

CROSSROADS FUNDRAISING 101

Ideas for a Virtual Fundraising Event



WHY HOST A VIRTUAL PARTY?

- *They are fun and accessible!*
- *You can celebrate a special milestone with your loved ones no matter where they live!*



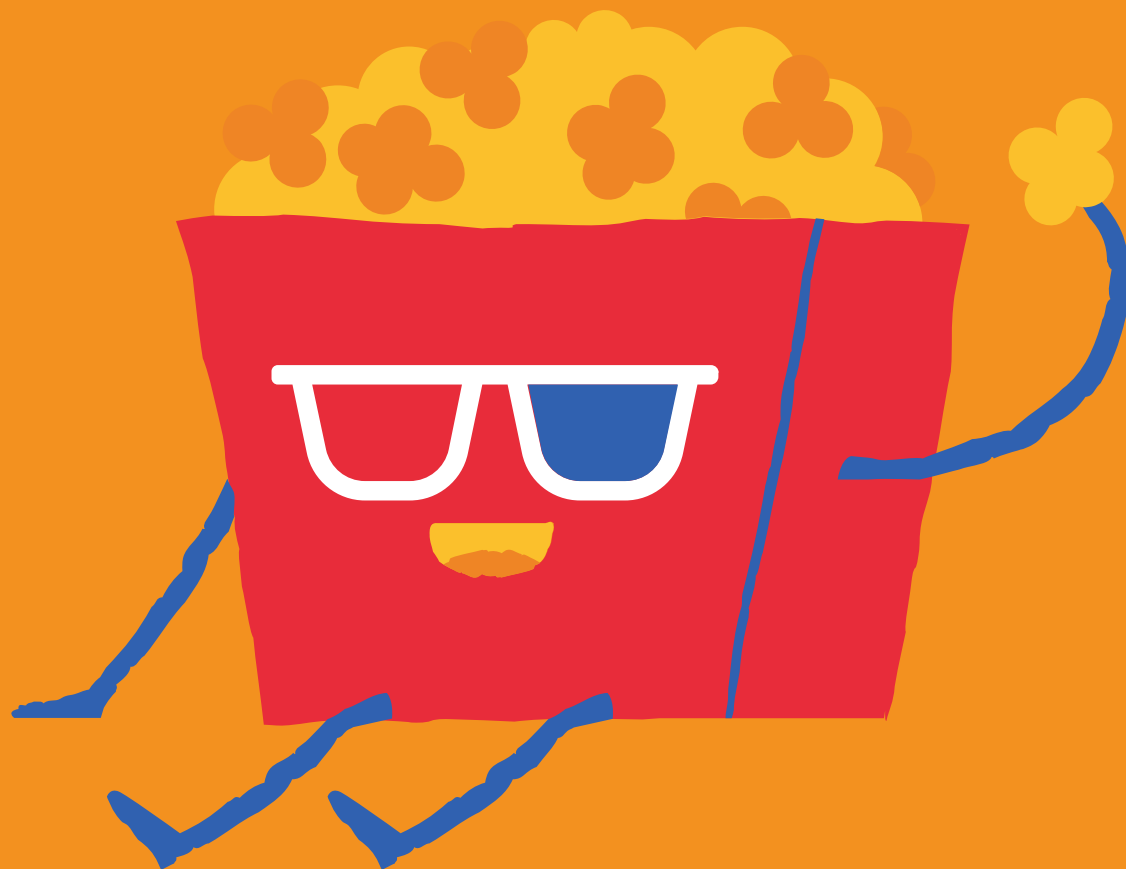
And, you can play a huge role in reducing the spread of COVID-19 by staying home and celebrating.



MOVIE NIGHT



Grab your popcorn and have a Netflix or Amazon Prime party with your friends virtually and chat with them in real time





KARAOKE NIGHT

*Have a virtual karaoke night on
Watch2Gether where you and
your friends can see the karaoke
screen and sing together!*



TRIVIA



Plan a virtual trivia game with friends and family!

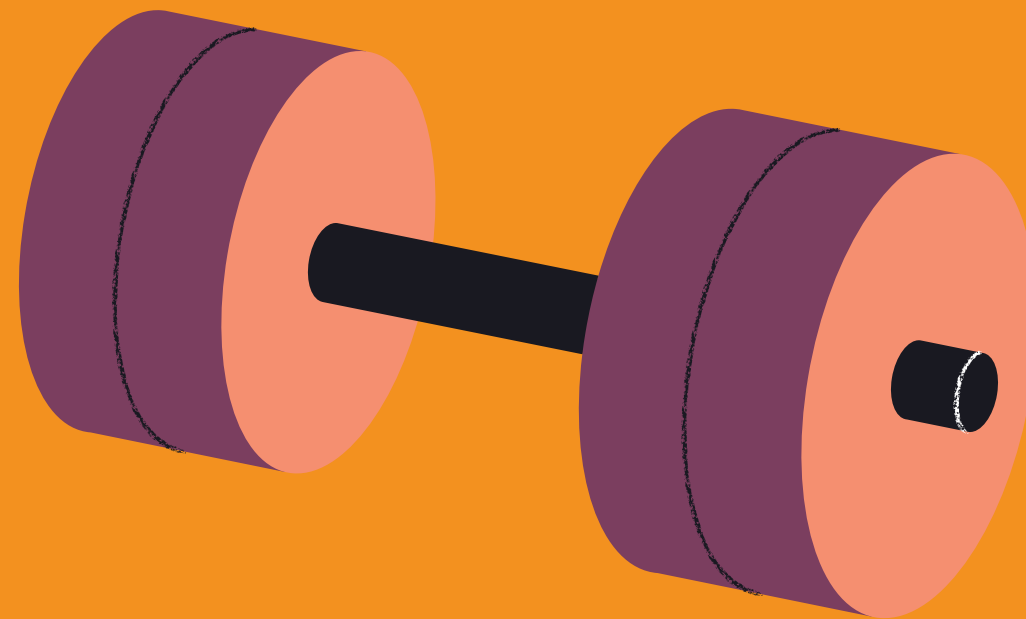
The host can choose from a variety of free online trivia games with a wide range of levels of difficulty.



FITNESS CHALLENGE



Ask your friends to sponsor your personal workout challenge or have them join in on the fun!



SOCIAL MEDIA CONTENT



Social media is a great way to get your network to support your fundraising goals!

The following steps and screenshots will show you how to copy the link to your personal page and share it from your personal social media accounts.



SOCIAL MEDIA CONTENT



- Sign into your Participant Centre and scroll to "Your Fundraising Progress" and "Personal Page"
- Below "Personal Page" you will see "Personal Page URL"
- Click "URL Settings" to delete the long URL and type in what you would like others to see when you share your link. Then click "Save".
- Once you're happy with the new URL, click and highlight your Personal Page URL then copy your URL
- Paste the URL into a post on your social media channels and share
- Tag us and use the hashtags #IAmACrossroader and #CrossroaderFundraising



Welcome, Seynabou, to your Crossroader Centre!

Here are some helpful tips to get you started:

- 1. Setup and personalize your page.** Your page lets you recruit supports, request and collect donations, track your progress, get important event news. If you are participating and fundraising as part of a team, you can also get the latest messages from your Team Captain and keep track of the progress of your team and teammates. Your personal page lets you easily e-mail potential donors with a link to your personal page so they can learn more about your commitment and exciting volunteer placement and give directly to your fundraising account online. It's a fast and easy fundraising tool!
- 2. Don't forget to Ask!** When you are trying to raise money, the most important thing is to ask for it! The more you ask, the more money you will raise. Make a commitment to ask at least one person each day within two weeks of setting up your page for a donation. Studies have shown that those who ask early, raise more.
- 3. Keep the momentum going!** Once you have begun fundraising, don't lose your momentum! Keep your fundraising campaign going by continuing to send e-mails to new potential supports. Follow up with every person you've asked for a donation.
- 4. Thank your supporters!** Don't forget to personally thank your friends and family who generously donated to your fundraising campaign. Their support is crucial to Crossroads' work to promote the rights of women and girls around the globe, and the alleviation of poverty. A photo from you in the field will go a long way in showing them first-hand the impact of the important work you will be doing!

What to do next?

1

Set up your Personal Page

Customize your Personal Page with a story about why you are raising funds for this cause.

2

Add Contacts to Your Address Book

Add contacts to e-mail from your personal Address Book on our site.

3

Send an Email

Your last email was sent 10 days ago. Email more friends and family about your fundraising efforts.

4

Thank your Donors

You have 1 unthanked donations. Thank your donors!

5

Set up your Personal Page

Your last Personal Page update was 10 days ago. Consider updating it now with new information.

6

Set a Goal

You have reached 1% of your goal. Can you set a higher goal?

Share

Recent Activity

null null donated \$5.00

Mar 11

Sent message to cmahunan6@gmail.com

Mar 10

Sent message to xgayw@cinl.org

Mar 10

Sent message to cmahunan@cinl.org

Mar 10

Sent message to cmahunan@cinl.org

Mar 10

Previous

1

2

Next

Contacts

All Contacts

All Contacts

3

Never Emailed

0

Needs follow-up

2

Unthanked Donors

1

Donors

1

Non-Donors

2

Me

Your Fundraising Progress

\$5.00

\$500.00

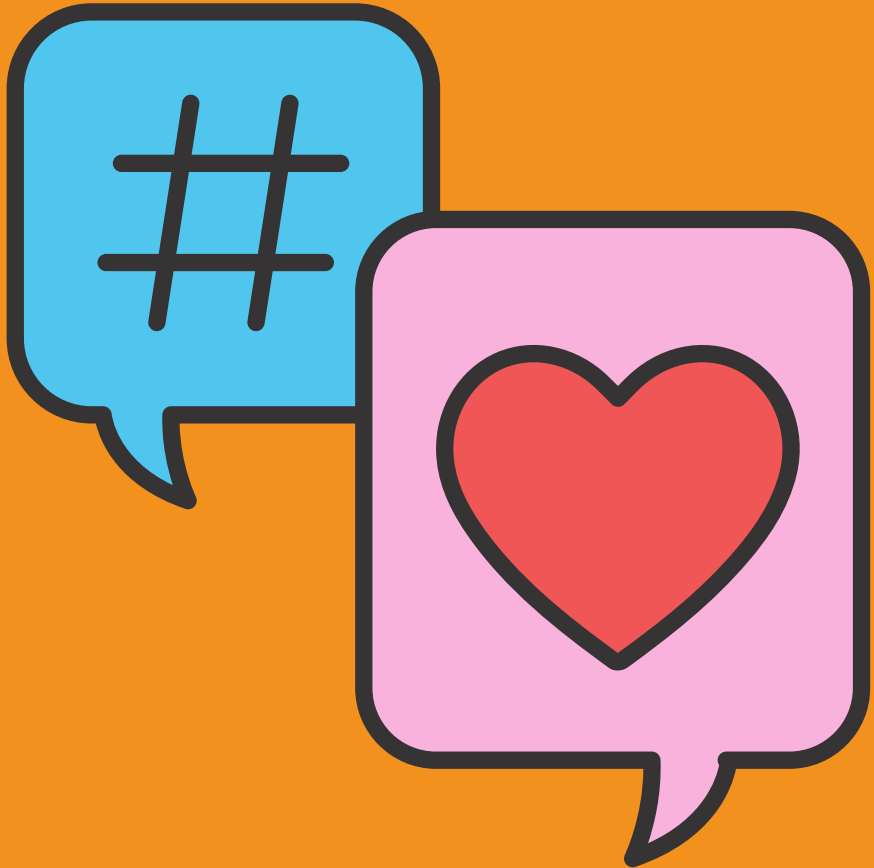
Set Goal

Personal Page

Personal Page URL:

http://support.cinl.org/site/TR/Crossroads_Fundraising/General?ps=1077193&pg=personal&tr_id=1100

URL Settings



THANK YOU AND
CONTACT US IF YOU
HAVE ANY
QUESTIONS!



CROSSROADS
INTERNATIONAL