



Spring2ACTion

Alexandria's Giving Day

Presented by ACT for Alexandria

Your Free Agent Fundraiser Playbook: Five Tips to Success

Step-by-Step Instructions

1. Activate your Free Agent Fundraiser Page

Start the process as soon as possible to customize your page and raise awareness in advance of the giving day.

A. Accepting a Fundraising Invitation

If you were invited by through email to fundraise for your organization, follow the steps below:

1. Within your email invitation from the organization, you'll be prompted to access your FAF Toolkit. Do so by selecting the "Get Started" button within the message.
2. If you haven't used GiveGab before, be sure to sign in with the email and password provided in your invitation.
3. If you have a GiveGab account already but are not signed in when you select the prompt, you'll be asked to log in. If you received your invitation to a different email address from your existing GiveGab account, write into the blue chat bubble for assistance.
4. Once you've successfully logged in, click [here](#) to learn how to access your toolkit.

B. Starting your own Free Agent Fundraiser page

If you would like to begin a fundraising page for an organization on your own, follow these steps:

1. Head to your organization's giving day profile by searching for their profile on the giving day.
2. Select the "Fundraise" button to the right of the "Donate" button.
3. You'll be prompted to log in if you have an existing GiveGab account. If you haven't used GiveGab before, you will need to create an account. If you want to link your GiveGab account to your Facebook credentials, you have the option to do so by clicking the blue Facebook button.
4. Upon successful completion, you'll be taken to your FAF Toolkit to get started.

2. Use your Free Agent Fundraiser Toolkit to customize your fundraising page

While your FAF page will have components of your organization's giving day profile, you will customize key sections to convey your goals and personal connection.

A. Select the "Tell Your Story" tab and complete the following sections:

1. Explain your connection and why you're a passionate supporter.
2. Set a monetary fundraising goal.
3. Add a personal image for your story that relates to the organization.
4. (Optional) Include a video in place of the photo.

3. Send emails from your FAF Toolkit leading up to, on, and after the giving day.

Contact your family, friends, coworkers and additional peer networks about the giving day and the organization you're supporting.

- Expand the "Reach Out" tab.
- To enter email addresses in for your supporters, select the "Send Email" button. Enter in emails for the individuals you want to contact (you can enter in multiple email addresses).
- To import your contacts in order to email a larger group, click on the "Import Contacts" button.
- Once you've selected your method for entering your contacts, you'll be prompted to create your message. This messaging feature is in plain text, so there aren't additional formatting options.
- Suggested emailing schedule:
 - 1 email before the giving day.
 - 2 different emails on the giving day.
 - 1 Thank You email after the day.

4. Share your FAF Page through Social Media

Reach beyond direct connections and inform your social networks that you're supporting this organization. Post before, on, and after the giving day.

- Expand the "Share Socially" tab.
- Facebook and Twitter buttons are readily available for easier posting.
- You'll also find your FAF Page's unique URL to share on additional social media platforms.
- Suggested posting schedule:
 - 1-3** posts before the giving day.
 - 3** posts on the giving day (include progress updates).
 - 1** Thank You post after the day.

5. Thank your peers who donated through your Free Agent Fundraiser page.

This is your opportunity to thank your network of supporters directly. Donors will also receive an automatic thank you message from the organization your fundraising for.

- Select the “Give Thanks” tab in your FAF Toolkit.
 1. A full list of all donors who gave through your page will appear.
- Select the donors you want to thank. Segmenting your thank you messages allows you to send tailored messages to your supporters.
- Select the “Thank Selected Donors” button to create your plain text email.
- Once you’re done, mark the donors you have thanked. This allows you to keep track of who you’ve thanked.

Best Practices & Resources for Free Agent Fundraising

Free Agent Fundraiser Guide for Spring2ACTion

This guide provides a number of resources for how organizations can recruit and support Free Agent Fundraisers.

Navigating your Free Agent Fundraiser Toolkit

Learn how to manage and customize your FAF page.

Telling Your Story

Curate a message to your network that conveys why you support this organization. A few questions to consider as you tell your story:

- Select the donors you want to thank. Segmenting your thank you messages allows you to send tailored messages to your supporters.
- Select the “Thank Selected Donors” button to create your plain text email.
- Once you’re done, mark the donors you have thanked. This allows you to keep track of who you’ve thanked.

Add a photo or video of you volunteering, attending an event, or supporting the cause to increase engagement and connect to potential donors.

Direct Communication

Start your communication by creating a list of at least 10 individuals you are comfortable asking to make a contribution. This list is often made up of friends, family, or anyone you have a close connection with.

Direct Communication (cont.)

Once you've contacted those you're most comfortable asking for donations from, you can move on to the potentially more difficult asks, like coworkers or acquaintances.

For sample email templates, click [here](#).

Social Media

Facebook, Twitter, or Instagram are ideal platforms for spreading the word to larger networks of individuals, in particular, those you may not be in regular contact with.

Facebook is the most popular platform and typically sees the highest levels of engagement. If you aren't comfortable with other forms of social media, Facebook is the ideal starting point.

Add a photo of you volunteering, attending an event, or supporting the cause in another way to provide a meaningful visual component.

Social Media (cont.)

Another way to reach your peers is to share the organization's own posts to your social media account. You can share posts on Facebook, retweet on Twitter, and Repost with Instagram. When using hashtags, include any your organization is using as well as the giving day hashtag in your posts.

For example posts, giving day specific graphics that you can use, and social media tips, click [here](#).

Thank your donors and cheer them on

Showing personalized gratitude is vital. Send them a personal email through your FAF Toolkit, thank them in person, or send them a handwritten note.

When showing your thanks on social media, consider creating your own graphics using free and easy to use tools like www.canva.com.

Timeline

Getting Started

- Mark your calendars for Wednesday, April 10
- Like Spring2ACTion on Facebook and Follow us on Twitter
- Create your Free Agent Fundraiser page on Spring2ACTion.org

1 Month Before Spring2ACTion

- Log in to GiveGab and edit your Free Agent Fundraiser page.
- Set a fundraising goal - anything from \$100 to \$10,000 or more. Tell your story on your page and post pictures too. Your nonprofit should be able to help you with this.
- Tell your network (friends, family, colleagues) to support your fundraiser on April 10. Send them a link to your FAF page. For sample emails and social media posts, visit the Free Agent Fundraiser Toolkit.

1-2 Weeks Before Spring2ACTion

- Donations can be accepted for your page starting March 27 and will count for Spring2ACTion on April 10.

1-2 Weeks Before Spring2ACTion (cont.)

- Update your social media channels and directly link to your Free Agent Fundraiser page - be sure to let your networks know that April 10 is the day to give, talk about your favorite nonprofit, and your fundraising goal.
- Prepare any communication pieces you plan to send on April 10. Feel free to use one of the templates in our Free Agent Fundraiser Toolkit.
- Encourage your network to "Like" Spring2ACTion on Facebook and follow us on Twitter @Spring2ACT

April 10 - Spring2ACTion!

- Kick off the day by making a donation to your page (if you haven't already)!
- Send at least one email to your network and remind them TODAY is THE day to give! You can also update them periodically throughout the day about your progress
- Share enthusiasm for Spring2ACTion on your social media platforms and let everyone know why the organization you support is so great.
- Share stories and post on Spring2ACTion Facebook page or your chosen organization's page
- Use Facebook and Twitter to cheer on and thank donors with status updates. Include the hashtag #Spring2ACTion!

April 10 - Spring2ACTion! (cont.)

- Post pictures and updates from offline events
- Follow the live leaderboards at www.Spring2ACTion.org/Leaderboards and cheer on your cause
- Celebrate and have fun!
- Start telling engaging stories via social media, blog, etc. about why you support your cause.
- Celebrate with us during our Spring2ACTion After Party.

Need Help or Ideas?

Contact us at: 703-739-7778

Brandi Yee: brandi.yee@actforalexandria.org

GiveGab Customer Success: customersuccess@givegab.com



Or chat with the GiveGab Customer Success team using the blue chat bubble in the bottom right hand corner of your screen on the Spring2ACTion.org site!