

Paint America Orange

Brooke USA's Third Party Programming

GUIDELINES TO SUCCESS | RAISING MONEY & AWARENESS FOR BROOKE USA

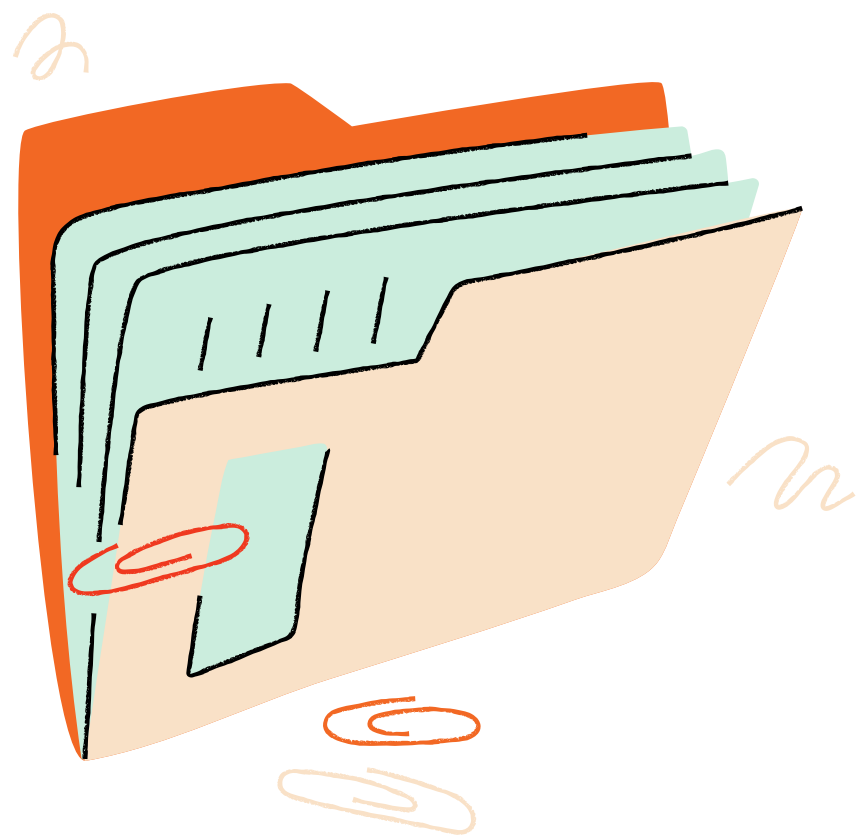
We are grateful for all of the individuals and groups who support our mission of alleviating the suffering of working horses, donkeys and mules, and the people they serve in the developing world.

Without your assistance, our work could not be possible.



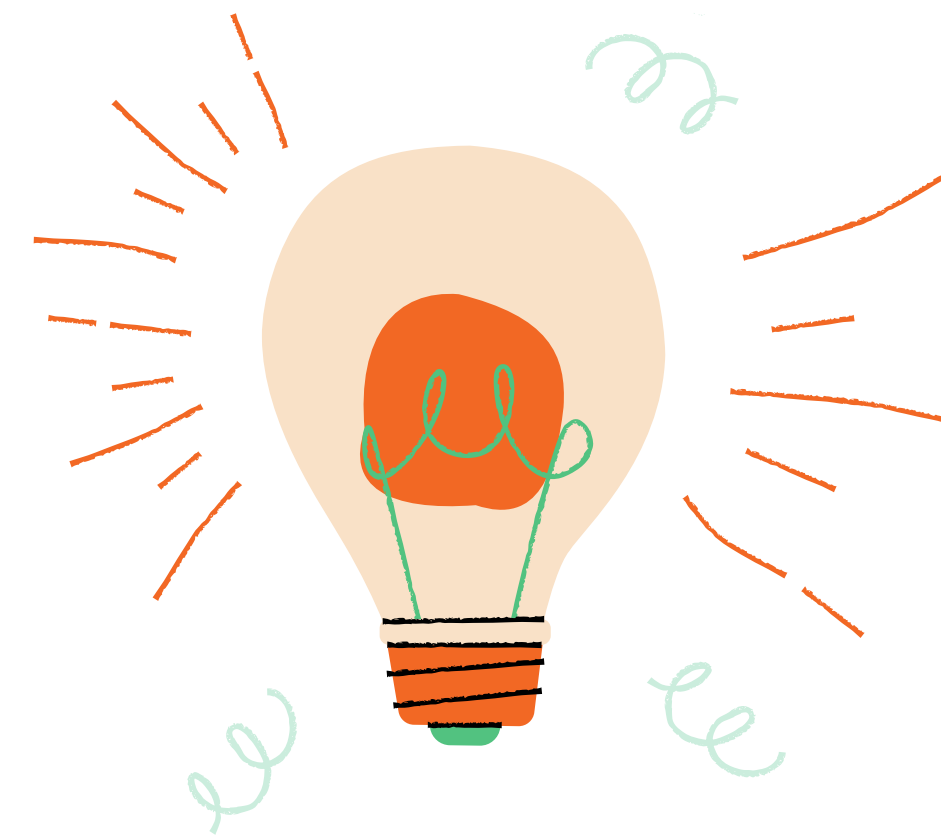


How Can You Help?
get creative.



Set your goal

Goals that are Specific,
Measurable, Achievable,
Relevant, and Time-Oriented.



Give your idea life.

Are you good at social
media? Are you able to
contact family & friends?
Figure out how to make your
idea a reality.

Creating a Fundraiser
and being successful.

Lay the ground work.

Set your goal & share

Post about how much you love Brooke USA and how the programs we support help people and animals.

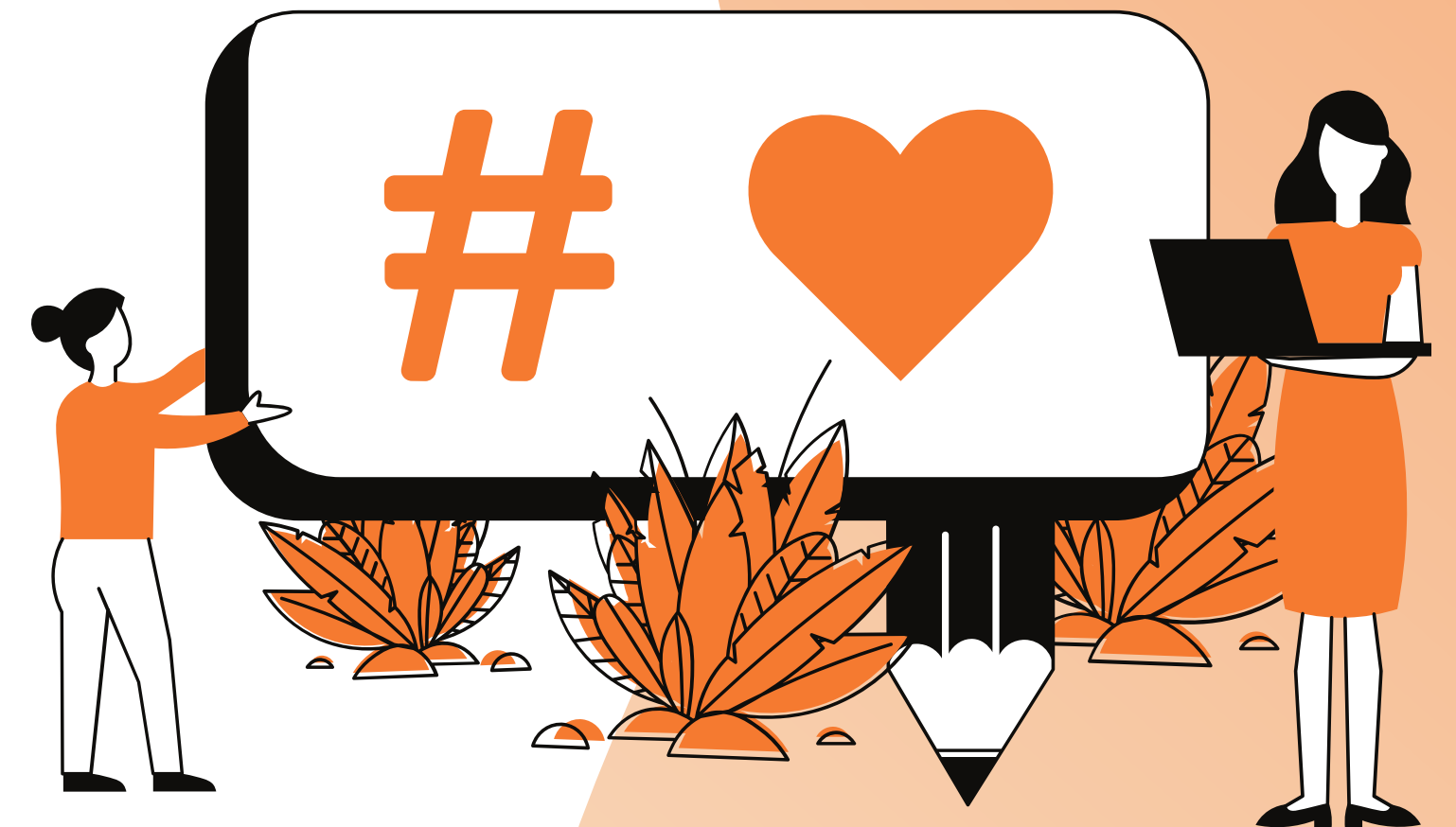
Post leading up to your third-party event that you will be supporting Brooke USA and its mission.

Decide your fundraising goal! Is it \$100, \$250, \$500 or \$1,000?

All of these goals are doable with a little social media, friendly asks and support.

So, how do you create your fundraiser?

Let's start at the beginning!



Choosing the right platform to make the most impact.

Facebook:

Boasting over more than a billion daily active users, Facebook is a social media force. That's good news for nonprofits since FB uses its power to promote charitable giving. Facebook eliminated as many barriers as possible to charitable giving right inside Facebook.

Online fundraising professionals know that you need four things to successfully raise funds online:

- An ask that is timely, specific, and compelling.
- Visuals — ideally an eye-catching, emotional video — to tell a story and inspire action. (We have these!)
- An incredibly easy-to-use fundraising platform.
- An easy way for donors to ask their peers for donations.



Creating your own Facebook Fundraiser

STEP 1

On a desktop, create a Fundraiser for a nonprofit from Brooke USA's Facebook Page.

STEP 2

Create your fundraiser and give it a name (ie. #GivingTuesdayNow for Brooke USA)

STEP 3

Make sure to write into the description why you are doing this fundraiser, and what it means to you.

STEP 4 (If you want to match donations)

Click the "...More" button on the organization's fundraiser and click Match Donations. Click Choose Pledge Amount. Select the dollar amount you wish to pledge using the provided amount options or click Other to enter your specific match amount. Enter your payment source and click Schedule Payment to confirm your pledge amount.

STEP 5 (Invite your friends)

Add your friends and family to the fundraiser by inviting them on the side panel or copying the fundraiser link and emailing it to your address book.

STEP 6

Your fundraiser will do even better if you share it to your wall and ask people to donate. Give updates throughout the day on how the fundraiser is doing, and share posts from Brooke USA's social media for all to see.

Building Your GoFundMe Charity fundraiser for Brooke USA

Visit charity.gofundme.com to create your profile.

Visit Brooke USA's Fundraiser page here:

charity.gofundme.com/brookeusa

You can create a campaign from our page.

You can customize the campaign and make it your own.

When all of your changes have been saved, exit out of the campaign, and it will take you back to your campaigns to view. Click the view button.

Now you are all set to start sharing! Use the social media buttons to share on Facebook or Twitter, and use the link in your URL bar to copy the site address.

You can use that link in your bio on Instagram, on your website, e-newsletters, blogs and in personal emails. The more you share the link, the more you raise!



THE TOP THREE THINGS TO DO

After making your fundraiser



- **Start by making a donation** to your own fundraising page. Other people are more likely to donate to your page when they see that someone has already contributed. Donating some of your own money also demonstrates to potential supporters that you are serious about helping the cause.
- **Personalize your fundraising page**, by adding your own text, pictures, or video. Remember, your potential donors will be interested in the cause, but they are primarily interested in you. Make sure you tell them why you are getting involved and what your connection to the cause is (it doesn't have to be long).
- **Send individual emails** to your 5-10 closest contacts and ask them for donations first. Getting your "inner circle" to donate to your page will help you build up some momentum. It's also good to start with the people you are most comfortable with!

The Best Way to Reach out to *Friends and Family*

Think about your fundraising strategy like peeling an onion from the inside out. The best fundraisers start by asking their closest contacts first (the core) and progressively working outward to more distant contacts (the outer skin).

Your closest contacts are the ones most likely to donate; more remote contacts are less likely to donate.

Studies show that as you make progress towards your fundraising goal people become more and more likely to donate to you (success breeds success!).

When you start with your closest contacts and work outwards, you ensure that you build up progress from your core supporters before you reach out to the people who are less likely to donate.

This means maximizing your chances of successfully meeting (or exceeding) your fundraising goal!



How to Write Your Emails to Friends, Family & Contacts

There is no perfect formula for writing an email asking family and friends for donations, but there are some best practices to guide you as you write your email:

- Start by explaining your connection to the cause and why it's important to you. Describing how the cause has touched your life is probably the most important element of your message.
- In a sentence or two explain the good work the organization is doing to advance the cause. This helps potential supporters understand where their money would be going and what it would be used to accomplish.
- Be clear to potential supporters about what you are looking for; make a direct ask for financial support.
- Include a link to your fundraising page.
- Thank your contacts for their time and support.

When you're writing to your contacts, just be yourself. If something feels forced or inauthentic, scrap it.



The Next Steps

You're almost there!

Start aggressively fundraising through social media after you've sent out your initial batch of emails.

- Get started on Facebook, Instagram & Twitter by tagging the people that have already donated to you and thanking them for their donations. When you tag someone your post gets shared in your activity feed and the other person's activity feed too. This also sets the frame that people are already donating to your page (remember success breeds success!).
- Set internal goals (e.g. 200 dollars by x time, 400 dollars x time, etc.). Use your social media accounts to give updates of your progress towards each goal and ask for people to help you get over the next hurdle.
- Don't make every post an "ask". Share inspiring news stories or other positive anecdotes about the cause too!
- Consider offering your own gifts to friends and family who help you reach your goal. It doesn't have to be anything extravagant, just a token of your appreciation.

How to follow-up with people who may not have responded or made a donation.

By setting internal goals (e.g. 200 dollars by end of week two, 400 dollars by end of week four, etc.) you accomplish two things. First, you create more urgency when you ask friends and family for support. And second, you give yourself a built in reason to follow up.



This sounds like a great idea, but can I do more?

Of course! Part of Paint America Orange is to get creative and have fun. Right now Zoom, Houseparty, Skype and Facetime are a way of life. Would your friends like to do a trivia night? Have you ever thought about teaching a cooking class? Are you a dare devil who will raise donations for stunts? Now is the time to get creative, and have fun!



Any Questions?

Contact Donor Relations Officer,
Kendall Bierer by calling/texting 561.309.9873
or emailing kendall.bierer@brookeusa.org.

Thank you!



Put the "FUN" in Fundraising!

*Have fun & know that we couldn't
do what we do without you.*