



Fundraising 101

Creating a Fundraising Plan

1. Start early! Be sure to have a set plan and clear goals before you launch your fundraiser.
2. Set an example and make the first donation to your project.
3. Make a list of people you plan to ask to contribute. Write an estimated donation amount next to each contact on your list - this will help you set your fundraising goal. Prioritize your list and try reaching out to close friends and family first.
4. Don't be afraid to go for the big ask. Don't just ask for \$10, ask for \$50. You may get \$50, or you may get less, but if you only ask for \$10, that's probably all you will get!
5. Set achievable but specific goals. We recommend setting weekly goals or tasks for yourself to make sure you are keeping your audience engaged and spreading out your asks. Check out a sample plan outlined below:

DATE	TASK	NOTES	COMPLETED
Day of Fundraiser Launch	Email to friends and family about fundraiser opening	Share my goals and why I care about HandsOn Bay Area	
Day of Fundraiser Launch	Social media post sharing my fundraiser donation page	Pin to top of social media accounts	
4-5 Days After Fundraiser Launch	Give an update on your first days of fundraising and set an end-of-week goal	"A HUGE thank you to everyone who has already donated - let's try to get to \$250 by Sunday!"	
Midway Through Fundraiser	Give a halfway point update	"I'm halfway through my fundraiser, and just \$50 short of my midway goal. Can you chip in and help me get to \$500 tonight?"	
Week Before End of Fundraiser	Send email to friends and family with one-week countdown	Give a status update and a date/time deadline	
Last 3 Days of Fundraiser	Post on social media at least once a day	As you get closer to your goal, make more specific asks ("I need five more people to donate \$25!")	
Day After Fundraiser Close	Send thank you to donors	Let them know how much you were able to raise and how they can stay involved	



1. Create a Facebook Fundraiser

- <https://www.facebook.com/fund/handsonbayarea>
- OR you can create a new post and take the following steps:
 - a. Click the “Support Nonprofit” button in the post pop-up window.
 - b. Enter “HandsOn Bay Area” in the search field.
 - c. Choose whether or not you want to post to your News Feed, Story, or both.
 - d. Facebook Fundraisers are public, and will appear on HandsOn Bay Area’s main page and on the “Fundraisers” tab. Only people on Facebook can donate.
 - e. Set a goal and end date - try to give yourself at least 30 days!
 - f. Write a short post explaining why you’re fundraising for HandsOn Bay Area.

Example: This month/this holiday season/for my birthday, I’m raising money for HandsOn Bay Area. Over the last few years, I’ve had a chance to volunteer several times through HandsOn Bay Area, and they’re a great resource for learning about all the different organizations doing amazing work throughout the Bay. Your donation helps them connect with even more organizations, and recruit more volunteers to help make our community a safe, beautiful, and inclusive place for everyone.

- g. Once your fundraiser ends, Facebook will process all the funds you raise - you don’t need to do anything else! Make sure to thank all of your supporters!

2. Create a GoFundMe Fundraiser

- Creating a GoFundMe campaign is a free, simple way to have a fundraiser for HandsOn Bay Area!
- GoFundMe does not charge users a platform fee, however, payment processors like WePay and PayPal charge recipients a standard processing fee (2.9% + \$0.30 per transaction). This ensures that funds are transferred safely. These fees are deducted from the donation total. So if someone donates \$100, the processing fee would come to \$3.20 (\$2.90 plus \$0.30).
- You can create a GoFundMe account via your Facebook profile or your email address.
 - a. Set your goal amount - most campaigns have a goal of \$1,000
 - b. Create a campaign title
 - c. Select “Nonprofit or organization” under “Who Are You Raising Money For”
 - d. Search and select “HandsOn Bay Area”
 - e. Enter your zip code
 - f. Under Category, select “Volunteer & Service”
 - g. You can choose to fundraise as an individual or as a team.
 - h. Choose an image from our **Media Kit**
 - i. Customize the “Tell Your Story” section with your personal connection to HandsOn

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- j. Launch your fundraiser! Make sure to share the link to your GoFundMe on social media!



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How To Ask For Donations

1. We know: asking for donations can be scary! Just remember: you're asking them to donate to a cause; you're not asking them to give you money.
2. Put together a 30-second "elevator pitch" and prepare a response to some possible questions donors may have. See **Frequently Asked Questions** for guidance.

Example: This month/this holiday season/for my birthday, I'm raising money for HandsOn Bay Area. Over the last few years, I've had a chance to volunteer several times through HandsOn Bay Area, and they're a great resource for learning about all the different organizations doing amazing work throughout the Bay. Your donation helps them connect with even more organizations, and recruit more volunteers to help make our community a safe, beautiful, and inclusive place for everyone.

3. Make it personal! Talk about your own volunteer experiences and what volunteering means to you. If your friends and family understand your motivation behind fundraising, they're more likely to help.
4. Don't be afraid to turn the tables and ask questions. Asking people if they volunteer is a great opening! Familiarize yourself with the organizations who have projects through our Calendar - there's a chance others have heard of them or even already volunteers there. If they don't actively volunteer, ask what issues they're passionate about (the environment, hunger and homelessness, etc) and give them some examples of projects they could come to.
5. Ask for a specific amount. Take the pressure off and don't make people second-guess. You know what you need to achieve your fundraising goal. Always aim high - supporters may or may not donate, but it should be on your terms. If you ask for \$10 versus \$50, they will likely only donate \$10.
6. Thank your supporters! Send them a personalized thank you in recognition of their donation.



Fundraising 101 Templates

1. Email Template

Hi [INSERT NAME],

I just launched a fundraiser for an organization called HandsOn Bay Area. HandsOn Bay Area connects individuals and companies to nonprofits, schools, and parks across the Bay Area working to make our communities safe, beautiful, and more inclusive for everyone.

I know how hard it can be to find time to volunteer, and that's why HandsOn Bay Area means so much to me as an organization. [INSERT PERSONAL CONNECTION TO HANDSON HERE].

Each year, HandsOn Bay Area works with over 27,000 volunteers, resulting in 75,000 hours of service to organizations throughout the Bay. Their Community Calendar offers over 150 volunteer opportunities each month for folks looking to get involved in their community, and their high school summer leadership program (HandsOn Tomorrow) is helping empower the next generation of Bay Area leaders. But they need our support to ensure that these programs can remain open to everyone, regardless of economic background.

I'm reaching out in hopes that you'll help me reach my goal of [INSERT GOAL] by donating [INSERT AMOUNT] by [INSERT DATE]. You can learn more about why I'm passionate about volunteer service and make a donation through my fundraising page at the following link [INSERT FUNDRAISING LINK].

Thank you so much for your time and support! Please feel free to reach out if you have any questions about HandsOn or my fundraiser.

Best,

[INSERT YOUR NAME]

2. Social Media Templates

Facebook: www.facebook.com/handsonbayarea

Twitter and Instagram: @handsonbayarea

LinkedIn: www.linkedin.com/company/handsonbayarea

- a. I'm stepping up to help make the Bay Area a safer, more beautiful, and inclusive place for everyone! HandsOn Bay Area makes volunteering fun and simple, and provides critical volunteer support to organizations across the Bay. Join me by donating [INSERT AMOUNT] to my fundraising page by [INSERT DATE]. Thank you! [INSERT LINK TO DONATE]
- b. HandsOn Bay Area works with over 27,000 volunteers each year, contributing 75,000 hours of service to Bay Area organizations in need of critical volunteer support. Help me support their amazing work by donating to my fundraiser by [INSERT DATE]. [INSERT LINK TO DONATE]
- c. I'm fundraising for HandsOn Bay Area because I'm passionate about supporting the next generation of Bay Area leaders! Learn more about the work they're doing throughout the Bay, and donate today on my fundraising page: [INSERT LINK TO DONATE]