

GIVING TUESDAY

FUNDRAISING CAMPAIGN

November 1 – December 31, 2022

CHAPTER GOAL: \$1,000

How to raise \$1,000 in November and December

Week 1: November 1 - 6

Make a plan! Create actionable steps on how you're going to reach this goal as a chapter. Assign someone to be the project manager to hold everyone accountable.

Order your FREE pin up kit to get ready for distribution in Week 4! Order here:
<https://app.smartsheet.com/b/form/cad5de62c6354cb6b96fd37470a6cf13>

Week 2: November 7 - 13

Start with YOU! People want to give to a winning cause and no one wants to be first. Kickstart the momentum by having each member donate \$5 to your goal. It'll show your commitment and help make you feel more comfortable asking others to donate since you've already contributed.

Week 3: November 14 - 20

Ask a business for a matching gift. Consider asking local businesses if they will match funds that you raise in your campaign up to \$500.

Week 4: November 21 - 27

Pin-Up Campaign: Small cards, also known as "pin ups" can be purchased at a local establishment for a minimum \$1 donation. The individual signs their card (maybe adds a message of hope) and then the card is displayed in a highly visible location—e.g. near the check-out. As more people participate, the display makes an impactful statement AND raises critical funds for patients. One kit includes pin-up packs of 100 in English or Spanish, as well as a toolkit to help get you started.

If you haven't already, order your FREE pin up kit:
<https://app.smartsheet.com/b/form/cad5de62c6354cb6b96fd37470a6cf13>

Week 5: November 28 – December 4

***November 29 is GivingTuesday!** This is a day all about generosity. Most people WANT to give on this day, so give them the opportunity to donate to Be The Match.

Share on social! Share the link to your chapter's fundraising page on your chapter and personal socials. Remember this about Facebook: **YOU may not be on Facebook very often, but often your biggest supporters are!**

Use the App! Download the DonorDrive Charity Fundraising app for Apple iOS or Android. You'll get your own personal QR code that anyone can scan to donate. Plus, if they're using their phone too, they'll have the option to donate via Venmo!

Learn more about the app:

<https://wesavelives.bethematch.org/index.cfm?fuseaction=cms.page&id=1053>

Don't forget to check out the key messages with graphics and sample captions.

Week 6: December 5 – 11

Partner with a local restaurant: Many restaurants have fundraising programs that benefit both your cause and their business (e.g. Chipotle, Krispy Kreme, or your school's restaurant partner). Visit their websites and search "fundraising".

Week 7: December 12 - 18

Ask your relatives for a gift while you're home for the holidays. Tell them about all the cool things you've done as a Be The Match Chapter and ask them to support you. They can even write an encouraging note for your page.

Week 8: December 19 – 25

Get creative! Here's a few ideas to help you cross the finish line:

- Host a bake sale
- Dog walking
- Shovel a neighbor's driveway
- Livestream a music performance; suggest a financial donation for tickets
- Host online trivia; ask for a financial donation to play
- Start a book club; suggest a financial donation to join

Week 9: December 26 – Jan 1

Celebrate your \$1,000 success & thank your donors!

A little shoutout on social media (bonus points for tagging!) to those who've donated to your fundraiser can go a long way toward raising awareness and prompting others to donate. Handwritten thank you notes are also much appreciated.

And don't forget to brag about what you did to help save lives! Drop a summary and some photos in the [#fundraising channel on Slack](#) and watch the :tacos roll in.

Want to create an individual fundraising plan?

INDIVIDUAL GOAL: \$1,000/ _____ (# of chapter members) = \$ _____ (individual goal)

How to raise \$ _____ (insert individual goal)

Example: How to raise \$100 in 1 week!

Day 1 Start with YOU! Sponsor yourself with a \$10 personal donation.

Day 2 Ask 1 relative for \$25

Day 3 Ask 5 Facebook/Instagram friends for \$5

Day 4 Ask 2 co-workers for \$5

Day 5 Ask 1 neighbor for \$5

Day 6 Ask 1 business you frequent for \$25

Day 7 Celebrate your success!