



Fundraising Campaign Toolkit

Thank you for your interest and efforts to fundraise on behalf of the EVOTEK Giving Foundation's Women in Technology Scholarship Program! This program was established in 2020 to increase the influence of women in technology, while ensuring the legacies of those who paved the way for upcoming talent are forever alive. Each year, a new scholarship is created to honor a loved one who left a lasting, positive impression within the tech industry.





TABLE OF CONTENTS

INTRODUCTION	3
HOW TO LAUNCH A SUCCESSFUL FUNDRAISING CAMPAIGN	4
GETTING STARTED WITH YOUR CAMPAIGN	5
DECIDE ON A FUNDRAISING GOAL	5
CHOOSE DATE AND TIME	6
CREATE YOUR STORY	6
LET’S GET CREATIVE.....	7
DECIDE ON A CAMPAIGN THEME	8
CHOOSE HOW YOU WOULD LIKE TO FUNDRAISE.....	8
CHOOSE A CAMPAIGN PLATFORM	9
CREATE YOUR FUNDRAISER WEBPAGE	9
SALSA	10
FACEBOOK	11
INSTAGRAM	12
GOFUNDME	13
PROMOTE YOUR CAMPAIGN.....	14
COMMUNICATION PLAN	14
PROMOTION SCHEDULE	15
SAMPLE MESSAGES.....	16
CAMPAIGN ANNOUNCEMENT.....	17
MIDWAY GOAL.....	18
LAST PUSH.....	19
GOAL REACHED/CAMPAIGN END	20
THANK YOU LETTER	21
THANK YOU!.....	22
RESOURCES	23
DESCRIPTION FOR FUNDRAISING WEBPAGE	23
SOCIAL MEDIA.....	23
IMAGE ASSETS	24



INTRODUCTION

We're going to help you launch your campaign, hit your fundraising goal, and make a huge impact on female students in San Diego. To ensure you're equipped with all the right tools, tips and tricks, we've created this Fundraising Toolkit.

This toolkit will help you succeed, but please email ann@evotekgivingfoundation.com if you have any questions, we're always here to support you.

Let's get started!



QUICK OVERVIEW

How to Launch a Successful Fundraising Campaign

STEP 1: GETTING STARTED WITH YOUR CAMPAIGN

- Decide on a fundraising goal
- Choose date and time
- Write your story

STEP 2: DECIDE ON A FUNDRAISING CAMPAIGN THEME

- Choose how you would like to fundraise

STEP 3: CHOOSE A CAMPAIGN PLATFORM

- Create a fundraiser web page

STEP 4: PROMOTE YOUR FUNDRAISING CAMPAIGN

- Communication plan
- Promotion schedule
- Sample messages



STEP 1

Getting Started with Your Campaign

DECIDE ON A FUNDRAISING GOAL

Before you get started with your campaign have a tangible goal in mind that you can share. Sharing your goal will keep you motivated and focused. Be realistic and remember that you can always raise your fundraising goal after you reach it! Here are a few examples of the impact of a donation to EVOTEK's Women in Technology Scholarship Program:

- \$15,000 will support 4 years of undergraduate coursework for 1 student
- \$30,000 will support 4 years of undergraduate coursework for 2 students
- \$60,000 will support 4 years of undergraduate coursework for 4 students

PRO TIP

To jumpstart your campaign, be the first one to donate! Showcasing that you're not only a supporter but also a donor will encourage your network to give.



CHOOSE DATE AND TIME

Remember, the simplest events are sometimes the most successful!

CREATE YOUR STORY

Your story is the most important asset of the campaign, and the first thing people will see when visiting your fundraising page. Your goal is to make it as impactful as possible. It is important to communicate why you have decided to fundraise on our behalf, your commitment to making this a success, and how our organization has made a meaningful impact in your life.

PRO TIP

Storytelling should fuel your fundraising and is central to marketing of your campaign. Stories connect your donors with your mission and the people you're helping.



LET'S GET CREATIVE

Now when you're got your first step completed it is time to get creative and decide on a campaign theme and how you wish to fundraise.

Choose a theme that speaks to you and your goals. We have included a few different fundraising platform options with this toolkit, we recommend you read through them all and decide on one platform to begin with.



STEP 2

Decide on a Campaign Theme

CHOOSE HOW YOU WOULD LIKE TO FUNDRAISE

- **Special Occasion:** Ask guests at your wedding to donate to your campaign in lieu of gifts
- **Health:** Encourage healthy living and charitable giving with a 5K Challenge event and raise money through a runner entrance fee
- **Endurance:** Run, swim, or bike to support your campaign. Ask for race donations or donations per mile
- **Creative Event:** Host a trivia night, bingo, or an art show and collect donations for participation
- **Birthday:** Instead of receiving gifts from friends and family, ask them to donate to your campaign
- **Seasons of giving:** Holidays are a natural inspiration for many people. Ask friends, family, or maybe even your company for a donation instead of holiday gifts. #GivingTuesday is an excellent theme to piggyback on as well!

PRO TIP

Don't skip this! A theme is critical to rally supporters around your campaign goal. Choose a theme that creates a connection between you and your audience.



STEP 3

Choose a Campaign Platform

CREATE YOUR FUNDRAISER WEBPAGE

Before you launch your campaign, you need a fundraising platform. There are several options to choose from. We have put together a list of platforms below and how to get started. We have included sample content (text and images) with this toolkit, but you're welcome to customize the fundraising page however you wish.

PRO TIP

Personalize your fundraising page with your unique story and connection to the campaign.



FUNDRAISING PLATFORM

SALSA

The EVOTEK Giving Foundation uses Salsa Engage, a digital engagement platform built specifically for nonprofits, for events and fundraising. Salsa is available to you and your campaign as well! If you would like to fundraise using Salsa, we'll help you create the fundraising webpage, fully customized to your goal, and your desired look and feel.

With Salsa, your fundraising could look like [this page](#). If you're interested in using Salsa, or have any questions about the platform, please email hello@evotekgivingfoundation.org.





FUNDRAISING PLATFORM

FACEBOOK

1. Visit the page <https://www.facebook.com/fundraisers> and click **Raise Money** from the left navigation (if you don't have a Facebook account you need to create one first)
2. Choose **Nonprofit** as fundraising type
3. Type in EVOTEK and select **EVOTEK Giving Foundation Inc** (organization should auto populate)

Following step 1, 2 and 3, a preview of your fundraising page should appear. From the left navigation panel, you can edit amount, end date, title, description, and cover photo.





FUNDRAISING PLATFORM

INSTAGRAM

1. Go to your Instagram profile from your mobile device – Instagram fundraiser cannot be done using a desktop (if you don't have an Instagram account you need to create one first)
2. In the upper right corner click the plus + icon and select Post
3. Choose the media file you want to use for your post and click the arrow → in the top right corner (sample images are provided with this tool kit)
4. On the next screen you can add a filter or edit the image. If no edits are needed, click the top right arrow → once again
5. On the next screen, add description, location (optional), and click Add Fundraiser
6. Type EVOTEK in the search bar and select EVOTEK Giving Foundation Inc (organization should auto populate)





FUNDRAISING PLATFORM

GOFUNDME

1. Visit the page <https://www.gofundme.com/> and click the green **Start a GoFundMe** button
2. Choose the option **A nonprofit or charity**
3. Fill out your information and type EVOTEK in the nonprofit search box, select **EVOTEK Giving Foundation Inc**, and click **Next**
4. Enter your fundraising goal and click **Next**
5. Add your email, choose a password, and click **Next** (if you already have a GoFundMe account you can login by clicking **Sign in** from the top right corner)
6. Add a cover photo and click **Next**
7. Add a name and description (you can preview the page by clicking **Preview Fundraiser**. If you need to edit any information you can always click the **Back** button on the left). Click **Next** when you're happy with the look and feel of your page
8. Click **Complete fundraiser** to launch the campaign

Once your campaign is live, GoFundMe will provide you a direct link to your campaign page and options to share on social media. You can send donation emails and text messages directly from the GoFundMe platform. If you have a fundraising team, you can add members from your campaign dashboard.





STEP 4

Promote Your Campaign

COMMUNICATION PLAN

To meet your fundraising goal, leverage the power of your social network. Your success will depend heavily on the number of times and ways you're sharing your campaign with family, friends, colleagues, etc. Email, text, social media, and word-of-mouth are some of the most powerful ways to get your message noticed.

PRO TIP

Start with your closest network. They should hear about your campaign first, in a personal message. Close family and friends are more likely to donate. Get them on board early to allow the rest of your network to see that people are already supporting your campaign.



PROMOTION SCHEDULE

Keep your network updated! We recommend posting on social media once or twice a week and send one weekly email to keep your campaign top of mind. Make sure to vary content as your campaign progresses by thanking donors, sharing informational stats, etc. In the case that you're not able to do weekly updates, there are five integral times you should communicate with your network throughout your campaign:

1. Campaign launch
2. Midway goal
3. Final push
4. Goal reached or campaign end
5. Thank you

If you can, increase frequency during the final push phase of your campaign.

PRO TIP

Save time and lower stress levels by creating a simple sharing schedule ahead of time to plan out your communications. We have included a template with this kit! You can also pre-schedule posts to go out automatically on your social media platforms and/or use Google Calendar or a simple notebook to help keep yourself on track. to allow the rest of your network to see that people are already supporting your campaign.



SAMPLE MESSAGES

Now that you've learned how to create a fundraising campaign and read some of our fundraising tips and best practices, it's time to confidently jump in! Below we have included pre-written messages for you to use at each campaign milestone listed above.

PRO TIP

Refining these messages to reflect your personality and goals will go a long way in your fundraising. People want to connect with the person and the cause that they will be supporting.



MESSAGE 1

CAMPAIGN ANNOUNCEMENT

It's time to let your network know that you've signed on to raise funds for a cause near and dear to your heart and that you need their help. We recommend you send these messages right after you've completed setting up your fundraising page.

EMAIL

SUBJECT LINE: Help raise money for an important cause

BODY:

Hey, [Name]!

I hope this finds you well. I've got great news! I've signed on to become a supporter of the EVOTEK Giving Foundation and their Women in Technology Scholarship Program and could really use your help. I'm committed to raising [\$Goal] which will [Project Purpose/Goal]. Every donation, large or small, makes a difference! Are you down to make a lasting impact? Please visit my fundraising page at [URL] and make a donation today! Can't donate? No worries. Please consider forwarding this email to your friends and family to get the word out.

Thanks so much for your support!

TWITTER

Hey friends, I've signed on to help @EvotekGivingFoundation raise funds for their Women in #Technology Scholarship Program. Help make a lasting impact by donating today: [shortlink]
#EVOTEKWomeninTech

FACEBOOK

Hey friends, I've signed on to help @EvotekGivingFoundation raise funds for their Women in Technology Scholarship Program. Are you down to help make a lasting impact? Please share with your friends and family and donate today: [shortlink]

#EVOTEKWomeninTech
#EVOTEKGivingFoundation

TEXT MESSAGE

[Name], I've signed on to help the EVOTEK Giving Foundation raise [\$XX] for their Women in Technology Scholarship Program. Please help by donating today: [shortlink]



MESSAGE 2

MIDWAY GOAL

The purpose of the midway announcement is to share that you're halfway to meeting your fundraising goals but still need help to get to the finish line. Get your network motivated to help you by using an exciting tone! Send when you're halfway to meeting your fundraising goal.

EMAIL

SUBJECT LINE: We're halfway there—\$XX more to go!

BODY:

[Name],

I'm halfway to reaching my personal fundraising goal of [Goal Amount] for the EVOTEK Giving Foundation! Pretty awesome, right? All the money raised will help increase the influence of women in the technology industry. Could you help me move the needle forward with a donation? Visit [Campaign Link] today.

Thank you!

TWITTER

We're halfway there—only \$XX more to go to meet my fundraising goal to help the @EVOTEKGivingFoundation and #WomeninTech. Please help me move the needle forward by donating today: [shortlink] #EVOTEKWomeninTech

FACEBOOK

We're halfway there—only \$XX more to go to meet my fundraising goal to support the @EvotekGivingFoundation and #WomeninTech. Help me get all the way there and share/donate today: [shortlink]

#EVOTEKWomeninTech

#EVOTEKGivingFoundation

TEXT MESSAGE

[Name], I'm halfway to meeting my fundraising goals for the EVOTEK Giving Foundation! Please help by donating today: [shortlink]



MESSAGE 3

LAST PUSH

The last push is to inform your network that time is running out, but they can still help you reach your goals by donating and/or sharing your fundraiser with their network. These messages create a sense of urgency with a time-sensitive deadline, so your network knows they only have a little time left to help you reach your goals. Send message one day before the fundraiser ends.

EMAIL

SUBJECT LINE: I'm close to my goal—will you help me reach it?

BODY:

Hi [Name]!

Can you believe that I've raised [Amount Raised] for the EVOTEK Giving Foundation's Women in Technology Program? I'm only [\$XX] away from reaching my fundraising goal! If you haven't donated yet, please donate now! If you've already donated, would you consider one more gift? Share this link [Campaign Site Link] with your family, friends, and social networks. Imagine how much more we can do if everyone joins in.

We can do this!

TWITTER

I've already raised \$XX to help @EVOTEKGivingFoundation's Women in Tech program! There's only one day left, and I need your help. Please donate now! [shortlink]
#EVOTEKWomeninTech

FACEBOOK

I've already raised \$XX to help the @EVOTEKGivingFoundation's Women in Technology program! There's only one day left of my fundraiser campaign, and I need your help. Please share/donate now! [shortlink]

#EVOTEKWomeninTech
#EVOTEKGivingFoundation

TEXT MESSAGE

[Name], I've already raised \$XX to help the EVOTEK Giving Foundation and their Women in Technology program and my goal is almost reached. There's one day left, and I need your help. Please donate now! [shortlink]



MESSAGE 4

GOAL REACHED/CAMPAIGN END

It's time to let your network know that the campaign has ended and/or that you've reached your fundraising goals. Thank your network with a congratulatory tone for their contributions of donations/shares. This is also a great way to share the impact of their support. Send when goal is reached or the campaign ends.

EMAIL

SUBJECT LINE: We did it!

BODY:

[Name], with your help and support, I raised [\$XX] for the EVOTEK Giving Foundation and the Women in Technology Scholarship Program can't thank you enough. They will now be able to [Project Goal]—that's a huge deal. I hope you feel good about your contribution because I sure appreciate it.

From the bottom of my heart, thank you!

TWITTER

We did it! Thank you all who helped me reach my fundraising goal of \$XX for the EVOTEK Giving Foundation's Women in Tech program! I'm thrilled we were able to make a huge difference together. #EVOTEKWomeninTech

FACEBOOK

We did it! Thank you all who helped me reach my fundraising goal of \$XX for the EVOTEK Giving Foundation's Women in Tech program. I'm thrilled we were able to make a huge difference together.

#EVOTEKWomeninTech

#EVOTEKGivingFoundation

TEXT MESSAGE

[Name], thank you! I've reached my fundraising goal of \$XX for the EVOTEK Giving Foundation and their Women in Technology program. I'm thrilled we could make a difference together.



MESSAGE 5

THANK YOU LETTER

Thank everyone who helped support you in reaching your fundraising goals with a personal message. Send message as soon as possible after the campaign has ended. No later than one week after end date.

Dear [Supporter Name],

I can't believe we did it! Thanks to your support, I met my fundraising goal of \$XX for the EVOTEK Giving Foundation and their Women in Technology Scholarship Program. It felt so good to have my friends and family join me in raising money for such a great cause. I hope you feel great about your contribution because I couldn't have done it without you.

Thank you!





THANK YOU!

Thank you so much for taking the time to fundraise on our behalf. Every dollar raised helps us increase the influence of women in technology while ensuring the legacies of those who paved the way for upcoming talent are forever alive.

We appreciate you and look forward to continuing this meaningful partnership for years to come!



RESOURCES

DESCRIPTION FOR FUNDRAISING WEBPAGE

The EVOTEK Giving Foundation’s Women in Technology Scholarship Program was established in 2020 to increase the influence of women in technology while ensuring the legacies of those who paved the way for upcoming talent are forever alive. Each year, a new scholarship is created to honor a loved one who left a lasting, positive impression within the tech industry. This money will be awarded to graduating high school seniors who plan to study information technology or computer science.

This scholarship [insert personal message – optional].

I'm committed to raising [\$Goal] in memory of [NAME] to help more women break into tech. Are you down to help me and make a lasting impact? Every donation, large or small, makes a difference! Consider donating today! Can't donate? No worries. Please forward this page [INSERT LINK] to your friends and family to get the word out.

SOCIAL MEDIA

Account Handles

	Giving Foundation	Women in Technology	Project Gratitude
Facebook	EVOTEKGivingFoundation	Coming soon	Comin soon
LinkedIn	ev-giving-foundation	ev-women-in-technology	ev-project-gratitude
Twitter	EVOTEKGiving	Coming soon	Coming soon
Instagram	evotekgivingfoundation	Coming soon	Coming soon

Hashtags

- #EVOTEKGivingFoundation
- #EVOTEKWomeninTech
- #WomeninTech

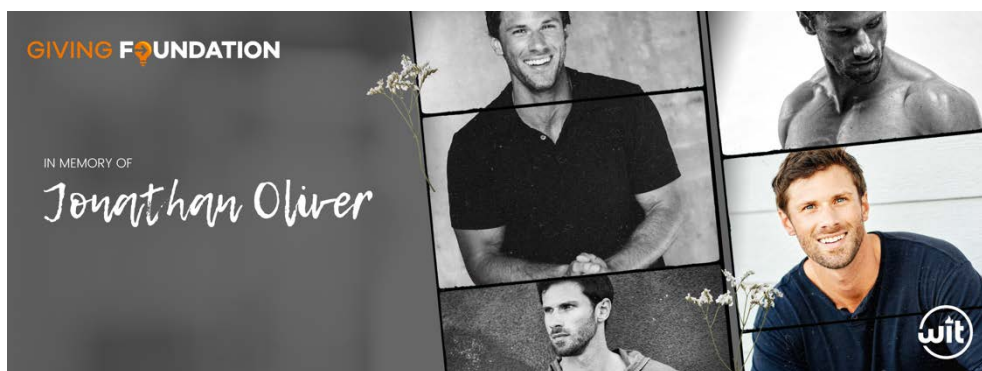
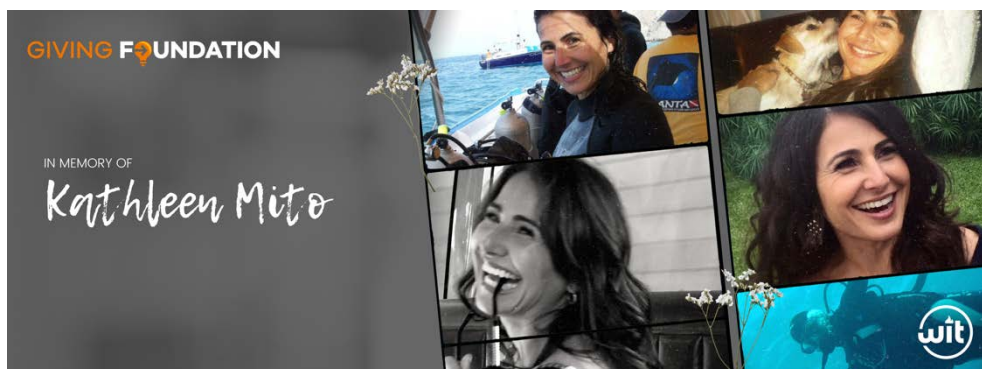


IMAGE ASSETS

The image assets below can all be found in the zipped image folder.

Facebook

To make sure all the elements of your image appear on your page cover, make sure your image size is 1080 x 400 pixels (please note, the image may appear blurry in the preview of your Facebook fundraiser page but should look clear once you proceed to next step).



Instagram

You want to make sure to maintain an aspect ratio of 1:1 ratio (square photo) for Instagram.



GoFundMe

The recommended photo size for GoFundMe is 720 x 405 pixels.

