Board Fundraising Toolkit

# Fundraising Goal

[Insert your fundraising goal and timeframe. Be sure to include the goal for the board as a whole and also what that breaks down for individual board member contributions.]

# Why Are We Fundraising?

[Insert a short description of why you need your board to fundraise – whether it’s for a specific campaign, general operating support, or for a specific program or event. Be sure to include a fundraising goal for the board as a whole and what that means for individual board member contributions. Reminders of your board giving policy/statement would be great here as well.]

# How Can I Fundraise?

Here are some examples of fun ways to fundraise; by no means is this a comprehensive list, but some ideas to get you started!

## Social Media Participation

* Share [Organization]’s posts on Facebook, Instagram, TikTok, & Twitter
* Share the reason(s) why you got involved with the organization and link to our website or social media page(s)
* TIP: Share on your Facebook GROUPS pages! These are a great place to get connected and share the information more widely. (ex. Neighborhood Group, Hobby Groups, School Group, Moms Groups, etc.)

## Event Participation

* Share information about events with your networks
* Sell tickets to event(s)
* Attend our events!
* Take photos and share on your social media and/or with friends and family

## Facebook Fundraiser

* Create a Facebook fundraiser to share why you support [organization] with friends and family and offer a simple and easy way to donate!
* Here’s a great help article on how to create your Facebook Fundraiser: <https://www.facebook.com/help/990087377765844/?helpref=uf_share>
* TIP: Make it personal – come up with a goal and share your personal story with the organization.

## Pledge Fundraiser

* Create a goal for something you will complete that can be easily measured. (ie. 10,000 steps every day for a month, reading three books in a month, volunteering 20 hours with [organization]) and collect pledges for donations for each metric you complete!

## Matching Funds

* This is a great way to use your personal fundraising to inspire others to give! Offer to “match” donations up to a certain amount - this will encourage people to donate, as it makes it seem as though their donation counts for double, even if you were going to donate that amount anyway!
* Here’s a great article about matching funds and how to leverage them: <https://blog.mightycause.com/leveraging-matching-grants-partnerships-for-givingtuesday/>

## Host a Friend-Raiser

* Host a friend-raiser tailored to your specific friend group/family etc. This could be a happy hour at your home with a ‘cover charge’ for [organization] or simply a gathering where you make a pitch for [organization] and share your story with guests
* TIP: have an easy way for people to give right there! That could be cash donations in a jar, Venmo requests, or a QR code to the donation link.

## Email Solicitation

[Insert a general story and solicitation email template that can be personalized by each board member to share with their networks.]

# Additional Fundraising Tips:

* Use emotion and share your personal connection to [organization]
* Use inclusive language (ex. Us, we, join me, join us, help us, etc.)
* Make it as simple as possible to give – include direct links or refer to [organization]’s website
* THANK your donors with a personalized thank you!