



Online Fundraising Tips Sheet

Peer-to-Peer Donor Pages - by Pinc Social Giving (www.pincgiving.com)

If you are looking for an easy, fast, and convenient way to donate **HOPE**, and also maximize the impact of your initiative in the process, then this donation/fundraising option is for you. By joining our free volunteers social network, **Voices of Hope**, you can conduct a **secure** online fundraiser with your peers on behalf of Hiring for Hope with the click of your computer mouse. This quick and easy option gives you the ability to personalize and customize an electronic fundraiser page, invite others to participate in supporting your initiative, and also enable you with a way to track the progress of your fundraiser online.

You can choose to organize a **general, memorial, and/or special occasion fundraiser** on behalf of Hiring for Hope. Your donors will have the the option to make a one-time or reoccurring donation, and can also decide whether or not they would like to remain anonymous. Our Peer-to-Peer Donor Pages have no geographic limits as they also include fourteen different default currencies from which to choose. If you are interested in setting up your own fundraising page on behalf of Hiring for Hope and would like to learn more about this process, then click the green button below that says: "Online Fundraising Tips Sheet" or contact our Online Fundraising Ambassador, **Audra Grossnickle at agrossnickle@hiringforhope.org**, and she will be happy to assist you and guide you through this process.

How Our Peer-to-Peer Donor Pages Work

1. Join our Volunteers social network called **Voices of Hope** which can be found on the How Can I Help page of our website. To become a member of this network, simply click the green "Join Volunteers Voices of Hope" button and fill out the short web form
2. Once you are a member of our social network, click on the "Peer-to-Peer Donor Page" tab inside the network at the top of your page.
3. Choose Hiring for Hope (HFH) as the organization that you would like to support.
4. Begin personalizing your fundraising page with basic information. We have provided several sample fundraising letters and tips in this Online Fundraising Tips Sheet to help you get started.
5. Once you are done customizing your fundraising page, simply click the "share button" located in the top left corner of your page, and import your contacts from your electronic address books and/or type in the email addresses of the individuals you would like to send your notification to, and hit send.



Following are a few things to keep in mind as you create your individual fundraising page and begin utilizing this tool.

1. Personalize your page, tell your story, and keep it simple

Sometimes the simplest tactics are the most effective. You will be able to connect most effectively with your audience by relaying your personal story, and personalizing your fundraising page. Explain **why** you have chosen to raise money for HFH, and make sure that you also outline **why** you believe that HFH deserves your support. It is also a good idea to make sure that you understand how any donations will be used to provide hope and opportunity. For example, one in six couples are currently suffering from infertility. The cost for a couple to undergo fertility treatment in order to build their family is anywhere from \$500 - \$40,000. The **Who We Are** page of our website has a wealth of useful information regarding the causes we support including how much financial assistance is required in order to create the hope and opportunity that is needed.

Strengthen the connection that you make with your audience by including a personal photograph, or a link to a video of you speaking, and customizing your text. You should also consider creating a personalized URL, and make sure that you establish a specific fundraising goal. You want to be creative and make your story real and compelling to your reader, but you will also want to make sure that you keep a few of the following design strategies in mind:

- The maximum number of text characters that may be used on your donation page is 210
- Use a basic font style, and don't mix more than two different fonts at a time on your page. Ideal fonts include: Verdana, Arial, Georgia, and Tahoma in a font size of 10 or 12.
- Use dark text on a light background

2. Add personal photos and video links (such as a YouTube link)

A picture is worth a thousand words, and a video will communicate even more to your audience. Make your page as compelling and engaging as possible by adding your own photograph, and consider adding a link to our **Brave Little Soul Video** and/or a video of you speaking about your fundraising event. Adding a video of you speaking, will create an opportunity for you to be inspirational, humorous, imaginative, and compelling, and will give your supporters a good reason to pass your fundraising page on to their friends. However, a word of caution, use photographic images sparingly. Many people have images blocked by default on their computers. As a result, any images that you decide to use have the possibility of appearing as a big red X, or a blank box on the receiving end for your audience.

- If you do decide to use a header image, keep it under 100 pixels. The maximum size that may be used is 512kb, 220 X 350.
- If you decide to include an image at the top of your page, consider placing it on the right hand side of the page, and have your text wrap around it so that you have some text in the upper left hand side of the page. This is the area on a page where people's eyes are naturally drawn to begin reading.

3. Include the Hiring for Hope URL

You will want to ensure that you make it easy for your audience to learn more about Hiring for Hope, and also make sure that it is easy for them to support your fundraiser. It is important to realize that some individuals may experience difficulties donating through your page, or they may be technically challenged or uncomfortable about donating online. As a result, make sure that you add the HFH URL (www.hiringforhope.org) to your fundraising page, follow-up emails, press releases, or any other notifications you may use to publicize your fundraiser. Hiring for Hope's hours of operation are Monday - Friday, 8:30 a.m. to 5:00 p.m. EST. Please note, that we make every effort to respond to any phone calls and emails that are placed to us within 24 hours.

4. Promote and publicize your donation page

Customize your message to meet a specific audience - It is likely that you may not want to email the same message to everyone in your contact list. After all, you will probably want to communicate with your parents differently about your fundraiser than you will your boss or work mates.

- A. **Email your family, close friends, and the most passionate supporters of Hiring for Hope's causes first** - Before sending an e-mail to your entire address book, you may want to consider asking your closest friends and family to donate first. An empty page can be a little intimidating, so try to make sure that you capture a couple of donations before you contact your entire list of potential sponsors. It is important to realize, that people will tend to match the amounts already donated and listed on your page, so try to target your most generous, supportive, and passionate supporters first!
- B. **Tell everyone you know** - E-mail your family, friends and colleagues with a link to your page, but don't forget other groups of potential supporters as well: former colleagues, school and college friends, fellow members of a church, your athletic team, co-workers, professional club or PTA — you may be surprised how many would like to sponsor you. Encourage them all to pass on the message to anyone else who might like to support HFH or be interested in using any of our free services. Remember, the Internet is global and your peer-to-peer donation page will know no geographic limit. Your page will have fourteen different default currencies for a potential donor to choose from. So make the most of all your contacts, wherever they may be!
- C. **Notify your contacts in different groups** - This will enable you with an opportunity to personalize your message and appeal to them and consequently increase your results. For example, what you communicate to your parents is likely different than what you will want to communicate to your boss or co-workers. Use the "Share" function provided in the top left corner of your donation page to electronically email people about your fundraising initiative. The "share button" enables you with the ability to import your contacts from your electronic email contact lists, choose the individuals that you would like to communicate with and notify them all at the click of a button.
- D. **Use your own e-mail as well as the functionality provided on the donation page** - Because you are already familiar with your own e-mail system, you can set up groups and you will be able to send more e-mails at once than you can via your sponsorship page. Some of your potential supporters may feel more comfortable opening an email that comes from you personally through an e-mail address they recognize. Then simply include the link to your fundraiser within this body of the email.

5. Publicize your fundraising page in all of your social media pages and blog

- A. **Contact your local media** - Publicity in the local media can be an invaluable fundraising tool. A few lines in the local paper, or an appeal for sponsorship on your local radio station, can yield amazing results. With Pinc Social Giving, attracting sponsorship couldn't be easier. Readers and listeners can simply visit your page and sponsor and/or support you directly or donate via the Hiring for Hope website as well. The best way to get some publicity is to send out a press release.
- B. **Change your email signature at work and/or at home** - After your name and title etc, add a line at the bottom including the address of your donation page and feel free to use the code for our "Donate Hope" button. This will raise awareness of your fundraising event and our causes, and also ensure that every email you send has the potential to prompt a donation. The code for the Hiring for Hope and Voices of Hope Logos as well as our Donate Hope, button can be found on the How Can I Help page of our website for this purpose.
- C. **Put a notice up in your gym, church, college, children's school, neighborhood websites, etc.** - Don't just rely on email. A simple poster asking people to visit your fundraising page can reach people whose e-mail address you don't have. You might also consider printing some flyers to hand out to people when you see them.
- D. **Ask to be on your company's website and/or intranet** - See if your company would be prepared to add your web address to its public website or private intranet or publish a story about your fundraising event in the company newsletter. Many companies like to promote the charitable and public-spirited efforts of their staff, and you could get a lot of extra donations from this. Some companies may even offer a "matched giving" program where they offer to match any amounts that you raise, so this action could help you reach your target even faster. Ask your company if they'll link to your page from their website or intranet.

6. Keep your page updated and send fun and humorous follow-up e-mails

Be persistent. It takes more than one round of emails to reach one's target. Encourage people to re-visit your page by regularly updating it. Change your picture, post updates on your progress and, if you are taking part in a sporting event, keep a training diary. Let supporters know how much you've raised. An e-mail update is interesting for those who've already supported you and a nudge for those who haven't. You know what it's like - people mean to donate, but sometimes they don't quite get round to it on the first request. Remember to thank the people who've already supported you, and to **ask them to send your page to their contacts**.

7. Keep fundraising after your event

Many donations will continue to come in after people have completed their fundraising event. So don't stop fundraising once you've cross the finish line. Update your page and email your supporters with news of your success. Remind those who haven't yet donated to do so, and ask others to donate again in recognition of your achievement.

8. Make sure that you thank your supporters

Make sure that you say thank you to your supporters! Send an email, call them on the phone, send them a text, card, letter, or thank them through your social media pages and/or blog.

How do I put the Donate Hope, or Hiring for Hope and Voices of Hope logos into my e-mail signature?

To put a button or logo into your email signature in Outlook you will need to copy the badge code and paste it into the code behind your signature. You may not be able to do this on work email accounts if there are strict security settings or if you're on a networked system like [Citrix](#).

Where do I find the code for the HFH and Voices of Hope logos and Donate Hope button?

The code for the HFH and Voices of Hope Logos as well as Donate Hope button can be found on the How Can I Help page of our website.

Sample Fundraiser Invitation Letters

Below are a few sample fundraiser invitation letter templates that may be customized and used to help you get started with creating a successful fundraising campaign. Remember, **the maximum number of text characters that may be used on your donation page is 210**. These letters can be a great tool for building awareness around a cause, and help you to inspire your peers to contribute to your campaign and enable you to reach your final goal.

Note Sent Directly From Personal E-mail Account

Dear Family and Friends,

I hope this e-mail finds you all doing well, and enjoying a fantastic summer with your loved ones. On July 23rd and 24th I will be participating in a road race to benefit Hiring for Hope (www.hiringforhope.org) that is organized to increase awareness about job, pregnancy, and infant loss, and aimed at raising funds to assist couples that face expensive fertility treatment or adoption costs as the only means to building their families. As most of you know, my wife and I have struggled to build a family for over six years now, and thanks to the moral support and financial assistance provided by Hiring for Hope, us and many other couples have received hope, moral support, and an opportunity to overcome the financial and medical obstacles we faced in order to build our family.

Please help me reach my fundraising goal by making a donation in my name. You can "donate hope" online through the HFH website (www.hiringforhope.org), or you may click the link provided here (insert individual fundraising page link) that will take you directly to my individual fundraising site. I know that times are difficult right now for many of us, but job, pregnancy, and infant loss know no boundaries, and many like us need your support now more than ever. Every little bit helps! Thanks in advance for your tax-deductable donation and support, I could not do this without you.

Thanks,
(insert your name here)

Basic Letter

Dear Friend,

I have recently created a secure online fundraising page on behalf of Hiring for Hope (www.hiringforhope.org). I have chosen to fundraise for Hiring for Hope because I believe that a couple's ability to build their family should not be limited by financial constraints, and know that all job seekers need to have access to proper tools in order to have a successful career transition. Please view my personalized fundraising page here ([insert unique URL here](#)), make a tax-deductible donation, and read more about this amazing and unique organization at www.hiringforhope.org. Thanks, ([insert your name here](#))

Basic Letter 2

Dear Friend,

As you know, I am involved with Hiring for Hope (www.hiringforhope.org), and believe strongly in what they do and how they help to provide hope and create opportunity for so many. I've set up an online fundraising page to accept donations and raise funds for ([insert the cause here](#)). As you are probably aware, this cause has also been a personal issue for me and I am honored to raise funds on this charity's behalf. Please visit my fundraising page at ([insert personalized URL here](#)) and make a tax-deductible donation and read about this cause and why I am supporting it. I am committed to this cause and I ask you to join me in supporting this. Please know that every donation does make a difference!

Sincerely,

YOUR NAME HERE

A Friend's Fundraising Page

Dear Friend,

I recently visited my friend ([insert friends name here](#)) fundraising pledge page and am inspired to help them with their fundraising goal. I am emailing you because I thought that you would be interested in helping to support this fundraising campaign and cause. My friend is raising funds for a charity called Hiring for Hope (www.hiringforhope.org), and ([insert the cause here](#)). Please take a minute to visit my friends fundraising pledge page at ([insert personalized pledge page here](#)) and read about the organization and their personal connection.

Many thanks,
([insert your name here](#))

School Fundraiser

Dear Friend,

I am holding a ([insert fundraising event](#)) here for Hiring for Hope (www.hiringforhope.org) on ([insert date and time here](#)) and have created a fundraising pledge page for this event. I am inspired to raise money

for Hiring for Hope, and offer you the opportunity to support this event through a donation. Please view my personalized fundraising page here (insert unique URL here) to read more about this event, why I am supporting it and why I want your support too. I am committed to (insert fundraising event such as running, skating, swimming etc.) and raising funds for this program and ask you to join me in supporting this. Every donation helps.

Thanks for your time.

(insert your name here)

Leave a Legacy Tribute Page

Dear Friend,

I am raising money for Hiring for Hope (www.hiringforhope.org) in memory of (insert name of the person). I have created a Legacy Tribute page to fundraise online for this cause that touched (insert him/her) so deeply. I ask that in lieu of flowers or gifts, that donations be made to this organization because every dollar makes a difference. I ask you to please join me in honoring the memory of the late (insert name of the person) and support their cause by making a donation on their legacy/tribute page. Please view the personalized legacy tribute page (insert unique URL here) to understand more, share a story about (insert name of the person) and donate to something they believed in.

Thanks.

(insert your name here)

Corporate Fundraiser

Dear Friend,

(insert company name) would like to invite you to a fundraising dinner on (insert date and time here) at (insert location here). We are raising funds for Hiring for Hope and I have created a personal fundraising pledge page for this event. I am proud to raise money for Hiring for Hope (www.hiringforhope.org) and the programs that they support and offer you the opportunity to support this and donate now. Please view my personalized fundraising page here (insert unique URL here) to read more about this event. I am committed to raising funds and ask you to join me in supporting Hiring for Hope and the work they do. Every donation helps.

I look forward to seeing you on (insert date and time here) at (insert location here).

I look forward to seeing you.

(insert your name here)

Sources:

JustGiving fundraising tips www.justgiving.com

Pinc Social Giving online donation letter templates www.pincgiving.com

www.hiringforhope.org