

Generation SERVE Fundraiser Toolkit



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INTRODUCTION TO AMPLIFY AND FUNDRAISING

What is Amplify Austin?

[Amplify Austin Day](#) is our community's annual day of giving, founded and coordinated by [I Live Here I Give Here](#). The 24-hour period provides an easy and fun way for our entire community to give together while helping local nonprofits. Over the past five years, Amplify Austin has raised over \$35 million for hundreds of local organizations! In 2017 alone, our community raised \$9.8 million for 700 Central Texas nonprofits.

Amplify Austin 2018 will kick off at 6 PM on Thursday, March 1st and run through 6 PM on Friday, March 2nd.

Why fundraise for Generation SERVE?

The support of community members like you is essential to Amplify Austin's success! When you commit to fundraising for Generation SERVE, you can:

- Share your passion for family volunteering and the impact Generation SERVE has made on your family;
- Invite your friends, family and co-workers to celebrate your family's volunteer efforts; and
- Raise critical funds that help Generation SERVE grow our programs to engage even more families in service!

According to I Live Here I Give Here, one third of all online Amplify donations come from fundraiser pages like yours. For Generation SERVE, it's closer to two thirds! In 2017, \$21,000 of the total funds we raised through Amplify Austin came from personal fundraiser pages.

This year, our organization-wide goal for Amplify Austin is to raise \$30,000 and to have 50 individual fundraising pages created in support of Generation SERVE. Join our efforts!

Why fundraise as a family?

Through Generation SERVE's programs, you're teaching your children the importance of giving back through volunteerism. Build on that lesson by teaching them how to give back through philanthropy by using your Amplify campaign! Children exposed to donating at a young age are twice as likely to donate as adults when compared to peers who do not grow up with this value. As an added benefit, families can become closer and build confidence in their children by giving back together.

HOW TO SET UP YOUR AMPLIFY AUSTIN FUNDRAISER PAGE

1. Go to the Amplify Austin website at amplifyatx.livehereigivehere.org.
2. In the "Find Organizations" box, search for Generation SERVE. When it pulls up the options that match your search, click on Generation SERVE.
3. On the right side bar, click on "CREATE CAMPAIGN PAGE".
4. If you already have a DONOR profile, enter your login information. If not, please create one. This only takes a couple of minutes and you can then log into the site year after year.
5. After you have logged in, it will take you to a page where you can find all of your Amplify Austin donation information. On the "MY FUNDRAISERS" tab, you will create your fundraiser campaign page for Generation SERVE.
6. Select "AMPLIFY AUSTIN" as your CAMPAIGN TYPE.
7. Fill in the remaining details!
 - a. Some of your network may not know that Little Helping Hands is now Generation SERVE. You might want to say "Generation SERVE (formerly Little Helping Hands)" somewhere on your page.
 - b. Please select a fundraising goal that is meaningful to your family! While we encourage you to THINK BIG, you can also increase your fundraising goal as we move through the campaign.
 - c. There is an option to add a matching gift from you/your family. We've seen great success from fundraisers who offer a match – understanding that it motivates and incentivizes their donors – but it is not required! Past fundraisers typically match dollar for dollar up to a certain amount (e.g. "We will personally match the first \$500 raised!" or "We will match dollar for dollar until we reach our goal of \$1,000.")
 - d. We can provide photos of your family volunteering – please email arielle@generationserve.org if you would like a photo of your family.
 - e. You can add our video, using this link: <https://youtu.be/N9PRLkdVowY>.
8. Submit for approval by 5 PM on Wednesday, February 28th! After your page is live, you can begin to share it with friends and family to reach your goal!

- a. Please note that supporters of your page can pre-schedule their donations, which will then be automatically processed during Amplify Austin Day.

SUGGESTED FUNDRAISER TIMELINE

JANUARY

- January 16th**
- First day fundraisers can create Amplify campaign pages
 - First day donors can begin scheduling Amplify donations
- Late January**
- Begin sharing information about your campaign through email and social media
 - Let your network know they can begin scheduling gifts
 - Share information about Generation SERVE and our programs
 - Come up with a targeted list of potential donors you want to contact. Think family, friends, co-workers and neighbors – the possibilities are endless! Donors DO NOT have to reside in Austin to support Amplify Austin.

FEBRUARY

- Early February**
- Continue spreading the word about your campaign
 - Let your network know about progress toward your goal and the ability to schedule gifts
- February 12th–16th**
- Spread the word that Amplify is just two weeks away!
 - Tell personal stories about how Generation SERVE has impacted your family
 - Share photos of your family volunteering
 - Reach out to individual donors from your list
- February 28th**
- Last day for fundraisers to create Amplify campaign pages
-

MARCH

March 1st

- Amplify Austin Day begins at 6 PM!
- Generation SERVE Amplify Kick-off Party!
- Post 2-3 updates on social media about your campaign
- Reach out to donors who have not yet made a gift
- Thank each donor publicly as gifts are processed

March 2nd

- Amplify Austin Day ends at 6 PM!
 - Post updates on social media about progress towards your goal
 - Post a final wrap-up post with your total raised and a thank you
 - Thank all your donors personally
-

HOW TO GET YOUR FAMILY INVOLVED IN FUNDRAISING

Organizing an Amplify Austin campaign together as a family can be a great learning experience for your child(ren). Fundraising together can teach them about philanthropy, giving back and how nonprofits work, all of which are a great supplement to what they learn through volunteering with Generation SERVE. The experience can also improve on life skills, like conversing with adults, writing letters and planning projects. The experience of working together to achieve a goal can build your child's confidence and bring your family closer together!

Getting Your Child Involved in Planning:

- Build your page together as a family, involving your child in decisions like selecting a goal and writing your page description together.
- Have conversations as a family about who you'll ask to donate and how you'll ask them.

Let Your Child Be the Face of Your Fundraiser:

- Ask your child to make a sign explaining why they want to support Generation SERVE. Take a photo and include it in your email and social media communications!
- Let your child make a video explaining what they like about Generation SERVE so they can convince others in their own words.
- Have your child reach out to their grandparents, aunts, uncles, neighbors and other adults in their lives to donate to your fundraiser.
- Craft thank you cards with your child to send to donors. You could also have your child record a thank you video!

Motivate Your Child to Meet Their Goal:

- Encourage your child's efforts by offering to make a matching gift.
- Reward them for meeting their goal with something they're excited about.

HOW TO FUNDRAISE VIA SOCIAL MEDIA

Social Media Fundraising Tips:

- Post Consistently – Your future donors will hear about your fundraiser a few times before they decide to make a gift.
 - Post once every few days in the weeks leading up to Amplify Day to let people know about why you're passionate about Generation SERVE.
 - Post once a day in the 2-3 days leading up to Amplify. This is where you can get more specific about your goal and who it benefits.
 - Post 2-3 times a day on March 1st and 2nd. This is when you'll inform people about your progress towards your goal, thank your donors and really push for donations!
- Always Include a Photo, Video or Link – People will be more drawn to your posts if they have some visual interest. Remember to share your fundraiser link!
 - Arielle will send you photos of your family volunteering. You can reach her at arielle@generationserve.org.
- Use Tags and Hashtags – Tag Generation SERVE so we can share your posts.
 - Use the hashtag #AmplifyATX and Amplify may share your posts, too!
 - Tag your donors! This is a great way to publicly thank those who have already donated, encourage others to donate and ensure even more people see you posts.
 - Remember to make your post 'Public' so more people see it!
- Make it Personal – Share stories about how Generation SERVE has influenced your family, include quotes from your kids and tell your supporters when you come to a volunteer activity with us.
- Share Your Progress – People are more likely to give if you are close to your goal or if you recommend a specific amount to donate.
- Give Alternatives – Even if friends can't donate, encourage them to like and share your posts to boost your message!
- Make a Final Push on Amplify Day – Most donations come in at the end of a fundraising campaign, so be sure to promote your fundraiser the hardest on March 1st and 2nd!

HOW TO FUNDRAISE VIA SOCIAL MEDIA

Generation SERVE's Social Media Profiles:

 Facebook – @generationserve (www.facebook.com/generationserve)

 Instagram – @generationserve (www.instagram.com/generationserve)

 Twitter – @genserveatx (www.twitter.com/genserveatx)

Hashtags to Use:

- #AmplifyATX
- #familyvolunteering
- #keepaustinvolunteering

Sample Social Media Language:

- It's that time of year where we support nonprofits we love for #AmplifyATX and I'd love your support of our family's @generationserve fundraiser with any size contribution! Your gift will help Austin youth, like *[insert child's name]*, learn empathy, compassion and giving back so they can become lifetime givers! Donate at *[insert unique campaign link]*
- Today, our family is at *[insert nonprofit here]*, volunteering with @generationserve! The work we're doing teaches *[insert child's name]* the importance of giving back to our community AND it helps *[explain how the volunteer activity you're doing benefits the community]*. That's why we're fundraising for Generation SERVE during #AmplifyATX! Support our fundraiser here: *[insert unique campaign link]*
- Since we started volunteering with @generationserve *[insert # of years you've been active with Generation SERVE]* years ago, *[insert child's name]* has *[emphasize the impact Generation SERVE has made!]*. We want to help other families experience the same benefits, so we're fundraising for @generationserve during #AmplifyATX! Help us help others by donating here: *[insert unique campaign link]*

- We're fundraising for @generationserve to teach *[insert child's name]* about philanthropy and giving back! Help *[insert child's name]* meet his/her goal of *[insert fundraising goal]* by donating here: *[insert unique campaign link]*

SAMPLE SOCIAL MEDIA POSTS

Annette Fontaine
February 18, 2017 · 🌐

Our fundraising link is live! Please consider donating to our fundraiser for Little Helping Hands via Amplify Austin at this link: <http://amplifyatx.livewheregivehere.org/LHFFontaineFamily>, so families like us can continue to give back to the community. It's been a lot of fun volunteering at other local non-profits that Little Helping Hands partners with. The experiences have opened the kids eyes.

Like Comment Share

Speak about how your family has been impacted by Generation SERVE over the years

Tara Levy
February 26 at 10:03am · 🌐

OK, friends. It's that magical time of year where we support nonprofits we love. I'd love your support of Little Helping Hands with any size contribution. Ben and I have been volunteering together for more than five years, and I love the caring and engaged citizen we are creating. Help us provide these character-building and community-building opportunities for more kids with your donation through Amplify Austin Day 2017 and contributing here: <https://amplifyatx.livewheregivehere.org/LHFLevyFamily>

AMPLIFY AUSTIN
Support our family fundraiser for LITTLE HELPING HANDS

Like Comment Share

Allie Townshend Peña
March 3, 2017 · 🌐

One of the reasons I love calling Austin home is because of the active, collaborative, and amazing nonprofit community that exists here. Austinites - I hope you'll join me in celebrating what makes Austin great by donating this Amplify Austin! I'll be supporting a few of my favorites: Little Helping Hands, Austin Humane Society, Austin Diaper Bank, and CASA of Travis County, and I encourage you to do the same! <https://amplifyatx.livewheregivehere.org>

And, if you can't pick just one, you can always donate towards our family's individual fundraiser page for Little Helping Hands, which supports nearly 90 nonprofits and is teaching the next generation to be philanthropic and community-minded: <https://amplifyatx.livewheregivehere.org/townshendpena>

Either way, get out and give!!!

Like Comment

Tell people what Amplify Austin is and why they should take part

SAMPLE SOCIAL MEDIA POSTS

Allie Townshend Peña
February 27, 2017 · 25

With #AmplifyAustin just 4 days away, Enrique, Alexander, and I are nearly halfway to our goal of raising \$1,000 for Little Helping Hands - but we've still got a way's to go!

We're matching gifts dollar for dollar up to \$1,000 - don't let Team Townshend-Pena leave \$525 on the table!!!!

Schedule your gift today and support volunteerism, community activism, leadership, passion, and so much more:
<https://amplifyatx.iliveheregivehere.org/townshendpena>

A big thanks Shelby Hadden, Mrs. Hadden, my awesome parents, Devender, and Ashley Rector for scheduling your gifts already!



**Amplify family
volunteering with
LITTLE HELPING HANDS**

Like Comment

Share progress towards your goal

If any funds will be matched, be sure to tell people!

Be transparent!

If you haven't raised as much as you thought (or you haven't raised anything at all), share that information and people will want to help!

Arielle Scherr
February 21, 2017 · 25

Hi friends! I'm currently working on the Amplify Austin campaign for Little Helping Hands and I need YOUR help to empower Austin's youth to become social activists and community leaders! Right now I'm still at a very sad \$0 😞 and I'd love your help turning my frown upside down!

Your contribution will go towards in-kind donations that support our local nonprofit community. Every Monday, I lead a volunteer group in cooking 100 meals at Caritas of Austin and all that food ain't cheap! This cutie is holding a tray of Mac & Cheese that will serve 25 homeless folks and refugees, and you could help her feed even more people in need!

Donate here: bit.ly/2kXij5Z ❤️



Like Comment Share

SAMPLE SOCIAL MEDIA POSTS

Jim Curry is with Laurie Glass Curry at **Generation SERVE.**
March 1, 2017 · Austin, TX · 📍

Down to the last 24 hours to raise \$1,000 for Little Helping Hands. It is such an amazing organization and I want to see the funds help us expand beyond organization. Here are some stats on how LHH changed Austin in 2016:

- 5,832 children volunteered from 3,185 families
- Over 13,000 volunteer hours given to 87 local non-profits
- Nearly 1,000 different planned activities for kids and their families

Imagine if this was done nationwide? Worldwide? There is no better way to impact the future than to focus on those who will be leading it.

I AM MATCHING ALL FUNDS RAISED! Please click on the link below to donate:

<https://amplifyatx.livehereigivehere.org/curryfamilyLHH>



Like Comment Share

Arielle Scherr
March 3, 2017 · 🌐

Amplify comes to an end today at 6pm and I'm still about \$50 away from my goal, can you help me reach it? We have a match going on right now, so any donation made before 6 today will be DOUBLED! 🙌

🙌 Thank you to Steven, Phil, Majka, Leah, Dirty-Hands, Alejandro, Kaija, Eva and Anto for supporting my campaign so far! 🙌 Because of you, Little Helping Hands has raised over \$21,000!!!! I appreciate your contributions so much, thank you for making me very happy this week! 🙌

Join them by donating at: bit.ly/2kXij5Z 🙌



Like Comment Share

Convey urgency during Amplify Austin Day, emphasizing how far you are from your goal and how much time you have to reach it!



Allie Townshend Peña is with Enrique B Pena.
March 3, 2017 · 🌐

Only 3 more hours left in Amplify Austin, and we are \$300 away from meeting our goal of raising \$1,000 for Little Helping Hands! Enrique and I will match gifts dollar for dollar up to \$1,000 - will you join us? Make your gift to help LHH grow the next generation of community-minded leaders and citizens: <https://amplifyatx.livehereigivehere.org/townshendpena>

A BIG THANKS to those who have supported already! Shelby Hadden, Meggin Hadden, Devender Singh, Julia Pena, David and Kathy Townshend, Rolph and Joan Townshend, Jennifer Halpin Long, Ashley Rector, Kit Tebedo Gordon, Megan Russell Forcke, Susan Salich, and Beverly Anderson Hamilton!!!



Like Comment

Be sure to thank your donors and tag them in your posts



HOW TO FUNDRAISE VIA EMAIL

Make it Personal:

- The email(s) can be sent from your child(ren) or your entire family, but be specific about why you're supporting Generation SERVE...
 - How long have you been volunteering with Generation SERVE?
 - What are your favorite volunteer activities, and why?
 - What positive impact have you noticed Generation SERVE has had on your child and/or your entire family?
 - Why should someone support Generation SERVE with a donation during Amplify Austin?

Speak to Your Audience:

- Sending a mass email is fine (*although we recommend using the BCC function!*), but think through your audience...
 - Are you contacting people outside of Austin? If so, they might need a little more background on Amplify Austin and on Generation SERVE.
 - Are you a returning Amplify fundraiser reaching out to people who have donated in the past? If so, they might need a note of thanks and acknowledgement that you're asking for their support again.
- Think through the different segments of people you're emailing and consider sending differently worded emails to each segment.

Be Specific:

- Provide clear and specific information about the Amplify Austin timeline, your individual fundraising goal, and (if you're offering one) your match.
- Let your donors know that while Amplify Austin is a 24-hour campaign, they have the capability to schedule gifts ahead of time. Scheduled donations will be automatically processed by Amplify Austin during the campaign, typically in the middle of the night during off-hours. (*Many donors like the set it and forget it function!*)

Provide a Clear Call to Action:

- Are you asking your friends and family to donate a specific dollar amount?
- Are you providing them with an update on your progress toward your goal?
- Be specific about what you need and how they can support you.

Divide and Conquer:

- Think through your network and (if applicable) your spouse or partner's network. Which one of you could be most appropriate to send the email and make the ask?

Provide Updates:

- We recommend emailing your targeted list 3-4 times between when your fundraising page goes live and when the campaign ends (removing those who have already donated). This consistency ensure Amplify Austin stays top of mind and that your supporters know how your campaign is doing!
 - Have you already passed your goal and created a new, larger one? Let them know!
 - Are you halfway to your goal and need a boost? Let them know!
 - Is Amplify Austin almost over and they have one last chance to donate? Let them know!

CREATIVE FUNDRAISING IDEAS

Host an Event with a Suggested Donation:

- A movie night where families can watch *Wonder*, or another movie with themes relevant to the work that Generation SERVE does in our community.
- A clothing swap where adults or families can replace clothing they don't wear with newly acquired items from other attendees. Donate leftover clothing to one of our nonprofit partners!
- A dinner party where you speak a bit about Generation SERVE and how it has impacted your family.
- A kid-friendly service project that can easily be completed in your home. Some ideas include making cards for hospitalized kids, birthday boxes for foster kids or care kits for the homeless. Reach out to Arielle at arielle@generationserve.org for more ideas!

Ideas for Kids:

- Encourage your child to donate part of their allowance to charity. Your child could even use these funds as a 'match' on your fundraiser page!
- Make flyers together about your campaign and hand them out to neighbors and classmates. Be sure to include your fundraiser link on the design!
- Have your child collect spare change throughout January and February and donate it to your campaign (either as a match or a one-time donation)!
- Host a bake sale or lemonade stand in your neighborhood and donate the proceeds to your campaign (either as a match or a one-time donation).

As a reminder, Amplify Austin stipulates that donations cannot...

- *Be exchanged for goods and/or services*
 - *Serve as payment for "quid pro quo" items*
 - *Be used to purchase event or raffle tickets*
 - *Pay for membership, dinner or any other activity that benefits the donor*
 - *Be exchanged for incentives (time, product or consideration)*
-

HOW TO THANK YOUR DONORS

Remember to thank your donors! Their support is what allows Generation SERVE to provide free programming to families year-round, so make sure they feel appreciated. We recommend thanking each individual donor both publicly and privately. Generation SERVE will be thanking donors as well.

How to Thank Your Donors Publicly:

- Tag them on social media in your fundraising posts.
- Post to their personal social media page(s) with a photo, video or gif that expresses your gratitude!
- If you work with them, bring something to your office that shows your appreciation.

How to Thank Your Donors Privately:

- Send them an email thanking them for their support.
- Call or text them to express your appreciation for their gift.
- Meet up with your donor in person to talk about how their donation will help others!
- Mail a thank you card. Sending something via snail mail adds a personal touch that conveys how grateful you are for their gift.
 - This is a great opportunity to get your child involved! Have your child make the card, or write a message inside. Include a photo of your child volunteering to show the impact of their donation.
- If they have children, grandchildren, nieces or nephews in Central Texas, ask if they would like to volunteer as a family with Generation SERVE! Our staff would be happy to help your donors get into their first activity on our calendar. Please email Allie at allie@generationserve.org if you have a donor interested in volunteering with Generation SERVE.

** Some donors may have the opportunity to get a corporate match from their employer. If you think this may apply to some of your donors, be sure to check with them!*

THANK YOU AND SAVE THE DATE!

Year after year, our success during Amplify Austin is because of YOU – individuals and families who step up to be ambassadors and advocates for our mission. **Thank you** for mobilizing your friends and family to support Generation SERVE!

We are in the process of coordinating an Amplify Austin Kick-Off Party, to be held on Thursday, March 1st in the late afternoon/early evening. We are looking at centrally located and family-friendly venues ... *stay tuned for more details!*