



## CHECKLIST: 5 Things To Do During Pre-Fundraiser Set Up

*First time spearheading an online fundraiser at your organization? Not sure where to start? Here are 5 steps for you:*

### 1. Understand how Piggybackr works

*Is it a good fit for your fundraising needs? More info:*

#### ***What is Piggybackr?***

Piggybackr is a crowdfunding website for teams. We teach people of any age or experience level how to raise money in a fun, safe, and instructional way online.

#### ***Is it effective?***

Yes. The average donor gives \$86 through Piggybackr (compare to selling 86 candy bars per donor).

#### ***How does it work?***

1. Set up a fundraiser page. 2. Customize your donation levels and even add sponsorship perks. 3. Share your page with friends, family, and businesses. 4. Thank your supporters! For more: [www.piggybackr.com/how-it-works](http://www.piggybackr.com/how-it-works)

#### ***How much does it cost?***

We take a small percent transaction fee of each donation. To learn more: [www.piggybackr.com/pricing](http://www.piggybackr.com/pricing). Our mission is to bring easy to use, affordable tools, and the know-how, formerly only available to large nonprofits and fundraising professionals, to teams and organizations of ALL ages and experience levels.

#### ***How is it different than other fundraising websites?***

- ***Great for teams.*** *Whether you're a team of 1 or 100, we help you work together to reach individual and team goals online.*
- ***Easy.*** *Set up in less than 5 mins. So easy 6 year olds have been successful.*
- ***Instructional & Motivational.*** *We focus on how to actually help you raise funds. From highlighting priority tasks, email and text reminders, badges, points, and to-do lists - we're here to help!*
- ***No products sold.*** *We help you set up sponsorship packages that friends, family, and business can appreciate.*
- ***Safe.*** *We are compliant with Children Online Privacy rules and the only platform safe in schools.*

# How to Bring Online Fundraising To Your Organization (page 2)

## □ 2. Get approval from the appropriate stakeholders at your organization.

Sometimes it may just take a quick conversation, sometimes it will require full on board approval. Depending on your organization, you'll need to get final approval from:

- School administration
- Board of Directors
- Department Heads
- Coaches
- Nonprofit Executive Director

Resources to share with them (all available upon request)

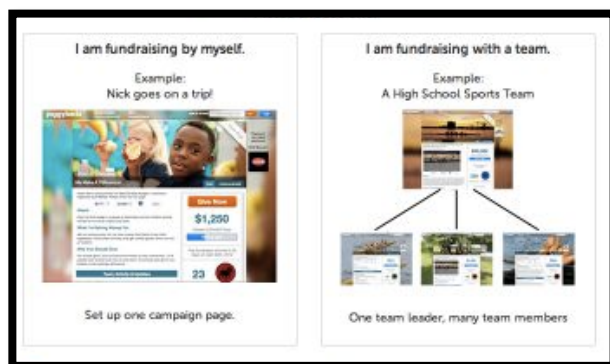
- Flier about Piggybackr
- Show examples of other successes

## □ 3. Identify a team leader(s) and champions who can help.

- Each fundraiser should have 1 team leader. This can be you or several different people depending on how many fundraisers you're running.
- Ask how many team leaders you will need. I.e. Will there one big team? Several small teams? For example is it for an annual fund, or do certain teams (i.e. Girls varsity over Girls JV) have higher or lower funding need

### The team leader's responsibilities:

1. Set up the team's page
2. Help team members to set up.
3. Keep the team on track with deadlines and reminders. We help you with these.
4. Offer a prize to top fundraisers and hard workers (Piggybackr tracks effort points).



\*\*If you have several different teams that need to raise money, you might want consider upgrading to a Piggybackr Plus or Premium account for more complicated organization requirements. ([www.piggybackr.com/pricing](http://www.piggybackr.com/pricing))

## 4. Understand the payment options.

- If you are a nonprofit and want donations to be tax deductible, we suggest you choose the Paypal option.
  - You will need to have a verified nonprofit Paypal account.
  - For more info about Paypal: [www.piggybackr.com/paypal-guide](http://www.piggybackr.com/paypal-guide)
- To setup as a nonprofit
  - Enter the email address and name associated with your verified nonprofit paypal account.
  - Check the box “I’m raising money for a nonprofit” to enter your nonprofit’s TAX ID. Donors will be sent TAX ID information and a donation receipt.
- If not, we collect money on your behalf and send you a single check in the mail after the fundraiser is ends. However this option may not be be tax deductible for your donors (check with your nonprofit)



## 5. Set a timeline for your fundraiser roll-out.

We suggest setting aside 4-6 weeks to run the actual fundraiser. Having members set up pages might take 1-2 weeks, leaving 3-4 weeks of actual fundraising.