



# How To Build A Network of Fearless Fundraising Advocates

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## Introduction

Crowdfunding is the practice of raising small amounts of money from many people, typically online. In many successful crowdfunding campaigns, peer-to-peer fundraising advocates play a central role.

A fundraising advocate is an individual who commits to meeting a personal crowdfunding goal as part of a larger crowdfunding campaign. To meet the goal, the advocate asks his or her network of friends, family, and/or coworkers to donate during a pre-defined timeframe.

This guide is designed for nonprofit professionals who would like to start and equip a network of fundraising advocates as part of a crowdfunding campaign. You will learn how to:

- Find fundraising advocates
- Invite advocates to fundraise
- Prepare your advocates for success





Develop 21st Century Leaders  
for Global Health,  
a project by **GlobeMed**

## PART 1

# Find Your Fundraising Advocates

To find your fundraising advocates, start with your existing network. What donors, board members, volunteers, or email subscribers might be interested in serving as your fundraising advocates? If you can't find promising candidates within your existing network, ask the people who are already in your network if they can help. Do they have friends, family, or coworkers who would be good candidates?

### TOOL YOU CAN USE:

### Key Questions

What should you look for in a fundraising advocate?

Passion: Is the candidate passionate about your mission?

Creativity: Does the candidate have creative ideas that will help you expand your network and reach more people?

Knowledge: What does the candidate know about your cause? Is the candidate willing to learn more?

Commitment: How much time does the candidate have to devote to your campaign?

# Invite Your Fundraising Advocates To Get Involved

Ready to invite your prospective fundraising advocates to participate in your crowdfunding campaign?

First, outline your expectations of fundraising advocates and compile the information they'll need to decide whether to get involved. This includes information such as the timeframe of your crowdfunding campaign, your crowdfunding goal, and your chosen crowdfunding platform.

An email invitation is a good first step to measure a candidate's enthusiasm and interest. Plan to follow-up in person or over the phone with more details.

Be prepared to tailor the responsibilities of the advocate role to fit the individual's time constraints or interests. Your prospective advocate may ask for an expanded or reduced role, or decline your invitation. Don't get discouraged! Come prepared with alternatives. Alternatives might include: making a donation, volunteering at event, introducing you to another prospective advocate, or getting involved at a later date. Always end your meeting, no matter the outcome, with a heartfelt thank you.

## TOOL YOU CAN USE:

### Sample Email Script

Dear **[Name]**,

Every once in a while, I am lucky enough to meet an advocate like you. Thank you for **[Brief summary of advocate's role to date with your organization]**.

Your passion for **[Description of your cause]** is absolutely crucial to **[Name of your organization]** fulfilling its important mission.

Do you have 30 minutes next week to meet with me to discuss your interest in an important role for an exciting, new crowdfunding campaign? We could discuss your interests over the phone, or in person. What works best for you?

Thank you so much again for everything you've already done for **[Description of your cause]**.

Sincerely,  
**[Your name]**

## Sample Phone or Meeting Script

Hi [**First Name**]!

Thank you so much for making the time to discuss your role at [**Name of your organization**] with me.

I am amazed by your contributions so far, and I'm wondering if you would be interested in an important role for our exciting, new crowdfunding campaign. [**Campaign description**].

Crowdfunding is all about raising small amounts of money from many people, typically online. To be successful, we need people who are passionate about our cause to help us spread the word.

Would you be willing to serve as our fundraising advocate from [**Period of your crowdfunding campaign**]?

Our advocates:

1. Set a personal fundraising goal to achieve by the end of our crowdfunding campaign.
2. Share messages about our campaign with their friends, family, and coworkers, mostly on social media and email, throughout the duration of our crowdfunding campaign.
3. Commit to hosting one event to raise awareness of our campaign. This could be a dinner at your house, or a film screening at your workplace, or another activity—whatever works for you!
4. Give feedback about how to make our campaign stronger.

## PART 3

# Prepare Your Fundraising Advocates For Success

Henry Hartman once said, “Success always comes when preparation meets opportunity.” If you equip your fundraising advocates with a few simple tools, they’ll be much more likely to succeed. Get started with the tools below.

### TOOL YOU CAN USE:

## Preparation Checklist

### You should give your advocates:

- ☐ A copy of your mission statement—this is a central component of outreach
- ☐ Program materials—think printed annual reports, brochures, and videos!
- ☐ Statistics about the impact of a donation—donors respond to tangible examples of how their donation will be used
- ☐ Branded merchandise—if you have the budget or can receive in-kind help, offer T-shirts, pins, stickers, magnets, and more for your advocates to distribute
- ☐ Tips about how to be successful in crowdfunding
  - ☐ Guide your advocate in setting a [SMART fundraising goal](#), which stands for **S**pecific, **M**easurable, **A**ctionable, **R**ealistic, and **T**ime-Bound
  - ☐ Complete the [Network Mapping For Crowdfunding Success](#) exercise with your advocate to visualize key contacts
  - ☐ Let your advocates know they can [set up a personal fundraiser](#) on GlobalGiving to collect donations for their campaign
- ☐ Time—set aside time in your schedule to answer your advocate’s questions, provide supportive information, and cheer them on!





Social Entrepreneurs of  
Japan's Disaster-Hit Areas,  
a project by WIT

#### TOOL YOU CAN USE:

### Advocate Email Checklist

Email is a great way for your advocates to ask their friends, family, and coworkers to make a donation to their campaign for your cause. In their email outreach, encourage your advocates to:

- ☐ **Start with their personal connection to the cause.**  
Think of the templates (below) as a starting point, and encourage your advocates to tailor their communications to match their personality and convey their personal attachment to your cause.
- ☐ **Introduce the facts.**  
Share a handful of compelling facts and statistics about your cause with your advocates. Encourage them to share these facts in their communications.
- ☐ **Demonstrate potential impact.**  
Pair suggested donation amounts with tangible impacts. What would your nonprofit do with \$20 donation? A \$50 donation? A \$100 donation? Provide advocates with this information and encourage them to share it.
- ☐ **Ask!**  
Believe it or not, this is a frequently neglected, yet vitally important, part of peer-to-peer fundraising. Always include a clear ask in your campaign communications, along with the necessary donation URL.





## Sample Email Messages for Advocates

Tailor the email templates below to your organization and share them with your advocates on a Google or Word document. Remind your advocates to periodically send email appeals to their network throughout the campaign, and encourage them to personalize all of their communications as much as possible. Their friends and family will be more likely to make a donation to your cause if they understand their friend or family member's personal passion and commitment to your cause. When you communicate with your advocates, share helpful fundraising tips and messages of encouragement and gratitude.

### TOOL YOU CAN USE:

### Advocate Email Template: Week 1

Hi **[Name]**,

I am passionate about **[Theme or issue area of organization]** because **[Personal story about connection to the cause]**.

It would mean the world to me if you would support **[Name of organization]**. Their team is trying to raise **[Fundraising goal]** in order to **[Primary objective of campaign]**. Because I believe in what they do, I committed to personally raising **[Advocate's fundraising objective]** for this important cause by **[Date]**.

Can you help me? You can donate today at **[URL where donation can be made]**.

Sincerely,

**[Advocate's name]**



Help raise awareness about animal rights in Sweden,  
a project by Djurens Ratt

#### TOOL YOU CAN USE:

### Advocate Email Template: Week 2

Hi **[First name]**,

Did you know **[Statistic about problem crowdfunding campaign is trying to solve]**?

That makes me feel **[Adjective]**. So, I decided to do something.

I made a donation to **[Name of organization]**, and I'm asking each of my friends to make a donation to **[Name of organization]** by **[Date]**.

I admire **[Name of organization]** because it **[Description of mission or unique aspects of organization's approach]**. I know you also care about **[Project theme or issue area]**.

Can you please make a donation today? Your donation of **[Suggested giving amount]** will help **[Tangible impact of a donation]**. Visit **[URL where donation can be made]** to make your donation today.

Thank you so much for everything you do to make the world a better place.

Sincerely,

**[Advocate's name]**





TOOL YOU CAN USE:

## Advocate Email Template: Week 3

Hi [**First name**],

I hope all is well.

I am reaching out to ask one final time if you'd be willing to contribute to a very important cause.

I made a commitment to raise [**Advocate's personal fundraising goal**] by [**Fundraising deadline**]. Without your help, I might not reach my goal, which means [**Name of organization**] will not be able to [**Primary objective of campaign**].

Please make a donation today, at whatever level you are able. Your donation will make a huge difference for [**Rephrase primary objective of campaign**].

You can make your donation at [**URL where donation can be made**].

Thank you so much for your support! It means the world to me.

Sincerely,

[**Advocate's name**]



Learn more about four social media fundraising archetypes that people around the world use to raise money for their favorite causes.

### The Challenger

The Challenger vows to do something extraordinary upon achievement of a fundraising goal.

**Examples:** *Dump an ice bucket over your head. Jump in a pool with your old prom dress on. Go from couch potato to marathon runner.*

### The Specifier

The Specifier frames fundraising in very specific, often numerical, terms.

**Examples:** *Request \$100 from 10 friends. Ask 12 friends to share your Facebook post before the end of the day. Share a photo or statistic for every hour for 24 hours, and ask for \$24 from 24 friends.*

### The Inviter

The Inviter recruits a team of friends, who each commit to raising a certain amount, attending an event, or taking a select action in pursuit of a larger charitable goal.

**Examples:** *Organize a casual “jeans day” at the office—in exchange for a donation to your cause, colleagues wear jeans. Recruit five friends to raise \$500 each for your cause in three weeks. Host a movie night, where the price of admission is a donation to your cause.*

### The Influencer

The Influencer praises past donors to encourage future donors to become part of a positive movement. Studies show social pressure, framed in positivity, can be a powerful tool for fundraisers.

**Examples:** *Tag friends on Facebook who’ve contributed to your campaign. Ask donors to tell their friends about their donation to your cause. Send public notes of gratitude to friends who’ve donated to your cause.*

Mix-and-match these proven fundraising tactics to raise money for a cause close to your heart! You can inspire your friends and family to donate to your cause when you: challenge yourself to do something extraordinary, specify your fundraising goals, invite others to fundraise alongside you, and thank your donors throughout your campaign.



## Conclusion

Break the challenge of building a strong network of fundraising advocates into three, approachable steps: finding fundraising advocates, inviting fundraising advocates to get involved, and preparing your fundraising advocates for success.

Don't miss the additional peer-to-peer fundraising resources on GlobalGiving's Learn Library. Here are five additional resources for your fundraising advocates:

- [WEBINAR: How to Set SMART Goals](#)
- [How To Ask Your Friends To Donate To Your Cause](#)
- [14 Fantastic Peer-to-Peer Fundraising Ideas](#)
- [Success Story: How A Cyclist Raised \\$10,000 For Italy Earthquake Relief](#)
- [7 Steps To Crowdfunding Success](#)

To learn more about the topics found in this document,  
visit [\*\*GlobalGiving.org/Learn\*\*](https://GlobalGiving.org/Learn).

Cover Photo: *Empower Survivors of Modern Slavery in Tanzania*, a project by **African Road Inc.**