

Welcome!

On behalf of WINGS Program, Inc., thank you for volunteering your time and resources to benefit WINGS and the clients we serve each day. We are delighted to have your support!

Do It Yourself (DIY) Fundraising, through JustGiving, is an opportunity for you to raise awareness and funds for WINGS in a creative way. This easy-to-use guide will provide tools to help you along your fundraising journey. Fundraising is rewarding, and with a little bit of effort, you will truly help WINGS.

Let's get started.

Create your own fundraiser for **WINGS Domestic Violence Awareness Month Campaign!** It's easy to set up your own fundraising page and start asking co-workers, friends, and family for donations.

1. Sign up to fundraise by creating an account (or logging in with an existing JustGiving account) at <https://www.justgiving.com/campaign/DVAM2022>.
2. Select the type of fundraising page you wish to create. Note: **Select "Do Your Own Thing"** if you are not doing any of the other items listed and **for the Event Type select "an appeal for a charity."** The **event name can be "WINGS Domestic Violence Awareness Month."**
3. Complete the required fields, including a personalized URL and your communication consent preferences.
4. A preview of your page will show once you create your page. **Click "Edit your Page" to personalize it.**
 - a. Under Edit change your page's title, fundraising target, and story.
 - b. Under Media, change your cover photo, add livestream, and upload photos to your gallery. Use personal images from volunteering at WINGS or attending our events to help tell your story.
 - c. Under Settings, **set the deadline for your fundraising page as November 1, 2022**, and craft a personalized thank you message for your donors.
 - d. Connect with Strava if you are doing a fitness fundraiser and want to track your fitness as part of the fundraising effort. For help, copy and paste this link in your web browser: <https://help.justgiving.com/hc/en-us/articles/360007215857-Connecting-your-Fundraising-Page-to-Strava>
 - e. Add updates to your page tracking your progress and share your page on social media 3-5 times a week. For help, copy and paste this link in your web browser: <https://help.justgiving.com/hc/en-us/articles/200669541-Can-I-post-updates-to-my-Fundraising-Page->
5. You can add offline donations when you get them and send donors a thank you email. For help, copy and paste this link in your web browser: <https://help.justgiving.com/hc/en-us/articles/200669531-How-do-I-add-money-that-I-ve-raised-offline->
6. Celebrate your success! Once you reach your goal, send a thank you to all your donors. You can access a list of all your donors. For help, copy and paste this link in your web browser:

<https://help.justgiving.com/hc/en-us/articles/200669651-How-do-I-find-out-who-s-donated-to-my-page->

You may be wondering, “How should I share WINGS mission?” **WINGS mission is to provide housing, integrated services, education, and advocacy to end domestic violence.** You can state our mission in your story, emails, and social media posts.

If needed, [click here](#) to download our logo to use in your emails and social media posts.

Best Practices to Help You Succeed.

We are so grateful for your support and want to make sure you have all the tools and recommendations to effectively fundraise. Here are some helpful tips!

Text messaging is the fastest growing form of communication between individuals. This is a great tool to communicate quickly and efficiently. Think of text messages as your “60 second news brief.” Remember to include a link to your personal page in your text messages. Note: Unless everyone knows each other, it is best not to send a group text. Here are some samples:

- A. Hi! I’ve just signed up to be a volunteer fundraiser for WINGS! I am doing this because I am enthusiastic about [state your why]. Every year, WINGS provides housing and services to break the cycle of domestic violence. I hope I can count on your help by sharing my page and/or donating. [PERSONAL PAGE URL]
- B. Hey! I want to share with you something I am enthusiastic about. I’ve supported WINGS for a while; and this year I decided to take it one step further and volunteer to fundraise for the organization. I want to raise money for WINGS so I can help them provide housing and services to break the cycle of domestic violence. Would you consider donating and/or sharing my page? [PERSONAL PAGE URL]
- C. Hello, in the recent past, I have been impacted by WINGS in a deeply personal way; that is why I signed up to help them fundraise during Domestic Violence Awareness Month. My goal is to raise [\$ YOUR TARGET GOAL]. I am asking my community to help me by donating [\$25 SUGGESTED LOWEST LEVEL DONATION] so WINGS can help others. Will you make a gift now? No amount is too small! [PERSONAL PAGE URL]

Email messages are still the most powerful tool in the volunteer fundraiser’s toolbelt. If you have trouble writing emails, we’ve included a few to get you started. Note: If you want to send the email to more than one person at a time, make sure to put the email addresses in the BCC rather than the TO so everyone’s email isn’t shared with other people they may not know.

Kick Off Email:

Dear [FIRST NAME],

I recently signed up to help WINGS fundraise. They are a local nonprofit that provides housing and services to break the cycle of domestic violence. During October, Domestic Violence

Awareness Month, they are hoping to raise \$15,000 to help accomplish their mission to provide housing, integrated services, education, and advocacy to end domestic violence.

I care deeply about WINGS, and their success matters to me. That's why I signed up to be a fundraiser for them.

My goal is to raise [\$ YOUR TARGET GOAL]. I am wondering if you can help by donating [\$25 SUGGESTED LOWEST LEVEL DONATION]? You can donate here: [PERSONAL PAGE URL].

If you are not comfortable donating currently, consider sharing my personal page and/or commenting on social media. Thank you for your support as I work with WINGS to make a lasting impact.

Sincerely,
[YOUR NAME]

Mid-Campaign Email:

Dear [FIRST NAME],

A few weeks ago, I let you know I signed up to be a volunteer fundraiser for WINGS. I am excited to tell you that I have reached 50% of my goal! Funds raised by me will help WINGS reach their goal of \$15,000, which will help clients they serve find safe housing and receive the services they need as they begin their journey toward freedom from domestic violence.

Thank you for helping me thus far. I promise to keep you updated as I make continued progress. I am humbled and excited I can help an organization I admire and care about so much. Thank you for sharing my page, making donations, commenting on social media, and cheering me on!

[PERSONAL PAGE URL]

Sincerely,
[YOUR NAME]

Thank You Email:

Dear [FIRST NAME],

Thank you for donating to my personal fundraising page to help WINGS. I signed up to help this nonprofit raise money because I believe in provide housing and services to break the cycle of domestic violence. Your support is being put to effective use to help women, men, and children find safety, security, and independence...free from domestic violence.

Thank you for believing in me and cheering me on.

Sincerely,
[YOUR NAME]

Social Media posts are a terrific way to help spread the word and reach your networks. You can use [milestones](#), as well as these sample posts to get started!

- A. October is Domestic Violence Awareness Month, and I am fundraising for WINGS. Visit my page to find out more: [PERSONAL PAGE URL].
- B. WINGS is important to me. That is why I decided to volunteer as a fundraiser. Help me out! Share this post and/or donate! [PERSONAL PAGE URL]
- C. I'm halfway to my goal for WINGS! Who's going to help me get to 100%?!? [PERSONAL PAGE URL]
- D. I made it! I reached my fundraising goal for WINGS! Thank you to everyone who contributed.

If you know how to tag, it would be great to tag WINGS in your posts.

Also, a hashtag you can incorporate into your posts is #GiveWINGS.

Personal Fundraising Page updates lead to a 6% increase in page value with each update. When you share why you care and what you are doing to raise money, it's easy for co-workers, friends, and family to get onboard. We live in a visual world, when possible, include pictures or videos to illustrate your updates and help your supporters visualize your cause. Also, take a look at [10 top fundraising tips](#) to make your page a success. Below are some ideas for updates.

- A. Welcome to my personal fundraising page for WINGS! This area is where I will keep you updated on my progress. I have joined WINGS in their fundraising cause because I believe in their mission to provide housing, integrated services, education, and advocacy to end domestic violence. Please donate, share my page [PERSONAL PAGE URL], and come back often to check progress and get updates!
- B. Hey there! This is my personal fundraising page. You may have made it here because you saw a link on my social or received a text or an email from me – thank you for visiting! I hope you will join me by donating and supporting this cause.

We hope this guide proves useful to you as you begin your fundraising journey. Feel free to personalize and make any of these samples your own or be creative and create your own materials. Have fun!

Thank you again for donating your time and network to fundraise on WINGS behalf! We know you are here because you are enthusiastic about WINGS. **If you have any questions along the way, please contact Shelley at swelch@wingsprogram.com.**

IMPORTANT: Fundraiser lifecycle emails from JustGiving

Throughout your fundraising campaign, you will receive emails from JustGiving to help encourage you and give you fundraising ideas. **Note: If you opt out from receiving the communications by clicking the unsubscribe link at the bottom of their emails, you will be opting out of receiving email updates related to fundraising pages you created (like donation notifications or fundraising tips to help you raise more for your cause).**