

Everything-You-Need-to-Know-to-Fundraise-Like-a-Pro

Fundraising Guide

Welcome, Climber!

Thank you for your dedicated support of Project Place's Climb for a Cause. We are so excited that you've decided to make your impact go even further by fundraising to end homelessness.

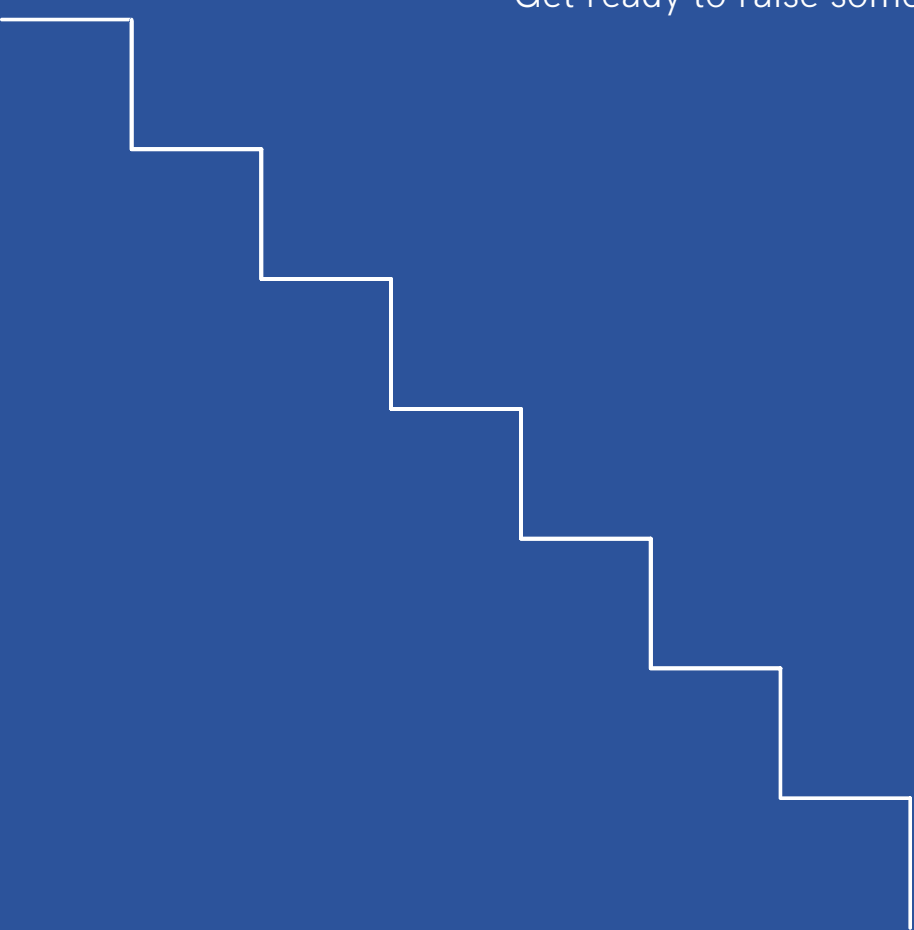
Your partnership in supporting our mission to break the cycle of homelessness and poverty in Greater Boston is invaluable. And, by deciding to fundraise, you're taking the relationship to the next level: introducing us to your friends and family. That's a big deal!

We want your Climb for a Cause fundraising journey to be as smooth and simple as possible, so we've put together this Fundraising Guide full of tips, templates, and ideas!

Introduction

Whether you're new to fundraising or an experienced pro, this guide will help you raise funds for Project Place's Climb for a Cause. We want your fundraising journey to be easy and fun, so this guide is designed to walk you through everything you need to know in order to fundraise like the best of them.

Get ready to raise some funds for a good cause!



Getting Started

Setting Up Your Fundraising Page

When you register for Climb for a Cause and elect to fundraise, you'll get the opportunity to set up a personalized fundraising page. Here are some tips for how to knock it out of the park.

Set Your Goal

Setting a goal for your fundraiser is your first step. We suggest starting with a goal of \$50. Once you've reached your goal, you can always increase it and raise more funds.

PRO TIP: To jumpstart your fundraising, be the first one to donate! Showcasing that you're not only a supporter but also a donor will encourage your network to give.

Tell Your Story

Your story is the first thing people will see when visiting your fundraising page, so your goal is to make it as impactful as possible. It's important to communicate how our mission to end homelessness and break the cycle of poverty has impacted your life in a meaningful way and why you've decided to fundraise in support of this cause. Don't hesitate to pull at their heartstrings; people are more likely to give if there's an emotional connection.

Fundraising Best Practices

Fundraising leverages the power of your social network to raise crucial funds that help move us closer to our goal of ending homelessness. The success of your fundraising efforts depends heavily on the amount and ways that you're sharing your campaign with friends, family, and colleagues. Social media, email, text messaging, and word of mouth are some of the best ways to get your request noticed.

What's the Best Way to Share?

Sharing your fundraising efforts via your Facebook page, Twitter, Instagram, or LinkedIn, in addition to your own personal contact list, is the best way to get people involved and excited. Leveraging these networks is how you'll meet—and hopefully exceed—your goal. You won't have the phone number of all of your network contacts, but choose a few that you know will respond well to a more intimate request: text messaging. Don't inflict a group text on these people; take the time to send individual (copied and pasted) texts to each one.

PRO TIP: Get personal and select a handful of your closest family and friends to reach out to as you start fundraising. Close friends and family are more likely to donate, so getting them on board will let the rest of your network see that people are already supporting the cause.

How Often Should I Communicate with My Network?

There are five times you should aim to communicate with your network while fundraising:

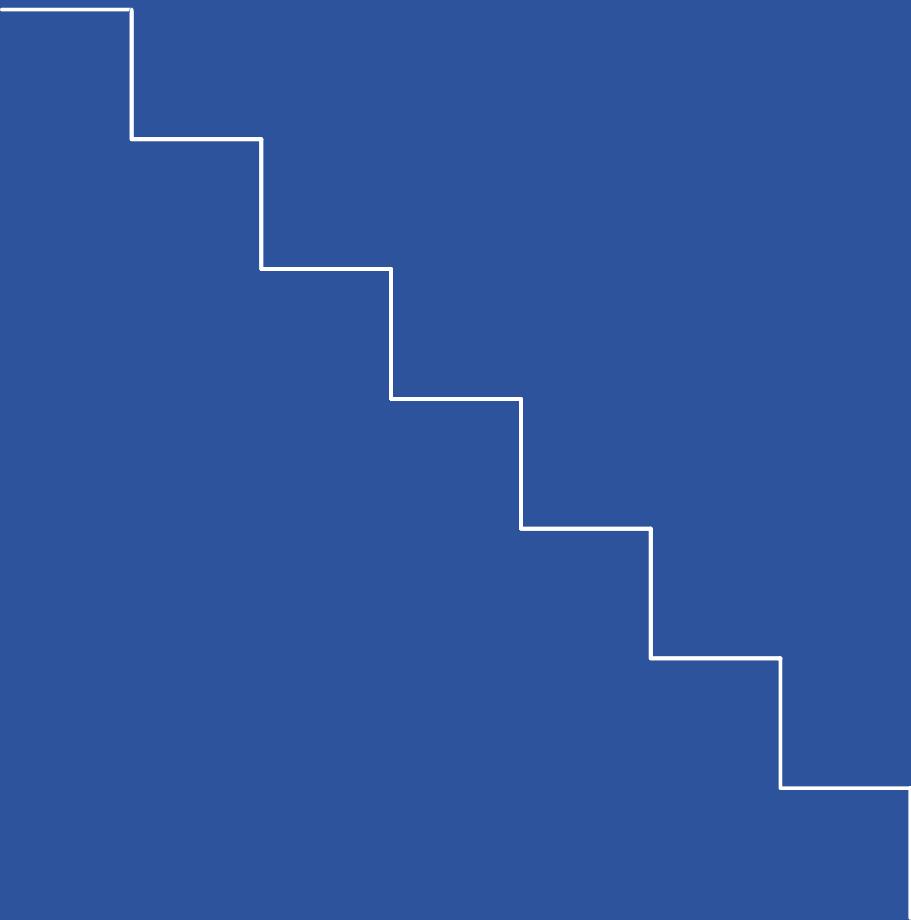
- Fundraising launch
- Midway goal
- Final push
- Fundraising goal reached
- Thank you

We recommend maintaining momentum between each of these main milestone communications with a few social media posts and emails or texts to help keep your efforts top of mind. If you're texting, use those requests judiciously and make sure that you're not monopolizing the conversation with donation asks.

PRO TIP: Write your fundraising communications in your own voice. Your outreach can be as formal or informal as you like. These messages are from you, so let your individuality shine through.

Ready, Set, Fundraise!

Now that you've learned all the fundraising tips, and best practices, it's time to jump into it with confidence! We've included sample communications for you to use to make fundraising as easy as pie. Copy, paste, and start fundraising!



Announcement #1

Send: Right after you've completed setting up your fundraising page.

The purpose of this announcement is to let your network (social media friends, family, peers, colleagues, neighbors) know that you've signed on to raise funds for Climb for a Cause and that you need their help. Basically, you've got to get the word out to everyone you know to help you reach your fundraising goals. The goal is to share, share, share!

EMAIL

Subject Line:

Let's raise some dough together for a good cause

Body:

Hey, [NAME]!

I hope this finds you well. I've got great news! I've signed on to become a supporter of Project Place's Climb for a Cause and could really use your help. I'm committed to helping Project Place raise [AMOUNT] which will go directly to their work of breaking the cycle of homelessness and poverty in Greater Boston. Every donation, large or small, makes a difference and moves Project Place closer to their fundraising goal.

Are you ready to make a lasting impact? Please visit my fundraising page at [PERSONAL URL] and make a donation today!

If you want to make an even larger impact, you can [register as a virtual or in-person climber](#) and create a fundraising page of your own, set your personal fundraising goal, and start spreading the news!

Can't donate or become a supporter? No worries. Please consider forwarding this email to your friends and family to get the word out.

Thanks so much for your support!

TWITTER

Hey friends, I've signed on to help @project_place raise funds to help break the cycle of homelessness and poverty in Greater Boston. Help make a lasting impact by donating today: [PERSONAL URL]

#climbforacausefenway

FACEBOOK

Hey friends, I've signed on to help @ProjectPlaceBoston raise funds to help break the cycle of homelessness and poverty in Greater Boston. Are you down to help make a lasting impact? Please share with your friends and family and donate today:

[PERSONAL URL]

#climbforacausefenway

TEXT

[NAME], I've signed on to help end homelessness by raising [AMOUNT] for Climb for a Cause. Please help by donating today: [PERSONAL URL]

Announcement #2

Send: When you're halfway to meeting your fundraising goal.

The purpose of the midway announcement is to share that you're halfway to meeting your fundraising goals and still need help to get to the finish line. The tone should be excited in nature and get your network to feel motivated to help you reach your goals.

EMAIL

Subject Line:

Ohhh, we're halfway there—[AMOUNT] more to go!

Body:

[NAME], I've got great news—I'm halfway to reaching my personal fundraising goal of [AMOUNT] raised for Project Place's Climb for a Cause! Pretty awesome, right? Every dollar raised for Climb for a Cause builds our movement's strength, and creates pathways to jobs, housing, and hope for thousands of Bostonians. Will you help me move the needle forward with a donation? Visit climbforcausefenway.org today.

If the goal to disrupt the cycle of homelessness and poverty is near and dear to your heart like it is mine, consider becoming a supporter and starting your own fundraising page to help us reach our goal more quickly! Plus, it's a great way to leverage your social media networks for a good cause.

Thank you!

PS: To visit my personal fundraising page, go to [PERSONAL URL]

TWITTER

Ohhh, we're halfway there—only [AMOUNT] more to go to meet my fundraising goal to help @project_place break the cycle of homelessness and poverty in Greater Boston. Please help me move the needle forward by donating today: [PERSONAL URL] #climbforcausefenway

FACEBOOK

Ohhh, we're halfway there—only [AMOUNT] more to go to meet my fundraising goal to help @ProjectPlaceBoston break the cycle of homelessness and poverty in Greater Boston. Help me get all the way there and share/donate today: [PERSONAL URL] #climbforcausefenway

TEXT

[NAME], guess what? I'm halfway to meeting my fundraising goal for Project Place's Climb for a Cause! Please help by donating today: [PERSONAL URL]

Announcement #3

Send: One day before the event (April 21, 2023).

The purpose is to inform your network that time is running out and they can help you reach your goals by donating and/or sharing your fundraiser with their network. These messages create a sense of urgency with a time-sensitive deadline so your network knows they only have a little time left to help you reach your goals.

EMAIL

Subject Line:

I'm close to my goal—will you help me reach it?

Body:

Hi [NAME]!

Believe it or not, I've raised [AMOUNT] for Project Place's Climb for a Cause to help break the cycle of homelessness and poverty in Greater Boston and I'm only [AMOUNT] away from reaching my fundraising goal. If you haven't donated yet, please donate now!

If you've already donated, consider one more gift: share my personal fundraising page [PERSONAL URL] with your family, friends, and social networks. Imagine how much more can be accomplished if everyone joins in.

Thank you!

TWITTER

I've already raised [AMOUNT] to help @project_place end homelessness in Boston! There's only one day left and I need your help. Donate now!

[PERSONAL URL]

#climbforacausefenway

FACEBOOK

I've already raised [AMOUNT] to help @ProjectPlaceBoston end homelessness in Boston! There's only one day left and I need your help.

Share/donate now! [PERSONAL URL]

#climbforacausefenway

TEXT

[NAME], I've already raised [AMOUNT] for Climb for a Cause to support Project Place's mission end homelessness in Boston! There's one day left and I need your help. Donate now! [PERSONAL URL]

Announcement #4

Send: When the event happens or you've hit your goal.

The purpose of this is to let your network know that it's time for Climb for a Cause, or you've reached your fundraising goals. The tone should be congratulatory and should thank your network for their contributions of donations/shares. This is also a great way to share the impact of their support.

EMAIL

Subject Line:
We did it!

Body:
[NAME], with your help and support, I raised [AMOUNT] for Project Place's Climb for a Cause! I can't thank you enough. Every dollar raised for Climb for a Cause builds our movement's strength, and creates pathways to jobs, housing, and hope for thousands of Bostonians—that's a huge deal. I hope you feel good about your contribution because I sure appreciate it.

World change happens one person at a time, and I'm happy we were able to make a difference together.

Until next time!

TWITTER

We did it! Thank you all who helped me reach my fundraising goal of [AMOUNT] for @project_place. I'm thrilled we were able to make a difference in the fight to end homelessness together. Look what we did: [PERSONAL URL]
#climbforacausefenway

FACEBOOK

We did it! Thank you all who helped me reach my fundraising goal of [AMOUNT] for @ProjectPlaceBoston. World change happens one person at a time, so I'm thrilled we were able to make a difference in the fight to end homelessness together. Look what we did: [PERSONAL URL]
#climbforacausefenway

TEXT

[NAME], thank you! I've reached my fundraising goal of [AMOUNT] for Project Place's Climb for a Cause. I'm thrilled we could make a difference in the fight to end homelessness together. Look what we did:
[PERSONAL URL]

Announcement #5

Send: One week after the event.

The purpose is to thank everyone who helped support you in reaching your fundraising goals with a personal message.

EMAIL OR LETTER

Dear [NAME],

We did it! Thanks to your support, I met my fundraising goal of [AMOUNT] for Project Place's Climb for a Cause. We are now one step closer to disrupting the cycle of homelessness and poverty, and our movement to create a community of hope and opportunity for thousands of Bostonians has grown. How amazing is that?

It felt so good to have my friends and family join me in raising money for such a great cause. Reaching this goal is a testament to the power of social fundraising and what we can achieve if we all work together toward a common goal. I hope you feel great about your contribution because I couldn't have done it without you.

Hope we can make some more fundraising magic in the future.

Until then, cheers!

Thank You For Being A Fundraiser

Thank you so much for taking the time to spread the word about Climb for a Cause and our mission to end homelessness in Greater Boston. Every dollar raised moves us closer to our goal and helps us create lasting impact. We appreciate you and look forward to continuing this meaningful partnership for years to come!

We can't wait to climb with you as we stand in solidarity with individuals experiencing homelessness and the challenges they face trying to break the cycle of homelessness and poverty.

