social media posts, emails, phone call scripts, etc. You can create a shared Google Drive folder or follow up through email to send more campaign materials as the month goes on.

3

Practice "making the ask" with one another so that folks start to feel more comfortable talking about your organization and campaign. This is also a great time to address any concerns or questions that come up.

Encourage your team to call the people they're most comfortable with first to help ease the discomfort that may arise when asking for money.

Let your team know that you will be checking in on their progress in 7 business days!

Alexander
$220
5 supporters

Support our fundraiser for education
All donations go towards school supplies for low income families

Anna
$175
3 supporters

Taylor
$355
8 supporters

$750 16 supporters $1,000

👤+ Join a team!

Customize this fundraising script for phone calls, in-person conversations, and even as the basis for written communications. Remember to keep this interaction personal and informal! This script is just a guide for your conversation.

> I'm reaching out because I need your help. Currently, **[explain the need for your program—e.g., we have 250 kindergarteners living in shelters who are in need of uniforms before the start of the school year.]**
>
> This year, **[name of your organization]** is launching a program to benefit **[your target group or demographic]**. Our goal is to **[in 2-3 sentences, go into more detail about the purpose of your campaign, as framed in your S.M.A.R.T. goal—e.g., we will provide 3 school uniforms, a pair of shoes, 1 year's worth of school supplies, and a backpack for each child.]**
>
> But in order to meet this need, we need to raise **[your goal amount]**. A $50 contribution would enable us to provide **[your giving level—e.g., supplies for five children for the whole school year.]**
>
> If you can donate $50, or any amount you can afford, it would mean the world to me and these **[demographic—e.g., girls, students, etc.]**

Wait for response...

If they say yes:

Thank you so much! I can text you a direct link to the fundraising campaign. Would it be ok if we gave you a shoutout on our social media?

[Send a text after your conversation that says "Thank you again!" and attach the link to your campaign.]

If they say no/not right now:

I completely understand. Would you be interested in joining our mailing list to learn about other ways you can support, like volunteering your time?

[Collect their email address, say thanks, etc.]

Days 7–11 Map out your outreach and dive in

- Create a timeline for your own phone calls, social media posts, email blasts, and text messages—and start churning them out!

- Share any new materials you create with your team so they can put them to use for their own efforts.

- For your direct asks, keep a record of how each conversation went, so you can follow up with anyone needing an extra reminder to contribute!

Day 12 Reflect on your progress

- How far have you gotten in the preliminary steps?
- What's going well for you?
- What are your biggest challenges so far?
- What steps can you prioritize to keep your team motivated?

Days 13–23 Check in and keep following up

- Connect individually with everyone on your team—just as simple as a phone call to say, "Hey, I'm checking in to see how your fundraising efforts are going. What kind of responses are you receiving?"

- You can use yesterday's reflection questions to get more specific and see how you can help out with any aspect they may be struggling with. You may need to adjust your outreach strategy depending on each person's progress.

- Keep following up with your own list and stick to your outreach timeline. You can do it!

Days 24–26 — Thank your donors

Use the **supporter feed** on your campaign page to publicly recognize each individual donor. You can include photos, GIFs, and even drawings to make your thank yous even more engaging and fun.

You can also shout out donors on social media or send personalized thank you emails or texts.

Ideas for thoughtful words to go along with "thank you":

- "You have always been such a huge supporter, **[name]**!"

- "We are forever grateful!"

- "This means the world to us!"

- "This donation will help **[#] [demographic that you help]** achieve **[how much their contribution will help you pay for]**!"

Sandra made a donation for $200
Today

♥ Love   💬 Comment   ✈ Share

Lillian

THANK YOU!

You have always been such a huge supporter, Sandra! 💖

Days 27–29 — Show us something!

Goal for today: Help your supporters see your organization's impact—and the immediate impact of their donations.

1

Think about what you can do to show your supporters' donations at work. Could you share a photo of your team delivering supplies? Or, if you're using some funds to help you pay for filing services, take a video of you submitting an application or even getting approved!

2

Share this content on your organization's social media profiles along with a reminder that there's still time to give!

Additionally, share it as a **campaign update** to your supporter feed. Any donors who come to the campaign (or return) will see your progress and feel proud knowing they've been a part of it. You can also send campaign updates directly to supporters via email or text!

We have exciting news... Thanks to your support, we've been able to provide supplies for the entire class! Here is one of our students learning to write her numbers with a brand new workbook 📖

You made it!

Goal for today: Celebrate all of your hard work.

1

Post a screenshot on your socials of what you accomplished. Don't forget to tag @givebutter, so we can also cheer you on!

2

Reflect on what went well and what you learned.

Schedule time to reflect with your team and talk about what worked, what you can change for next time—and make sure every donor gets a personalized thank you!

Happy fundraising!

Thanks for making the world a butter place

Givebutter