

Fundraiser Success Guide

Learn how to make the most of your ConnectionPoint sub-campaign features and successfully hit your personal goal

Introduction

Thank you for choosing to help an organization provide valuable services to their communities! This quick guide will help you register for a campaign, plus navigate your own fundraising page to reach your goal.

This guide applies to campaigns that may be on our FundRazr, CoCoPay, or PetFundr platforms.

cocopay

fundrazr

petfundr



Registering

You will register on your organization's **Main campaign** by clicking the Register button. Continue through the entire registration and payment process. If you have questions/concerns, reach out to the organization or contact FundRazr at support@connectionpoint.com.

The screenshot shows a campaign page with the following elements:

- Title:** "Help Our Organization bring This Amazing Project to the world!"
- Image:** A group of people on a beach with trash bags, representing the cleanup project.
- Progress:** A progress bar showing \$50 raised, which is 1% of a \$10k goal.
- Stats:** 1 contributor and 32 days running.
- Buttons:** "Register" (highlighted with a blue arrow) and "Contribute".
- Footer:** Social media icons for Facebook, Twitter, LinkedIn, Messenger, Email, and a "Report" link.

Your personal campaign page

When you have finished the registration process, you will see a new campaign in editing view. **This is your personal fundraising page (or “sub-campaign”)**. If you are not ready to view your page, you can always get back to it through the user menu on the top-right hand side of the page, by clicking “Campaigns”.

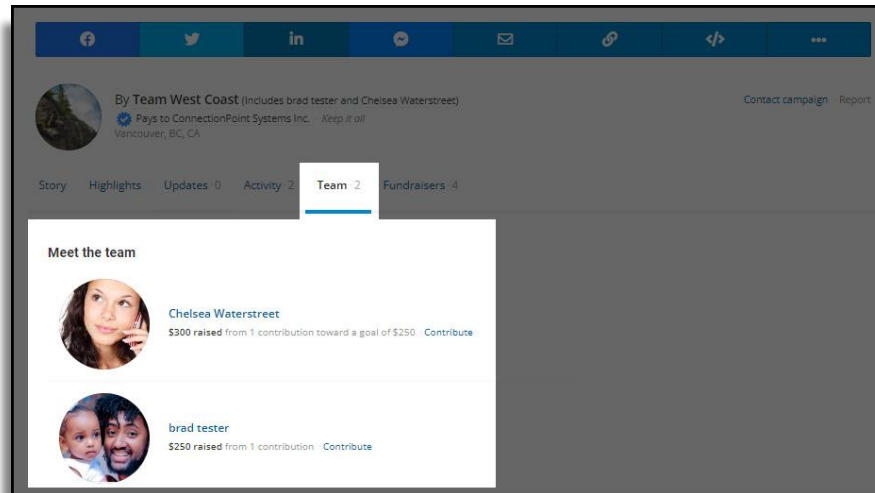
The screenshot displays the FundRazr interface for a personal fundraising page. On the left, there is a navigation sidebar with sections for 'MANAGE' (Visual editor, Content, Settings, Team), 'ENGAGE' (Share, Communicate, Contacts), and 'REPORT' (Analytics, Transactions, Help Center, Fundraiser hub). The main content area shows the campaign details: 'Team West Coast is walking for FundRazr Foundation' with a goal of \$500 and \$2,250 raised (450% of goal). It also lists 5 contributors and 59 weeks running. A 'Contribute' button is visible. On the top right, a user menu is open, showing the user is signed in as 'Emily Waterstreet'. The 'Campaigns' option is highlighted in blue, and a blue arrow points to it from the campaign title.

Your personal campaign page

Teams

If you are joining a **Team sub-campaign**, you'll share the campaign with others on your team. You can still tell which contributions you've inspired, though! When you share the campaign while signed into your ConnectionPoint user account, the platform will attach your personal message to it (see next page). Supporters can also choose your name in the checkout flow when making their contribution.

See your goal and funds raised in the 'Teams' tab of the Story:

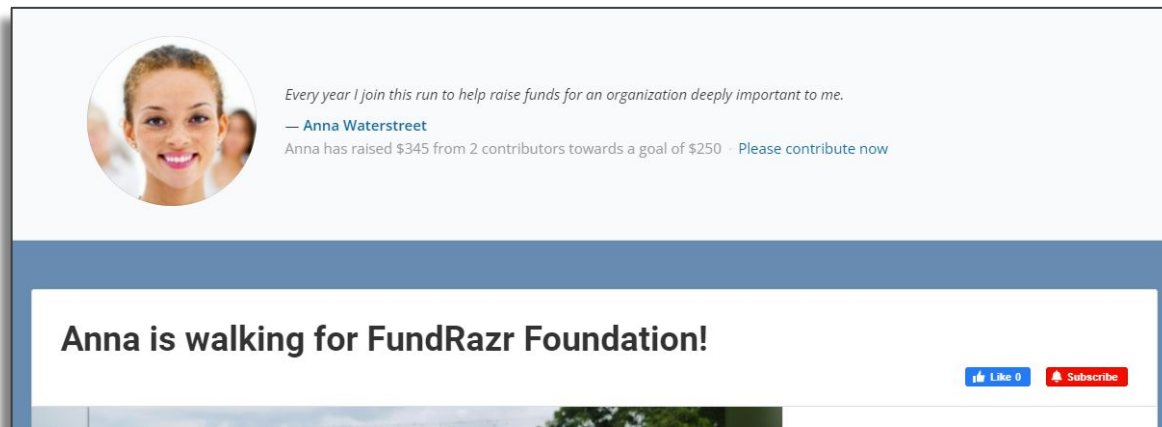


Your personal campaign page

Personal endorsement message

This message appears on the top of your campaign whenever a visitor lands there after clicking a link [shared by your user profile](#). If you have a team sharing one campaign, each team member can customize their own message, and as long as they share the link when logged into their user account, their message will be the one that shows to their visitors.

NOTE: If this feature isn't available, it may have been turned off by the main campaign. Contact the organization running your event for more information.



The screenshot shows a personal endorsement message on a campaign page. On the left is a circular profile picture of a smiling woman with blonde hair. To the right of the photo is the text: "Every year I join this run to help raise funds for an organization deeply important to me." Below this is the name "— Anna Waterstreet" and a line of text: "Anna has raised \$345 from 2 contributors towards a goal of \$250 · Please contribute now". At the bottom of the message area, there is a white box with the text "Anna is walking for FundRazr Foundation!". To the right of this box are two buttons: a blue "Like 0" button and a red "Subscribe" button.

Your personal campaign page

Personal endorsement message

Customize this message to welcome your visitors to the page and show them why you are helping raise money for this organization.

Recording a video is the best way appeal for donations! It does not have to be professionally done - a candid video from your phone is encouraged!

Here are some suggestions for what to write and/or say in your message:

- Welcome the visitor to your page
- Explain why you chose to fundraise.
- Make your call to action: ask directly for support to your campaign to help you reach your goal. Guide them towards the Contribution button on your campaign (this button may say something else, as it is editable by the organization).

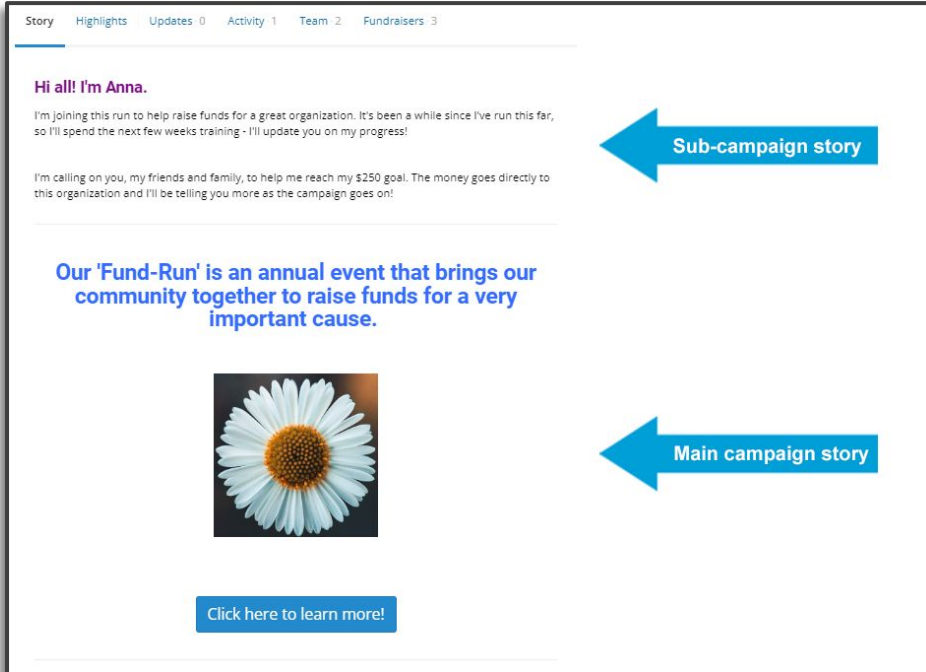
Don't make the video too long! One to two minutes is plenty!

Your personal campaign page

Personal story

Your sub-campaign story will be pre-populated with a message from the organization you're helping, which you will not be able to edit. You do, however, have space for your own story!

NOTE: if you are on a Team, you will have to coordinate with your team members to write this part. But you can always say your own piece in your personal message!



The screenshot shows a campaign page with a navigation bar at the top containing 'Story', 'Highlights', 'Updates 0', 'Activity 1', 'Team 2', and 'Fundraisers 3'. Below the navigation bar, there are two main sections. The first section is titled 'Hi all! I'm Anna.' and contains two paragraphs of text. A blue arrow points from the right side of this section to the text 'Sub-campaign story'. The second section is titled 'Our 'Fund-Run' is an annual event that brings our community together to raise funds for a very important cause.' and features a square image of a white daisy flower. Below the image is a blue button that says 'Click here to learn more!'. A second blue arrow points from the right side of this section to the text 'Main campaign story'.

Your personal campaign page

Personal story

Your story is your place to elaborate on your personal message. [Success in online fundraising comes from the emotional appeal](#) - when donors feel connected to you and your 'why' behind your decision to fundraise, they are significantly more likely to contribute.

Here are some ideas for your story:

- What inspired you to fundraise?
- What do you feel when you think about this organization and its beneficiaries?
- Do you have a special connection with the organization? Did you use their services or know someone who has? Is there a story that goes with it?
- Don't forget the call to action! Remember, you are asking for donations **AND for your visitors to share the campaign with their communities** to help spread the word.
- **Pictures and videos say more than words.** You should certainly upload both into your media gallery, but choose some favourites for the story.

Need help navigating the story editor? [Check out the article on our Help Center.](#)

Your personal campaign page

Media gallery

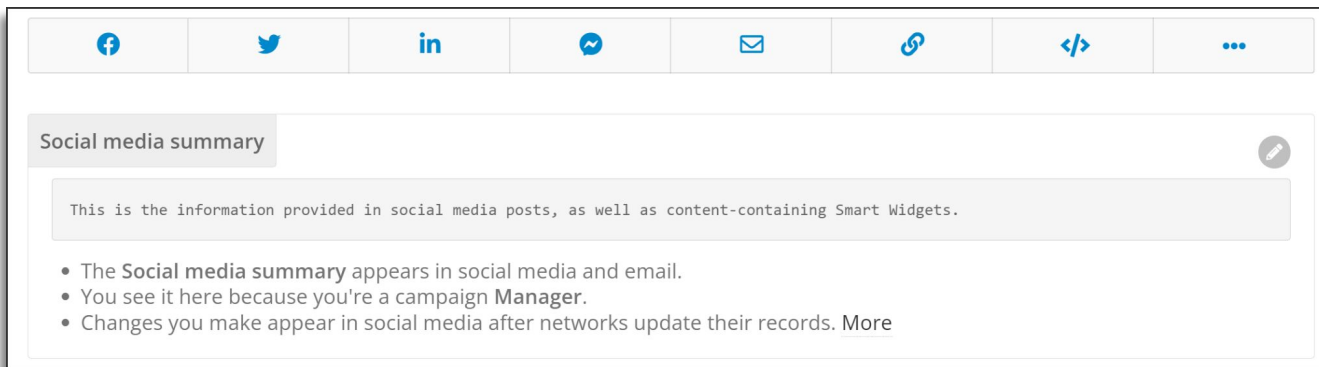
This gallery will already be populated with pictures and videos from the organization, but you can add your own as well! Match the tone and feel of the main campaign. Change the cover photo itself to something relevant to you/your team.

Need help navigating the media gallery?
[Check out the article on our Help Center.](#)



Sharing your campaign

Share early and share often! This share bar is how you will get the word out to your network about your campaign. Plus, your network can use the same buttons to help you share to *their* networks as well!



Your **social media summary** is what will appear as the uneditable message in your post. Anyone sharing your campaign will be able to write their own message on the post, but this way you can ensure the most important and accurate information is shared. Quick messages like this should focus on one simple call to action: **click on the post!**

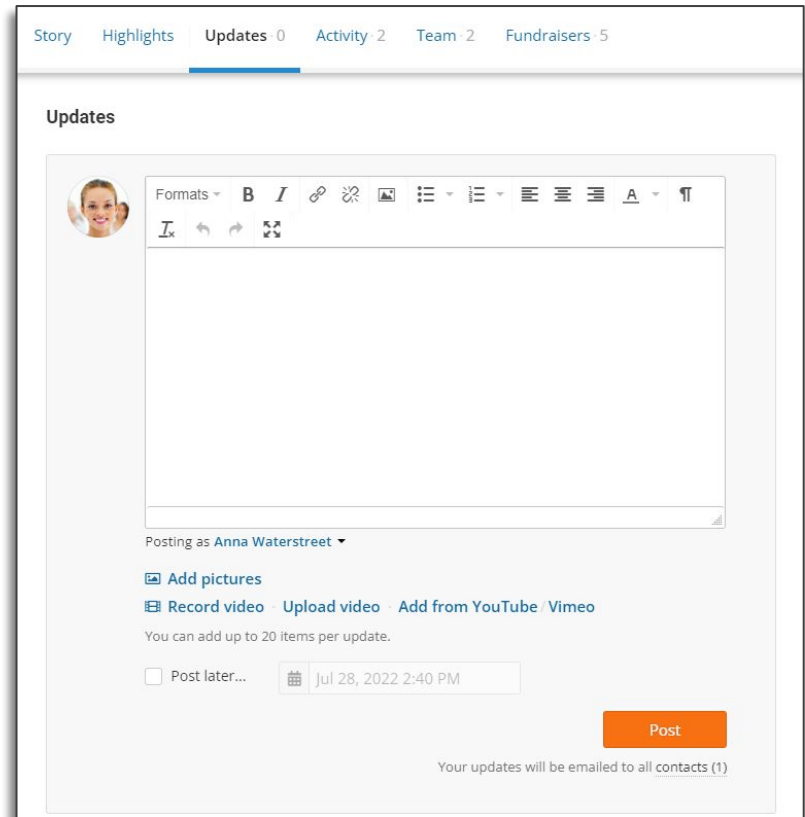
Updating your campaign

Updating keeps your community engaged with your campaign and can inspire further support.

Update with anything relevant to the campaign: Are you training for a race? Take a picture after a session and let your supporters know of your progress and how dedicated you are. Share the organization's updates from the main campaign or their social media. Creativity is key!

There isn't a hard rule on how often this should be done, however once or twice a week is a good guide.

You should not be simply asking for donations over and over again; these should be real updates with new information and media.



The screenshot shows a user interface for updating a campaign. At the top, there are navigation tabs: Story, Highlights, Updates (0), Activity (2), Team (2), and Fundraisers (5). The 'Updates' tab is selected. Below the tabs, the word 'Updates' is displayed. The main content area features a user profile picture on the left and a rich text editor on the right. The editor includes a 'Formats' dropdown, bold (B), italic (I), link, unlink, image, list, and text alignment icons, and a font color selector. Below the editor, it says 'Posting as Anna Waterstreet'. There are three options: 'Add pictures', 'Record video', and 'Upload video', with 'Add from YouTube' and 'Vimeo' as sub-options. A note states 'You can add up to 20 items per update.' There is a 'Post later...' checkbox and a date/time picker set to 'Jul 28, 2022 2:40 PM'. An orange 'Post' button is at the bottom right. A footer note says 'Your updates will be emailed to all contacts (1)'.

Good luck!

Now you know how to create a fantastic campaign and share it with your network, so go forth and fundraise!

We are always here for you if you need anything. Here are a list of resources you might find helpful:

- [Help Center](#)
- [Blog](#)
- [Fundraiser HUB](#)
- [Discord Channel](#)
- Email us at support@connectionpoint.com

