



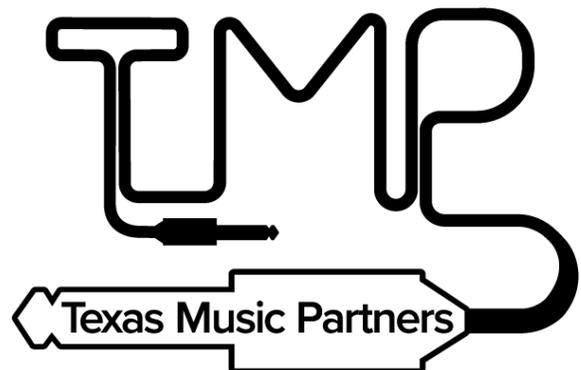
I Live Here  
I Give Here®

# Amplify Austin

## Amplify Austin Day 2020

March 5<sup>th</sup> at 6:00 PM through March 6<sup>th</sup> at 6:00 PM

### Team Fundraising Guide



# Team Fundraising Guide

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## Introduction

Welcome to the first annual Texas Music Partners (TMP) fundraiser for Amplify Austin Day. Amplify Austin Day is a day of giving to show that people from central Texas care about their communities by donating to over 750 nonprofits who are participating. This is Texas Music Partners' first year participating in Amplify Austin Day so this is our first annual team competition to help raise money for our cause of showing students how to creatively combine music and technology. To help students find a creative passion and use that passion to think out of the box and better learn to problem solve.

The purpose of this friendly competition is to have fun and have people come together working as a team to advocate for Texas Music Partners so we can continue our mission and help students in Williamson, Travis and Hays counties. You don't need to be a salesman nor do you need to "bug" your friends, family and co-workers. We ask you to advocate and educate your network as to who we are and encourage them to make a donation to help our mission.

## How Does the Competition Work?

The competition is easy. This is how it works:

1. Form a team of 1-5 teammates.
2. Sign up on our profile page at [AmplifyAustin.org](http://AmplifyAustin.org) to create your team page.
3. Advocate for Texas Music Partners (TMP) in person, on social media through email and text. Let them know you are competing to help further our organization's mission and ask that they make a donation.
4. People can donate anytime between now and 6:00 PM on March 6<sup>th</sup> to be counted towards your team goal of \$500.
5. The team that raises the most money, over the \$500 goal, wins the gold prize.
6. The team that raises the second most money, over the \$500 goal, wins the silver prize.
7. The gold and silver prizes are team prizes and should be shared among the team members.
8. We are planning a fundraising party at Kenny Felton's house, in Kyle, either Thursday evening (3/5) or Friday afternoon (3/6) to "Amplify" the fun factor.

Note: We need at least 4 teams to compete in order to have these prizes. Our goal is to have 6-10 teams.

## How does Amplify Austin Day work?

Amplify Austin Day begins on March 5, 2020, at 6:00 PM and runs through March 6, 2020, at 6:00 PM. Early donations started on January 21, 2020 so any donations added to your team page between now and March 6<sup>th</sup> at 6:00 PM count towards your \$500 goal.

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### What Do I Do First?

The first thing to do is make a commitment to participate and form a team. A team can be from 1-5 team members but we recommend having from 3-5 team members to make it easier for people on each team to share tasks so no one is doing too much. We all have a life and TMP respects that.

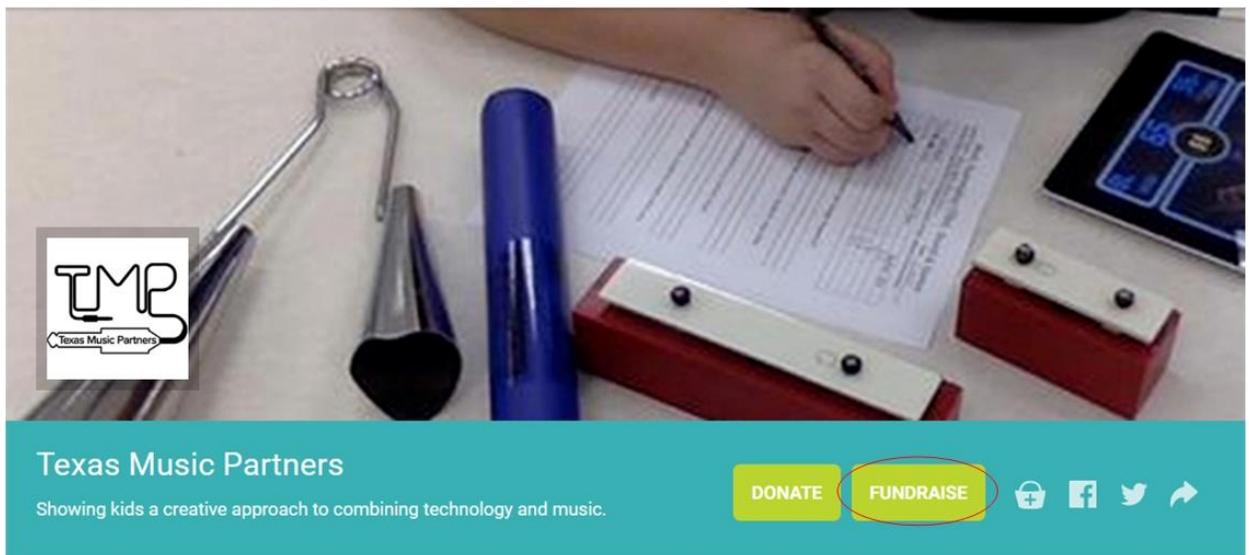
Note: If you have a lot of friends who like this sort of activity, invite some of them to create their own team and have a friendly competition amongst yourselves.

Once you have your team the next thing to do is sign up on Amplify Austin to register your team and have it linked to the Texas Music Partners profile. Once your team page is setup you can give people your link and have them donate. All your donations will be counted towards your team as well as Texas Music Partners' profile. TMP's goal this year is \$3,000. We will be doing the same thing you are doing only our goal is greater and we are not eligible for prizes.

### How to Sign Up Your Team

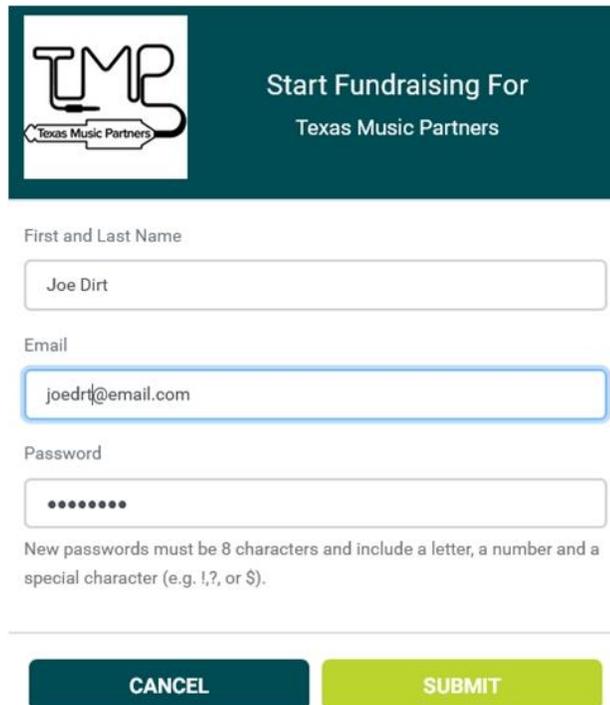
Once you have your team together you need to register your team on Amplify Austin.

1. Go to <https://www.amplifyatx.org/organizations/texas-music-partners> and click on the FUNDRAISE button.



2. Fill out the short form that pops up. For "Name" you may use your name or a team name. When finished, hit the SUBMIT button.

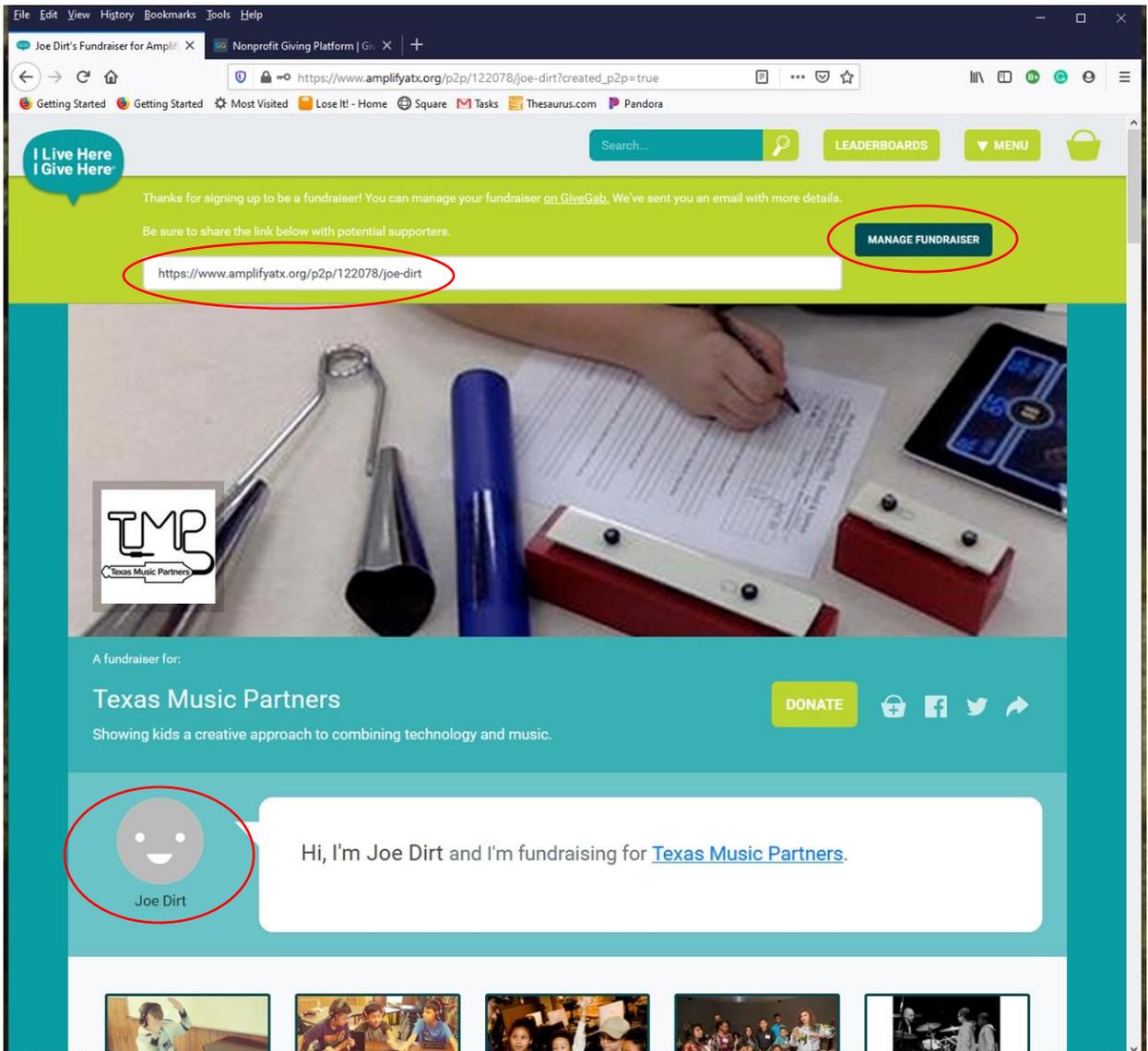
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The screenshot shows a registration form for 'Start Fundraising For Texas Music Partners'. At the top left is the TMP logo with 'Texas Music Partners' written below it. The main heading is 'Start Fundraising For Texas Music Partners'. Below this are three input fields: 'First and Last Name' with the value 'Joe Dirt', 'Email' with the value 'joedrt@email.com', and 'Password' with a masked value of eight dots. A note below the password field states: 'New passwords must be 8 characters and include a letter, a number and a special character (e.g. !,?, or \$)'. At the bottom are two buttons: a dark teal 'CANCEL' button and a light green 'SUBMIT' button.

3. You now have your team's page registered and linked to TMP's profile. You can now customize it and make it yours by adding a picture to your profile and modifying your page how you want, to make it more appealing. To customize your page and to see your tools click on the MANAGE FUNDRAISER button.

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4. IMPORTANT - Be sure to copy the URL (web address) so you can give it to your donors. Once they get on your page their donations will be counted towards your team and to TMP's total.
5. Make a small team donation yourself. Donate \$5-\$25 each so that there is something on your board. If a donor gets on your team page and there is a big zero, they will be less likely to donate. Plus, it adds to your total.
6. Contact Kenny Felton at [kenny@texasmusicpartners.org](mailto:kenny@texasmusicpartners.org) and let him know that you have a team and are signed up through Amplify Austin. He will send you a link with marketing materials and articles to help you. Please send a list of team members and their emails as well so we can stay in touch.
7. Tito's Handmade Vodka is once again working with I Live Here I Give Here to spread love and goodness throughout our hometown. Tito's will add an extra \$5 to a donor's gift

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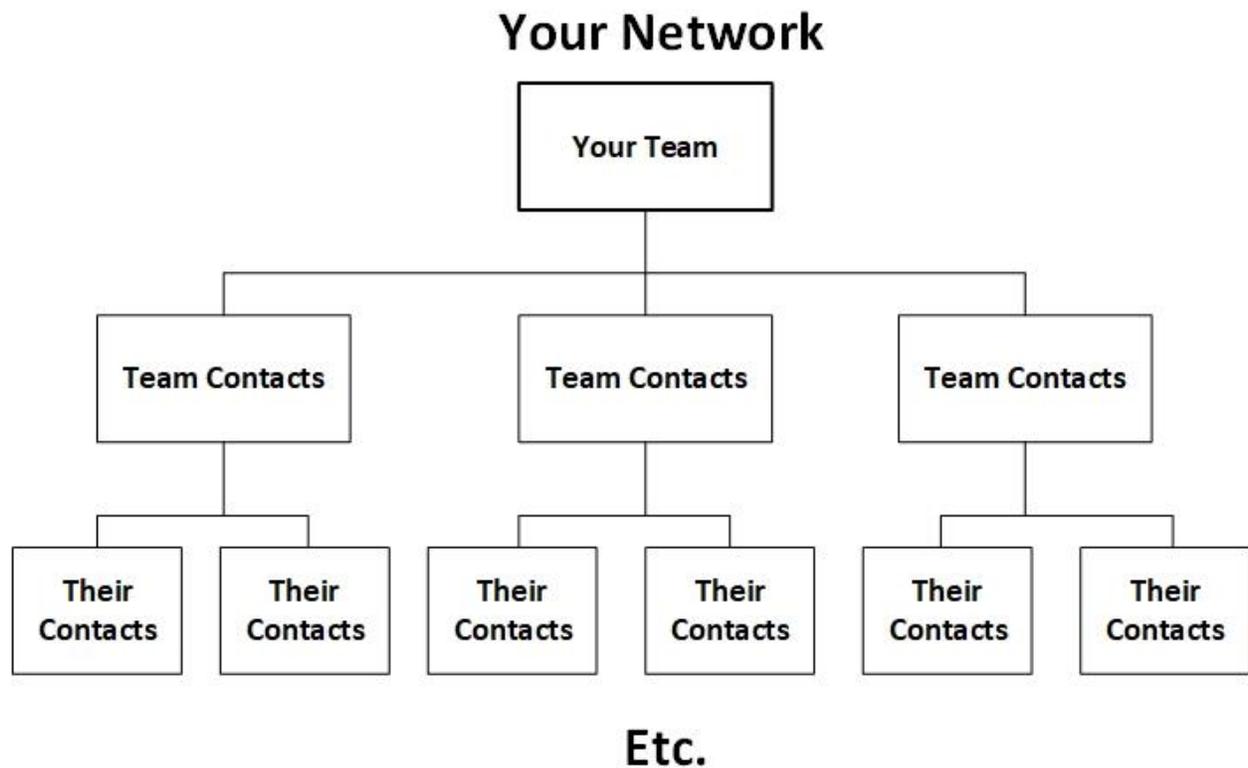
when they enter #LoveTitos at check out. Tito’s will help maximize donations up to \$10,000. #LoveTitos donations made on AmplifyATX.org as early as 1/21/2020 will qualify for the match.

### What Do I Do Next?

Now that you have your team and your team’s page setup it’s time to ADVOCATE! ADVOCATE! ADVOCATE! You need to get the word out and we’ll show you different ways to do that. This is where your team needs to get together to create a strategy and figure out who will do what for maximum effect with the least amount of work, individually.

Plan ahead, make templates that you can modify to add a personal touch. Create social media posts that you can just paste and send, etc. This will save you time in the long run.

Networking is the key here. Contact the people you know and ask them 2 things: (1) Will they consider donating? and (2) Will they consider contacting their friends? So, theoretically, your network should look something like this:



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### Getting the Word Out

#### Contacting People In-Person

(Your real network)

This is where you contact people face-to-face or on the phone. These are the people that you run into day-to-day or on a regular basis. These people include:

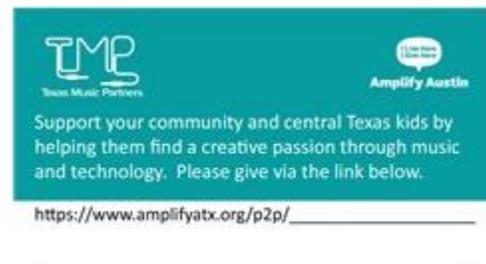
- Your friends
- Your family
- Your co-workers
- Acquaintances
- People you interact with on an extra-curricular basis, e.g. the gym, clubs, church, PTO/PTA and other activities.
- Local businesses

If you don't run into these people regularly, give them a call and explain what you are trying to do. If they are receptive, follow up with an email to give them the necessary details.

To make this easier, Texas Music Partners is printing some business cards with the information they will need to get online and donate. This acts as information to take with them as well as a reminder to show their support in the community and support your efforts. You are welcome to these cards or you can make your own.



*Front*



*Back*

Talking to people one time and moving on won't be enough for them to remember. You will periodically have to remind them so they'll take action. Just remember, there is a fine line between a friendly reminder and being a pest.

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### A Word About Local Businesses

Talk to local businesses to see if they will support your cause. Many local businesses like participating in Amplify Austin Day and will be happy to offer some support. Here are the ways a local business may support your cause:

1. Offer a matching gift, up to a certain amount.
2. Offer a dollar amount challenge (time conditional).
3. Offering a day where a certain percentage of sales gets donated to your cause.
4. Making a regular donation.

### What Is the Difference Between a Matching Gift and a Challenge?

A matching gift is where a business matches a certain amount donated by the public up to a certain amount. For example, company Z will match all donations up to \$250. This is great because if you raise \$250 for your team, that business will match that and now you have your \$500.

A challenge is where a company will match a certain amount if raised within a defined time limit. For example, company Y will donate \$100, if you can raise at least \$100 between 1:00 PM and 2:00 PM (it's all or nothing). This creates a sense of urgency, excitement and prompts people to give within that time-frame so you can get the money from that business (people will root for your success).

### Caveat

If you get a business to offer a certain percentage of sales to your cause, they probably won't be able to donate that money until after Amplify Austin Day is over. This is because they have to count the sales for the day and go through some administrative processes before you can receive the money. What this means is that the money for the event won't get counted towards your total since it will be donated after March 6<sup>th</sup>. One way around this is to have the business do the event far enough in advance of Amplify Austin Day to be able to make the donation on that day. Also, the business is counting on your team to help promote the event to your network to make it worthwhile for everyone. If you are relying solely on their customers, you may both be disappointed. Help them help you.

### Important Things to Consider

A business exists to make money. They are not generally philanthropic by nature. They give to charities to show they are compassionate to get more customers through the door or to advertise through your network. If you get a match, challenge, donation of a percentage of sales, or a straight donation make sure you promote the business to your network so they feel they got their money's worth or they might not be inclined to donate to you again.

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### Create a Small Event (Party)

Create a small event with your team and their friends. It's more of a gathering, really, to have fun and mingle. Once you get into your event and everyone is relaxed and having fun you can get everyone together to talk about the Amplify Austin challenge. Ask them to consider making a \$10, \$25, or \$50 donation on their phone, or give them a card if they want to donate later. Afterward, email everyone and thank them for attending and give them the donation information (your team's website) again as a courtesy and a reminder.

### Example: Have a Picnic

Get your team together to make some food and invite your team's friends and their families to a picnic or indoor gathering.

More ideas in our toolkit.

### Contacting People Via Social Media

(Your virtual network)

There are many forms of social media today. There is:

- Facebook
- Twitter
- Instagram
- LinkedIn
- YouTube
- Reddit
- Pinterest
- etc.

TMP will be focusing primarily on Facebook, LinkedIn and Instagram. You may use any form of social media that suits you.

1. Start out with a post that explains about Amplify Austin day, Texas Music Partners and what you're trying to do. Ask for their support and to spread the word. Be creative and interesting to get their attention. There are a number of articles on the web to give you ideas about creating interesting posts.
2. Post every day, at first, and ramp up the frequency of your posts as Amplify Austin Day gets nearer. On Amplify Austin Day, try and post every half hour to hour in order to create a sense of urgency.
3. Again, be creative. Use text, text with pictures and videos to get your message across. Use interesting themes and humor so your readers will be eager to see what you post next.
4. HAVE FUN!

**Fact:** Videos get 5 times more views than text or text with pictures. Facebook puts a higher priority on videos so they'll get viewed more. Your videos don't have to be perfect, just interesting. Having a human touch in your video (normal flaws) do not affect how many views

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you get. Using your smartphone or tablet to make videos and uploading them to your social media site(s) is the easiest.

### What Draws Your Audience

- Pets (memes)
- Kids
- Community leader endorsements
- Celebrity endorsements
- Tell a story
- Explain why this cause matters to you
- What else can you think of?



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**Tip 1** – Work on your ideas as a team and prepare as many posts ahead of time as possible. That way when it's time to post them it will take less time and make it easier to post (esp. on Amplify Austin Day). You'll be happy you did!

**Tip 2** – If you want to create links on Instagram, to your team page or another web page, use Sked Link (<https://sked.link/>). It's a free app that will let you link your picture to a web address.

**Tip 3** - For greater exposure, use these hashtags: [#LiveHereGiveHere](#) [#AmplifyAustinDay](#) [#ILHIGH](#)

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### Access Your Network Via Email

Email is still an effective form of communication. You can use your personal email or if you have a number of contacts you can sign up for a free account through MailChimp or Constant Contact. You can even create a contact list on Excel and import it to the email service to save time. Plus, having a contact list on a spreadsheet is good for future reference, as well as easy to add to and edit.

#### Email - Best Practices

##### Have a Catchy Subject

Everyone gets so many junk emails these days and it is increasingly more difficult to cut through the BS and get your readers to open that email. Creating a subject that catches the reader's attention and compels them to open your email is important to reaching your audience. Check out the Links and Articles section (below) for help on creating a strong subject for your emails.

##### Make the Body of Your Message Interesting and Compelling

If your subject is strong and your reader opens your message, you have approximately 15-20 seconds to reach your reader before he moves on to the next message or deletes yours. The body of the email needs to draw your reader into your message to let them linger on it longer and compel them into action (donate). Make your sentences short and to the point. Tell a story, use interesting pictures, add a video to tell your story. There are plenty of examples of compelling emails on the web. A little research will do wonders for your success rate.

##### If Using Your Personal Email Spread Your Messages Out

If you are using your personal email, send each message to 5 people or less and spread out when you send your messages. It's easier to add a bunch of contacts to a single message and be done. Unfortunately, this also flags you as a spammer and your messages may not reach their intended audience. The worst-case scenario is that your email address gets flagged as a spammer and blacklisted. Sending a single message to just a few people at a time and spreading your messages out say, every 5 minutes will reduce that risk immensely.

##### Don't Use the *To* Field to Send Your Message, Always Use *Bcc* Field:

If you are using your personal email, don't use the *To*: field to add your contacts, people can see that you are sending a message to multiple recipients. This looks like spam to them and they will be less likely to open your message. By putting your contacts in the *Bcc*: field (Blind Copy), it does 3 things.

1. Your recipient may notice the *Bcc*: field but they cannot see the other names so it looks like you are sending the email just to them.

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2. If a reader replies to your email (Re:), only you receive the reply. The other recipients won't get the reply.
3. Using the Bcc: field shows respect for your readers' privacy. Since your readers can only see your email address and theirs, it offers a layer of privacy. I'm sure you wouldn't want your email address broadcasted to a bunch of strangers.

### Schedule Your Email Posts Like This

Send an email 1 month before Amplify Austin Day (Feb.5)

Send a different email 2 weeks before Amplify Austin Day (Feb.19)

Send a different email 1 week before Amplify Austin Day (Feb.26)

Send an email on Mar. 5<sup>th</sup>, just before Amplify Austin Day starts.

Send 1 or 2 emails on Mar. 6<sup>th</sup>. One that day and one an hour before Amplify Austin Day ends.

Compose your emails ahead of time so you don't get bogged down.

## And Lastly, Say Thank You!

When people reach into their pocket and give their hard-earned money for a cause knowing that they probably won't see a direct benefit from it, but the community will, they all deserve a hearty THANK YOU.

Over 50% of nonprofits neglect the most important part of fundraising ... showing appreciation. Then they wonder why people don't return to give again. We need to show appreciation for everyone who gives, even those that only gave \$5. Why? Because they gave \$5 more than the person that didn't give at all.

What we try to do at Texas Music Partners is send an email to those that gave up to a certain amount. A letter, or hand written card to those that gave over that amount and a phone call to those that gave the most. If there aren't too many people on your donor list you might split up and call everyone on your list as a team. Donors love to receive a thank you by phone, even if it's just a voicemail. They will really appreciate it. If not a phone call, send an email (why not attach a thank you video?), letter or thank you card. Make them feel special and your return rate will increase significantly. In addition, those that truly felt appreciated will up their donation next year! Out of all the things to do for donors and the organization, saying thank you is the most important! And don't forget to thank our local businesses!

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### Links and Articles

Here are some links to articles that may help make things easier and more fun.

#### Peer2Peer Fundraising

<https://www.givegab.com/blog/6-actions-successful-peer-peer-fundraisers-take/>

#### Creating a Good Story

<https://support.givegab.com/en/articles/858916-tell-a-captivating-story-for-your-giving-day-to-solidify-support>

<https://www.communityfunded.com/blog/fundraising-story-images/>

<https://k12hub.blackbaud.com/blog/improve-your-appeal-how-to-create-a-compelling-fundraising-story>

<https://www.classy.org/blog/how-to-write-a-short-story-for-campaign-appeals/>

#### Email

<https://www.amplifyatx.org/info/email-marketing>

<https://www.bluleadz.com/blog/10-free-tools-to-help-you-create-the-best-email-subject-lines>

<https://blog.hubspot.com/marketing/improve-your-email-subject-line>

<https://donorbox.org/nonprofit-blog/how-to-write-fundraising-e-mails/>

<https://www.givegab.com/blog/write-compelling-nonprofit-thank-email/>

#### Social Media

<https://www.amplifyatx.org/info/social-media>

<https://medium.com/techsoup/9-tips-to-maximize-your-fundraising-with-social-media-992a4f9e4d6f>

<https://www.classy.org/blog/10-strategies-successful-social-media-campaign/>

#### Amplify Austin Day Graphics

<https://www.amplifyatx.org/info/downloads>

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### Frequently Asked Questions

Q. What happens if I don't reach the \$500 goal.

A. Nothing, you did what you could. Get together with your team to go over everything you did and see how you could do better next time. This is a learning process. The most important thing is: Did you have Fun?! ... and ... Would you do it again? If not let us know how we can improve the process to make it more fun.

Q. What is the minimum amount someone can give?

A. Amplify Austin has it set so the minimum donation is \$5.

Q. Can someone write a check?

A. Checks are very difficult to process since there are over 750 nonprofits participating in Amplify Austin Day, so we will not be accepting checks. We are only accepting online donations through your Amplify Austin fundraiser page or the Texas Music Partners profile page.

Q. When is this party you are talking about?

A. We will be having a donation party either Thursday evening or Friday afternoon, depending on what works best for the most teams. Neither day is ideal but we want to get everyone together, if possible, and fundraise as a "family".

Q. This sounds like a lot of work. I thought you said it was going to be easy.

A. It is easy if you plan and organize what you are going to do, when you are going to do it and who will do what task. If there are 4-5 of you, you can break it up into manageable chunks. If you are doing this by yourself, then more power to you.