Building Community and Raising Funds

10 Steps for a Successful Fundraising Event

PIXGIFT

Planning Phase

1. Understanding your audience

There are different types of donors, and not all of them will participate in your online fundraising. Traditionalist givers and baby boomers are more likely to give bigger amounts of money. Ask yourself when they give, how often they give, and how much they give to make a clear segmentation. Understand that online fundraising is complementary to other efforts or activities, it is not a substitute of any other campaign.

Also, consider that donors usually start as casual givers and with time they can switch to a bigger stage of commitment including volunteering for your cause. Casual givers usually start with a small donation, so set your campaign to accept modest contributions too. The most successful online campaigns in the past based their contributions among the $10 - $20 range.

2. Setting Goals

The only reason to make goals is to reach them. This may sound like an obvious point, but many people don't approach fundraising campaigns with clear, concrete goals in mind. Measurable goals ensure that you and your group are on the same page with the same desired results of a fundraising campaign. Goal setting will also enable you to determine whether your campaign is meeting your expectations.

First, ask yourself what you want to accomplish. Raising money is important, but it may not be the only goal you set for yourself. Some other goals could be: increasing awareness of a cause, increasing total amount donated by a percentage, engaging a number of donors to make a contribution, generating more media mentions about the organization, or attracting new donors.

A simple first approach is to ask yourself how many people inside your network can give a gift of $100, $50, $25, or $10. Can you engage them by email, face-to-face, or social media? Multiply each donation amount by your guess and you will have your starting point. Be realistic and achievable. Once you know how much is your fundraising goal PixGift arranges

a giving board conformed by tiles. Each tile on the board determines the minimum amount of a donation that usually is set to $10. The total amount of tiles and the size of the giving board represent your funding goal.

3. Time Frame

PixGift focuses on time-based campaigns that run around an event or specific time period -- usually between four and eight weeks -- that has a specific theme or one that funds a specific program. Having a shorter period of time provides a sense of urgency and leads the donor to take immediate action. This type of campaigns provide great teambuilding opportunities and are perfect for group projects.

At the time of setting your giving board, PixGift will incorporate the due date for the digital images that will be uploaded to it. Your contributors will receive an email a few days before letting them know that the pictures will expire soon. Once the due date is reached the campaign is closed, the pooled funds are sent, and the giving board will expire.

4. Establish Campaign Theme

This includes the title, pitch, marketing communications framework, what exactly you're funding, and what theme will work as the conductive thread. Pick a fun and engaging activity to frame your campaign around to give people a reason to get excited and get involved. This helps rally participation.

Make your campaign a fun and collective visual experience for each of the participants. Be creative when thinking about the theme for the pictures that your donors will be posting: blue hair, painted faces, t-shirts, memes, bold head, gestures, eating something – your imagination is the limit. Any theme can be a memorable time where a community come together to support a cause but also an occasion to be entertained. Use any image as the foundation of your giving board and as the trigger to touch their emotions. Even if your cause has tints of sadness, finding a fun theme that could bring in some optimistic approach. It could be the key to engage your audience and stimulate giving back all together. For example, running a cancer campaign with pictures of people wearing funny wigs can trigger the excitement to participate in the campaign although the sadness of the disease exists.

PixGift offers a distinct advantage compared to any other fundraising platform - visual outcome is in play. A visible image provides supporters with a concrete expression of the impact the campaign has and the progress to reach the goal. Your campaign revolves around a visual theme, and once the giving board is filled with pictures of your supporters, you will have reached your goal.

Possibilities are endless: a challenge, a raffle, a treasure hunt, advertisement, and so much more! Invoke emotions, weave visual storytelling.

5. Bring excitement or incentives into the equation.

Giving donors an incentive for making a donation is a great way to drive them to participate and show them your appreciation. Rewards that are directly related to the work of the organization can have a significant impact too.

The more desirable or fun the incentive, the more likely that the campaign will be successful. Don't tell them all from the beginning; reserve some for the second email as you will likely experience a plateau phase at some point between the launch date and the end of the campaign. This incentive can help to reactivate your campaign.

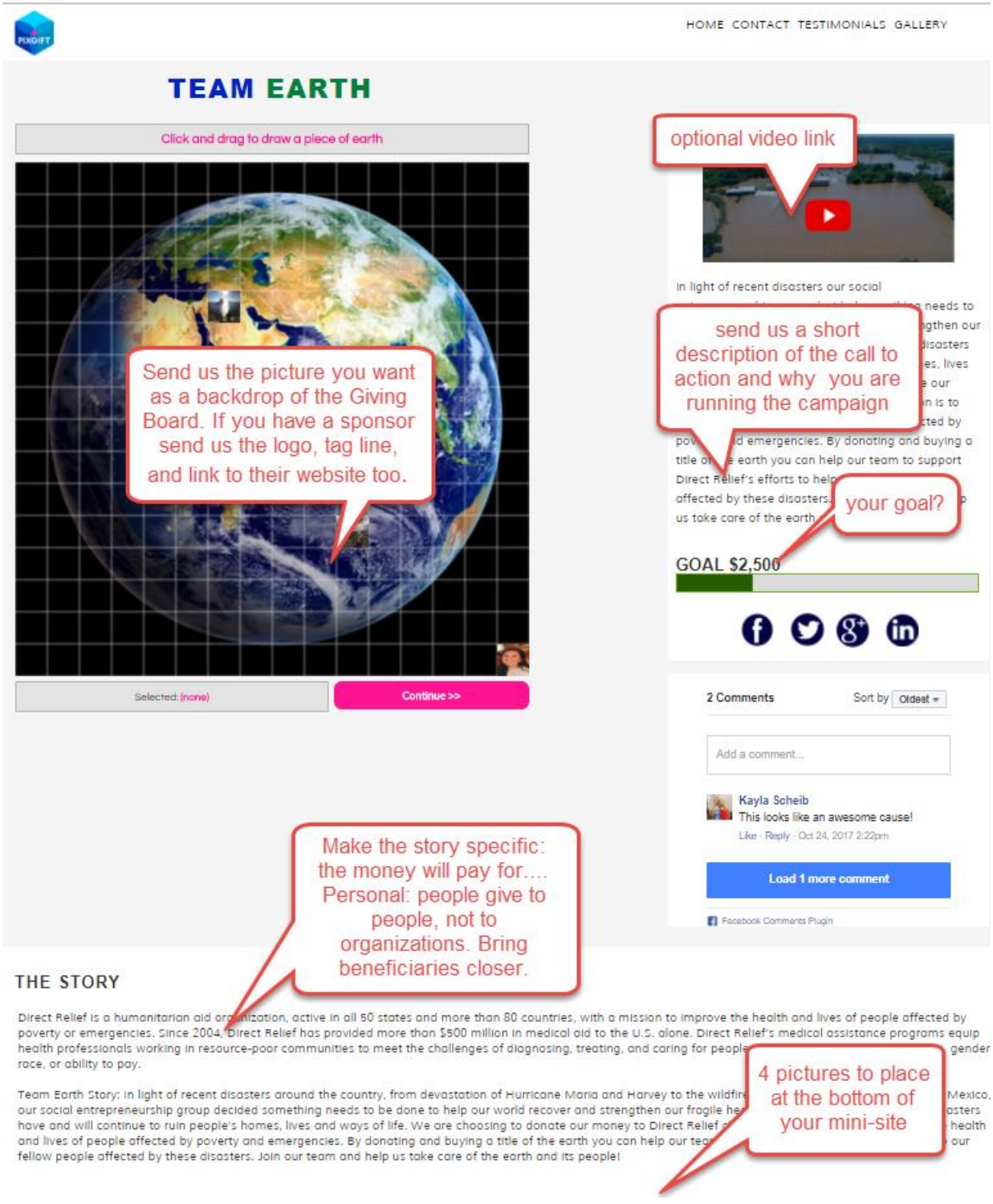
Opt to partner with a local business that can give you prizes, a matching donation, or sponsor a giving board. While you are raising more money keep in mind that your campaign is also an opportunity to increase their brand awareness and gain exposure in front of a new audience.

At the end of a campaign opt to get a marketing piece to recognize your donors and to keep a memory of those who were there for you and to say thank you.

Pre-Launch

Once you have completed the planning phase, gather the following information:

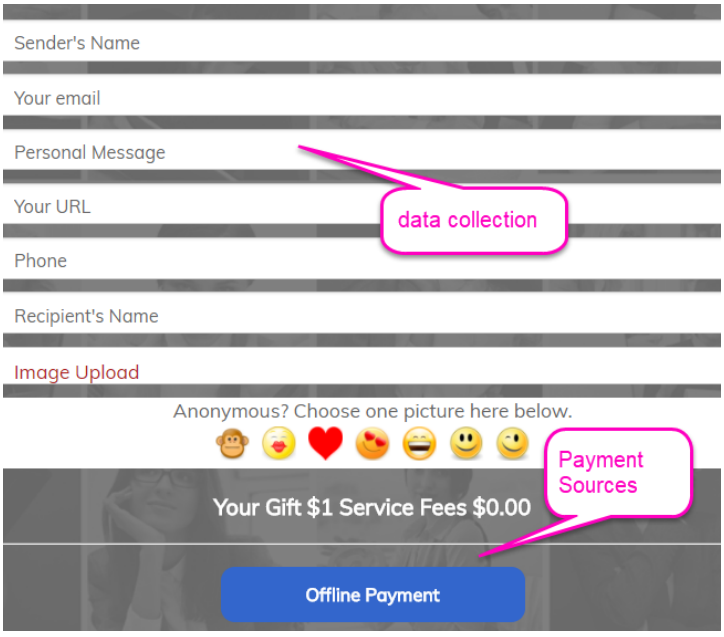
- A compelling message that describes why you are doing the fundraising, what is the destination of the funds, and what is the theme of the campaign.
- A video link (optional) to give similar information, but oriented to those that are not good readers. Shoot a simple video. Videos have a greater impact in the majority of people and are an important source of persuasion.
- A picture for the background of the giving board.
- Your funding goal.
- The amount of people that you anticipate will be participating.
- If you have a sponsor for the Giving Board, send us the logo, link, and short text to be included in an integrated banner.
- Establish the sources of payment you want to offer to donors – cash/check, credit card, PayPal, external link to your payment processor (this option only allows a fix amount of donation)
- Four additional pictures to place at the bottom of your mini-site.
- Use the images below as an example of your campaign, and the components of a Giving Board.


HOME CONTACT TESTIMONIALS GALLERY
TEAM EARTH
Click and drag to draw a piece of earth
Send us the picture you want as a backdrop of the Giving Board. If you have a sponsor send us the logo, tag line, and link to their website too.
Selected: (none)
Continue >>
optional video link
send us a short description of the call to action and why you are running the campaign
your goal?
GOAL $2,500
2 Comments
Sort by Oldest
Add a comment...
Kayla Scheib
This looks like an awesome cause!
Like · Reply · Oct 24, 2017 2:22pm
Load 1 more comment
Facebook Comments Plugin
Make the story specific: the money will pay for…. Personal: people give to people, not to organizations. Bring beneficiaries closer.
THE STORY
4 pictures to place at the bottom of your mini-site

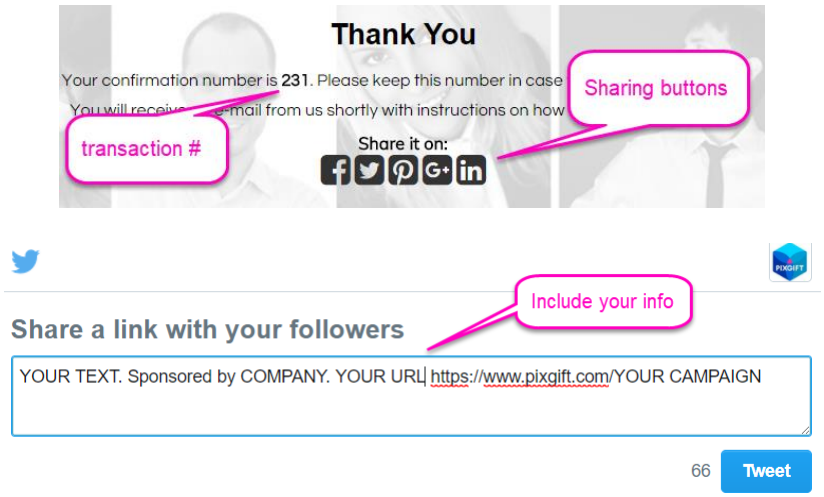
The Components and Steps of a Giving Board

First Step: Select a space on the grid

Second Step: Capture information from donors
Third Step: Paying for the space



Sharing



6. Contact us.

PixGift will review all your information and will get in touch with you to check the authenticity of your email address. You can choose to run your campaign on our server or from your own website through a copy/paste code. Once we receive your answer, we will personalize your webpage to serve as a hub for your fundraising activity.

The funding portal will include the giving board, and an administrative private area. The giving board is the tool where you will collect pictures and where people will decide how much to give and make the donation.

7. Pool of Potential Donors

Think about all the social connections you have: friends, family, coworkers (current and former), teachers, mentors, members of faith community, neighbors, gym buddies, etc. You never know who is going to give. Consider putting together at least 15% of donations before launch. You will ostensibly increase your chances of success.

Launch

8. Make a Personal Ask

People give to people, even online. Email, call or meet in-person with donors to make a personal ask. Make sure to share the wished amount of donation but also establish what the minimum that can be given is. Include a story that is relevant to what you know about the potential donor. You may choose to focus on different aspects of the organization or your work with them depending on the potential donor's interests or your connection with them.

9. Communication

Think about the best way to reach and activate your supporters. Don't start from scratch! You need to have an established social network before thinking of starting an online fundraise - social media feeds the online funding efforts. Effective communications will drive donors' participation in the campaign. Find enthusiastic "connectors" that could help you spread the word.

Start your communications planning early so that you are able to attract attention and build excitement around your campaign. Below are some questions you will want to address while planning:

- What are your key messages?
- What communication channels will you use?
- What communication assets do you currently have?
- What is the timeline for your communications?
- Is the idea being used?
- Does the idea have a hashtag?

The First Email: Announce the Upcoming Campaign

- Find a compelling subject line; these are the most important 8 to 10 words of your campaign. Make sure your subject line is a concise introduction that gets readers to take a look inside. People are busy so provide at first glance what your message is about, so make your point stand out.
- Include a short version of your story. Ask yourself why do you feel connected with the mission, and what difference has the work of the organization made in your life

The Second Email: Direct Call to Action to Join the Campaign.

- Include the link to your funding portal so people can access by one click.
- Make it personal. Find an online email marketing solution such as Mailchimp and create a list. If you decide to use this application place *|FNAME|* at the beginning of your text and the first name of the person will be included. You will be sending out only one mail but personalized to everyone included in your list.
- Include a picture that symbolizes your cause for a better opening result.
- Include short instructions/video on how to use the giving board. Encourage donors to use the integrated share buttons on the board once payment is complete. These buttons are loaded with information about the campaign that will make your communication consistent across all digital media.

Third Email: Softer Message

A few days after your first email send another one giving an update on how the fundraiser is going. You could also encourage them to participate by sharing the story of someone that was helped by the nonprofit.

- Include the link to your funding portal so people can access by one click.
- If you have a good turnout, share the percentage of your funding goal already achieved. If you have not reached a momentum it is better not to show the results. People give more when the 75% is reached vs. 25%.
- Make it personal and include your picture in the footer.
- Offer the incentive that you have saved for this occasion.

Social Media

Use social media as a channel of communication. Include updates on progress toward the campaign goal as well stories about the organization's work.

Congratulations

10. Finish strong!

At the beginning of the last week, send out an email letting your supporters know that there is only one week left. It is a quick message that creates urgency. Include a prominent call to action button linked to your funding portal.

- PixGift will generate a report with a details of every single transaction.
- PixGift will collect all the pictures donated through your board and if you opted to get a marketing piece we will proceed to the creation of a new picture mosaic or shape collage.
- Use it to send it as a final communication thanking fundraisers and celebrating what you've achieved together.