

FY2021

Online P2P Fundraising Guide



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Crowdfunding and Peer-to-Peer Fundraising

With COVID-19 rampant and face-to-face events off the table, it is more important than ever that we get the most out of online fundraising, especially crowdfunding.

crowd·fund·ing

noun

crowdfunding;

1. the practice of funding a project or venture by raising many small amounts of money from a large number of people, typically via the Internet.

"musicians, filmmakers, and artists have successfully raised funds and fostered awareness through crowdfunding"

The best way to successfully crowd-fundraise is by using Peer-to-Peer (P2P) groups or teams.

[Peer-to-peer fundraising](#) is a multi-tiered approach to crowdfunding. This means individuals can create personal fundraising pages for your cause's behalf. This can feed revenue back to the organization's mission, or to a specific campaign you're running. Either way, the individual shares his or her page with friends, family, and community members for donations (hence "peer-to-peer")."

To hold a crowd fundraising event, a peer can sign up Individually, or as a team and create their own page (sub-page) connected to the main TMP fundraising page. Each peer member can steer their donors to their or their team's fundraising page and all their donations get counted towards them or their team.

On Facebook, it's a little different. Each peer is an individual that creates their own fundraiser, benefitting Texas Music Partners, on their individual Facebook page. This can be done at any time but is the most fun and most interesting when a group of people get together and fundraise for TMP at the same time (i.e. TMP's summer Facebook Fundraiser).

What Do I Do?

Whether you are participating in a Facebook Fundraiser, Giving Tuesday, Amplify Austin Day, or just starting a campaign of your own, it's easy to start your own fundraiser as long as you give yourself a little time to plan and stay organized.

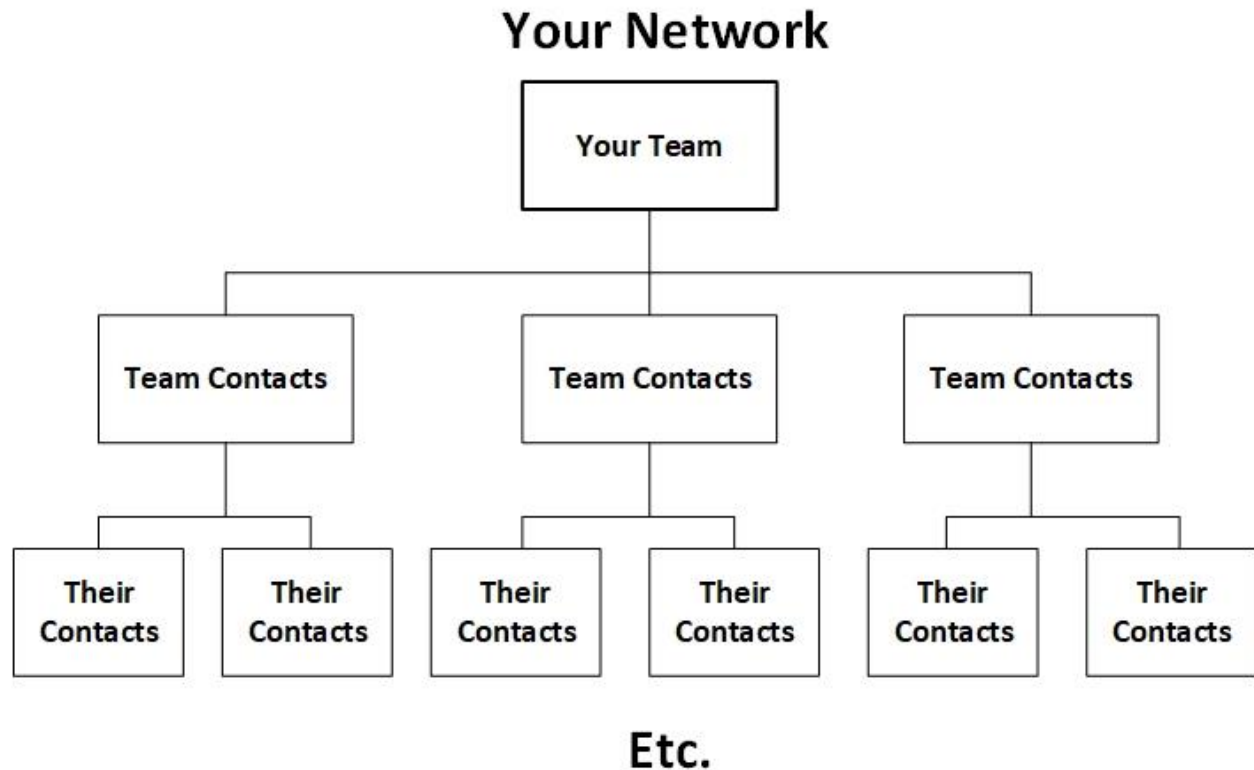
For all crowdfunding events, except Amplify Austin Day, we use an easy to use site called Gofundme Charity. Amplify Austin has their own platform we go through so they can track all donations.

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

What Else?

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:



The team can be a team or just you.

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.

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.

Create a Small Event

Create a small online event with a few of your friends at a time. 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 fundraiser. Ask them to consider making a \$10, \$25, or \$50 donation on their phone, or give them a link if they want to donate later. Afterward, email everyone, thank them for attending and give them the donation information (your team's website, or your Facebook page) again as a courtesy and a reminder.

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 the fundraiser, 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 few days, or every day, at first, and ramp up the frequency of your posts as the fundraiser gets nearer. During the fundraiser, try and post a few times each day 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) does not affect how many views 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?





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. during your fundraiser). 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 hashtags: #texasmusicpartners, #musicandtechnology, #creativekids, #STEAM, etc.

How to Sign Up to Be a Peer or an Individual Fundraiser

Gofundme Charity (for everything but Amplify Austin)

1. Go to <https://charity.gofundme.com/texasmusicpartners> and click on the button that says Start a Campaign.
2. Fill out the short questionnaire and you're good to go.
3. Use the link to your Gofundme Charity's campaign page on all your communication and social media posts so people know where to give and so you will be credited with each donation.

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.
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.
4. Use the link to your Amplify Austin's team page on all your communication and social media posts so people know where to give and so you will be credited with each donation.

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.

Suggestion: If you plan to do this more than once (and we hope you do) Create groups of about 5 contacts each (i.e. Fundraiser contact 01, 02, 03, etc.). That way you don't have to type or lookup each contact individually each time, just type in the group name.

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.
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 the fundraiser
- Send a different email 2 weeks before the fundraiser
- Send an email just before the fundraiser starts.
- Send 1 or 2 emails: One that day, and one a few hours before the fundraiser ends.

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

Logging Results

We don't recommend using Facebook fundraiser to hold your fundraiser as they don't log the donor's name and the amount they gave. TMP needs this information to report to the IRS, so unless you want to log that manually, we recommend using Gofundme Charity or Amplify Austin's platform (for Amplify Austin Day).

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 who 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 handwritten 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!

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/>