

# HOW TO SUCCESSFULLY LAUNCH AN

*ONLINE*

*FUNDRAISER*



# INTRODUCTION

4 Reasons to Host an Online Fundraiser



# MARKETING MAP

Using Your Website, Email and Social Media



# CASE STUDIES

Meet Maui Nonprofits Raising over \$10,000 Online

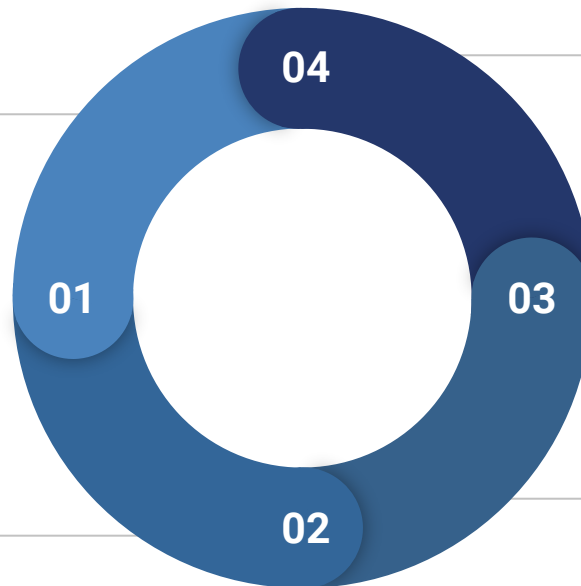
# ONLINE FUNDRAISERS

## Reach More People

Reach a wider audience including supporters who are unable to attend a live event.

## Convenience

Online fundraising is more convenient for both the nonprofit and its supporters.



## Insights & Analytics

Online fundraisers collect data and analytics that help nonprofits track progress and make informed decisions.

## Cost-Effective

Online fundraising generally has fewer expenses than a live event making it a cost-effective alternative.

# DONATION PAGE

## Where will people go to donate?

### Website + Payment Processor

Gives you the most control with design, data tracking, and customization. Fees vary depending on payment processor.

### Facebook Fundraisers

Convenient and easy to set up if you qualify. Facebook doesn't charge any fees on donations that use Facebook payments.

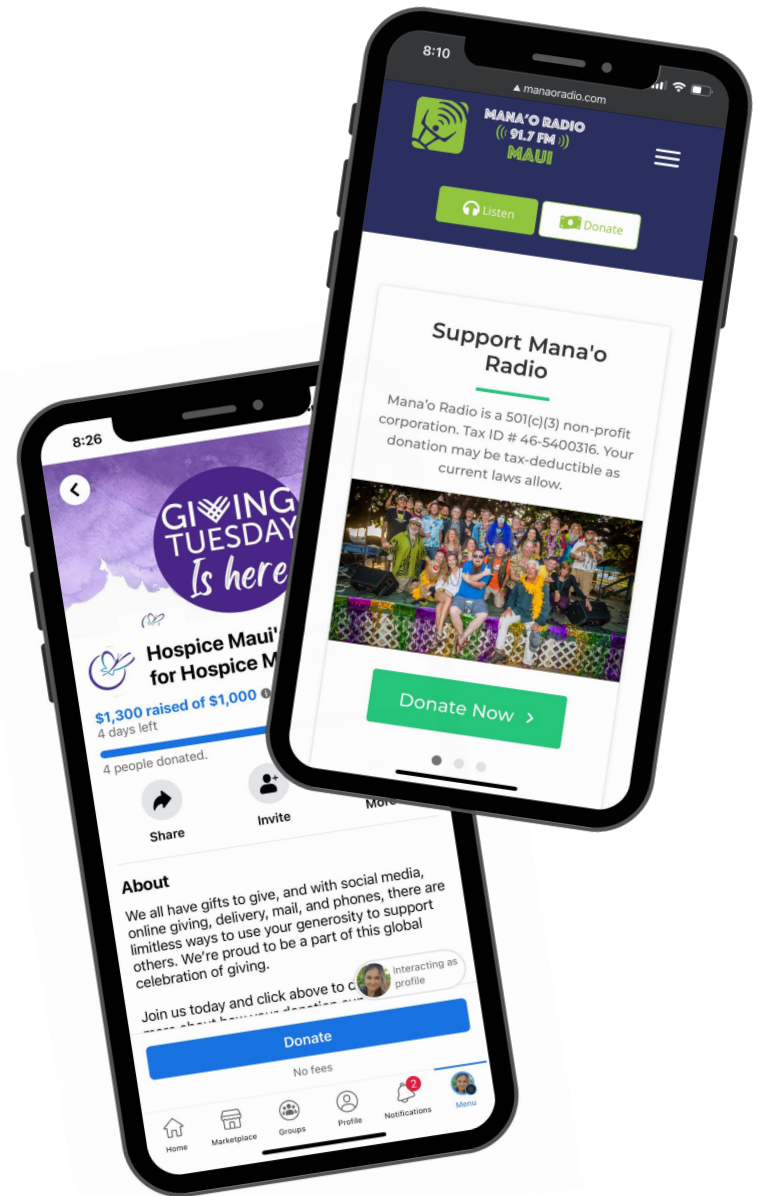
Start here → [www.facebook.com/donate/signup/](https://www.facebook.com/donate/signup/)

### Paypal / Venmo

These payment processors are easy to use and convenient for donors, but come with processing fees.

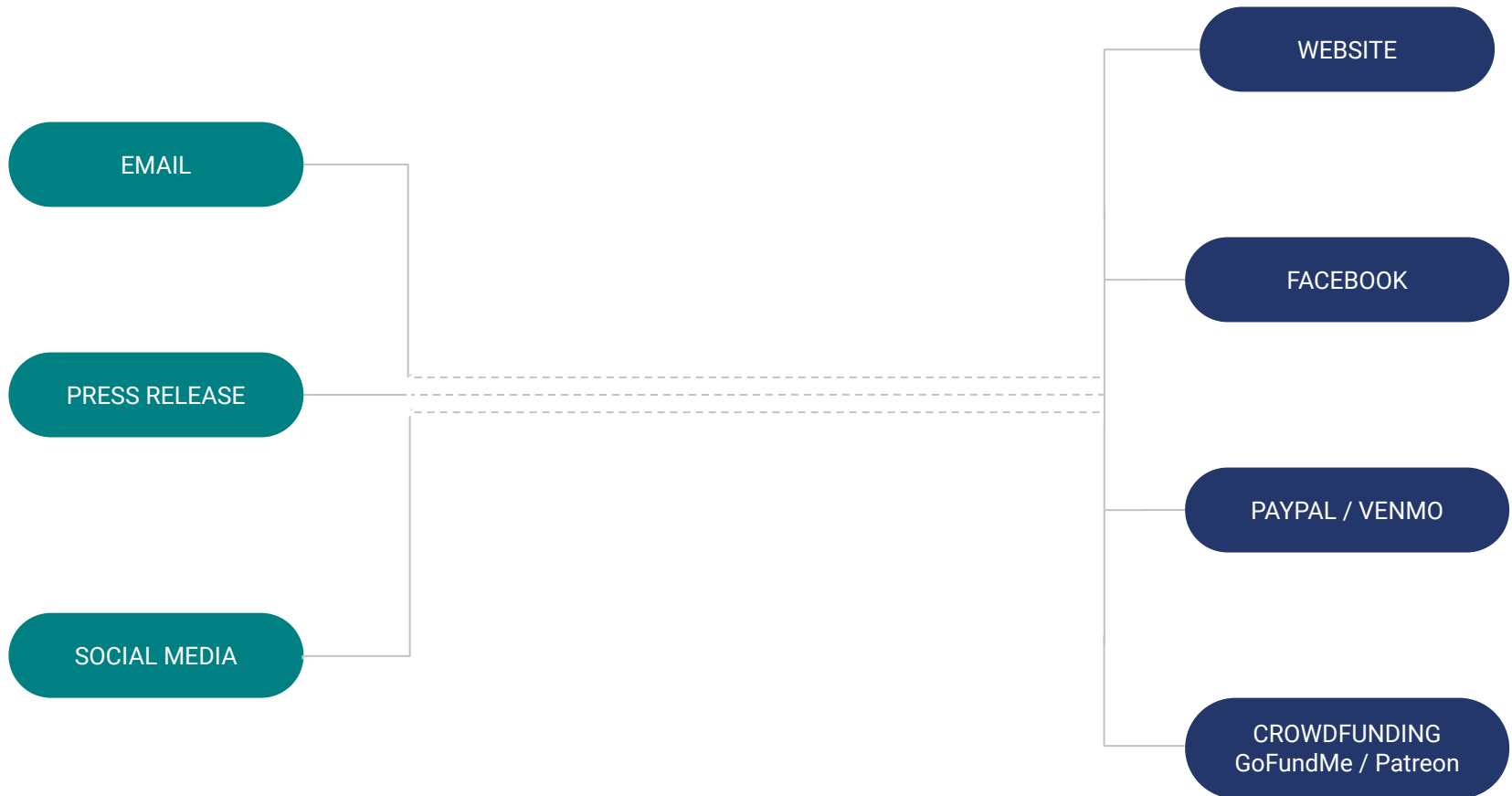
### Crowdfunding

There are many different crowdfunding platforms each with their own features and processing fees.

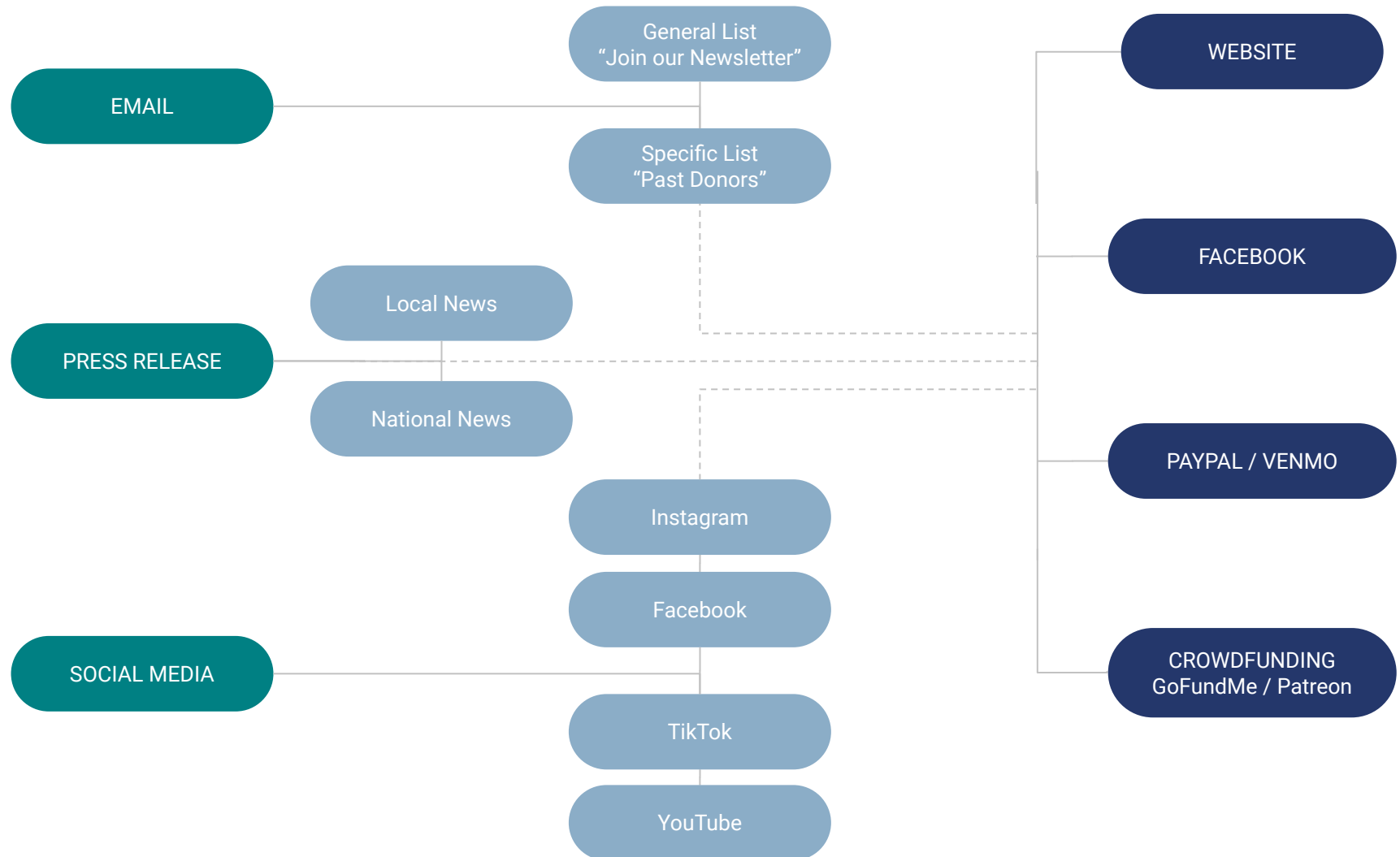


## PROMOTING THE FUNDRAISER

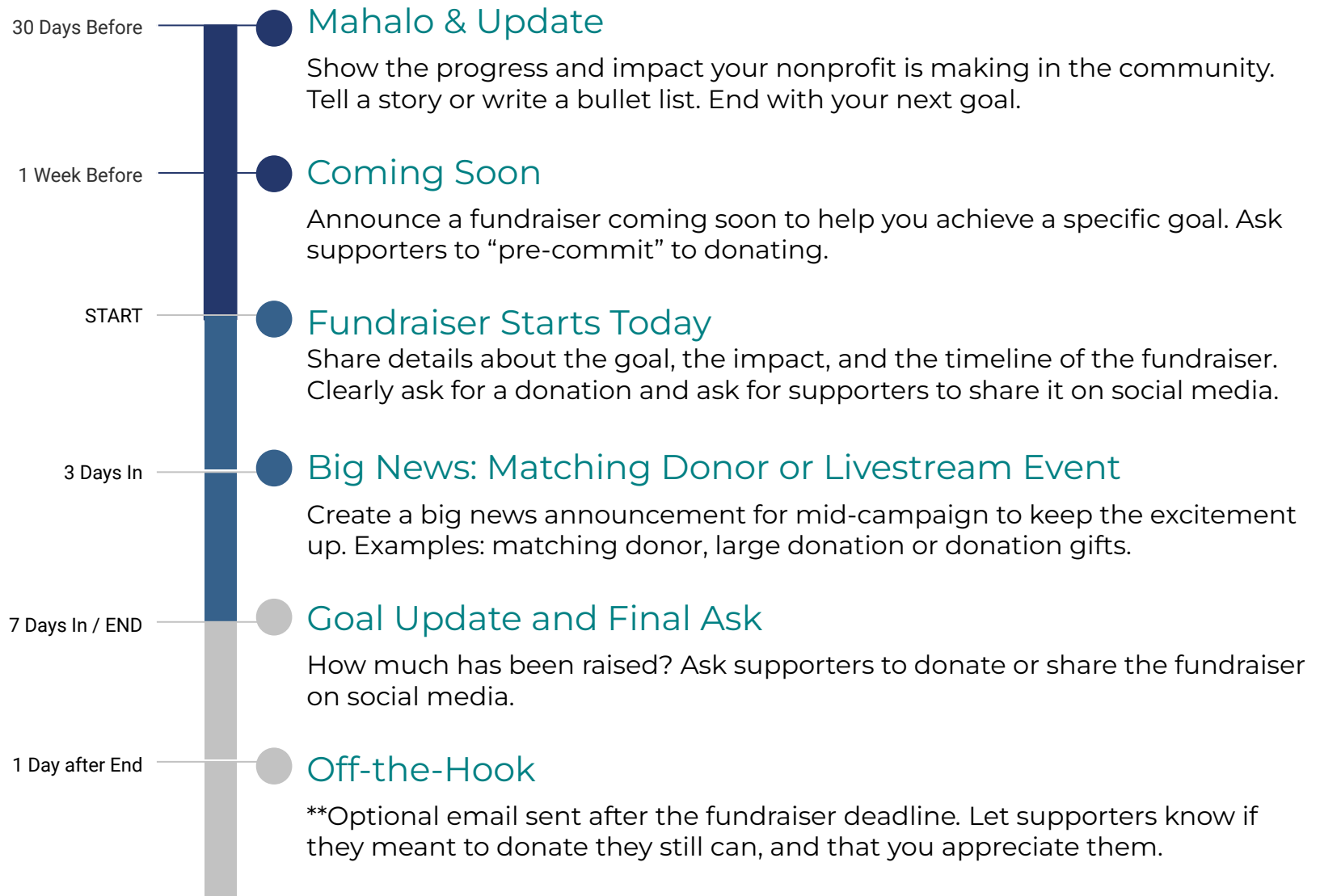
## How will people hear about it?



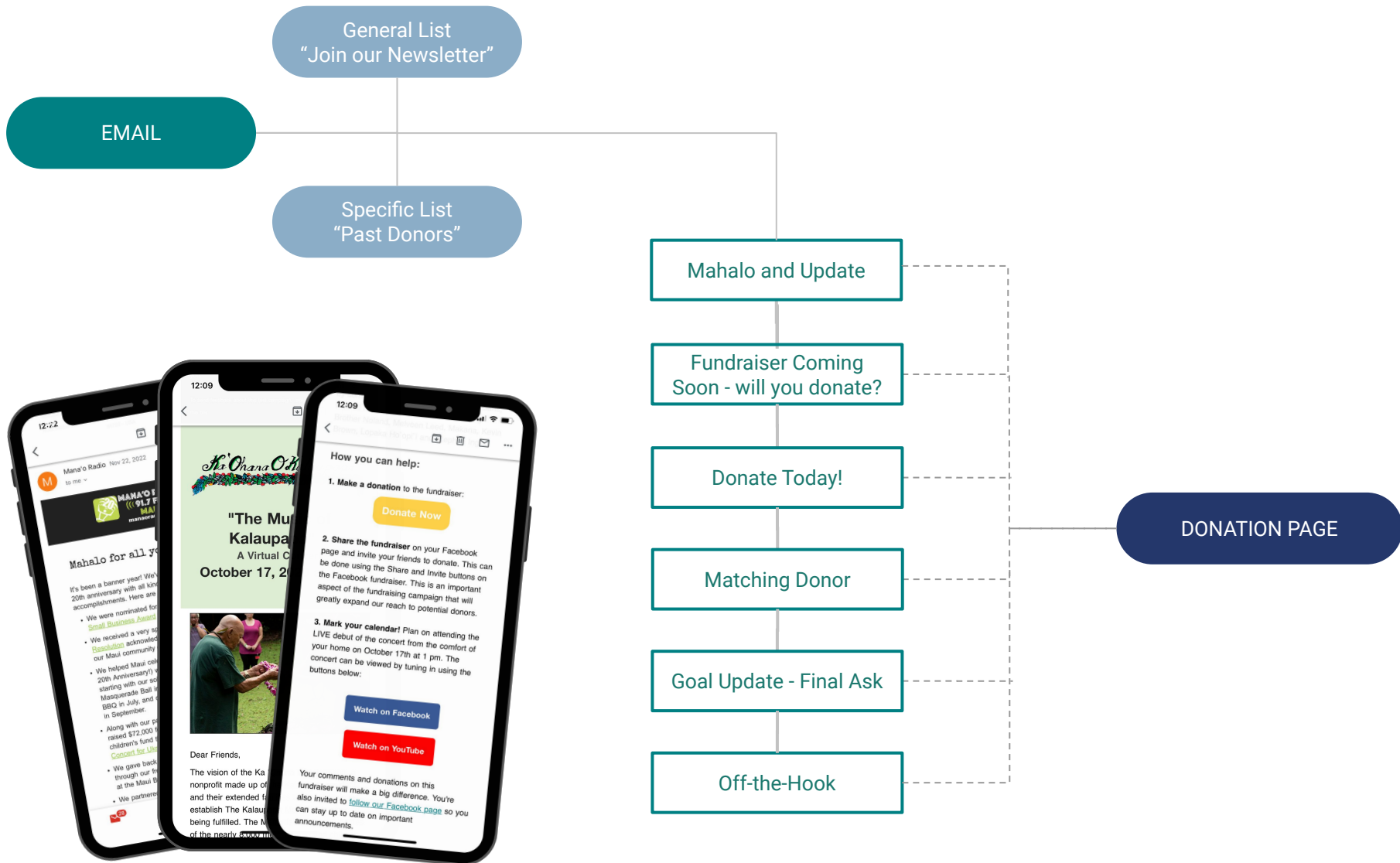
## PROMOTING THE FUNDRAISER



# CAMPAIGN MESSAGING



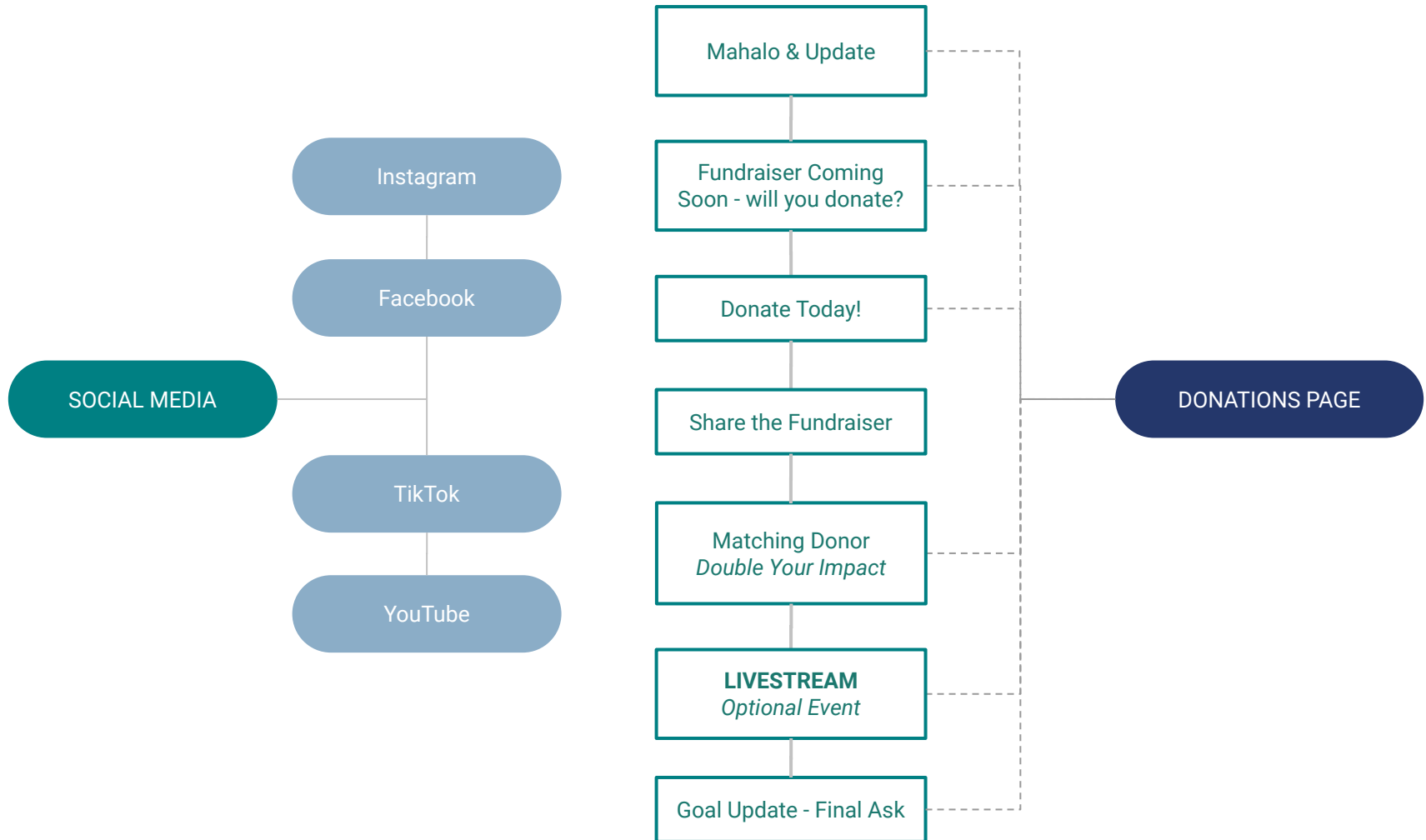
# EMAIL SEQUENCE





# SOCIAL MEDIA SERIES

Use Reels, Carousel Posts, and Stories



# CASE STUDY: MANA'O RADIO

## Giving Tuesday Fundraiser

Start: 11/22/2022

End: 11/29/2022

Active Fundraiser = 8 days

Promotion Period = 38 days

Fundraising Goal: \$10,000

Funds Raised: \$17,000

Tech Stack:

- Donations Page on Website
- Email Marketing
- Facebook & Instagram

EMAIL CAMPAIGNS:

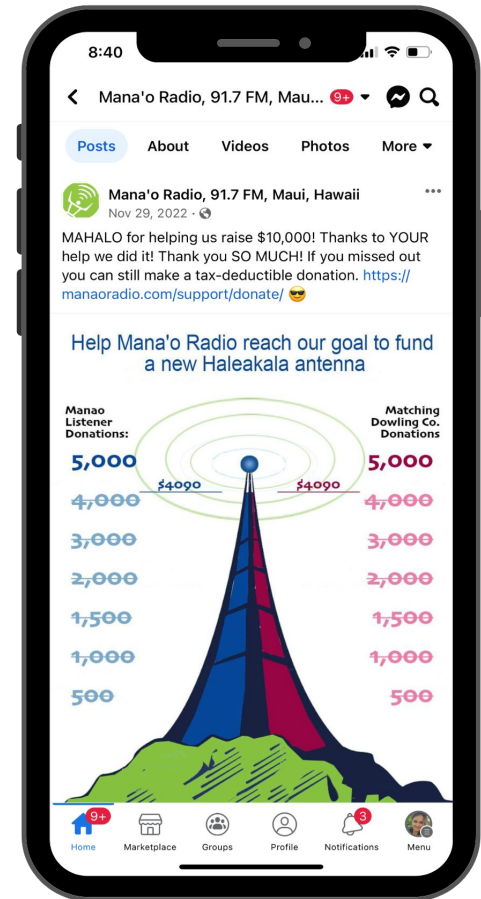
[Mahalo 🌴🎵 2022 in Review...](#)

[Important announcement!](#)

[Big News!](#)

[Double your impact!](#)

[We did it! 🎉](#)



# CASE STUDY: KA OHANA O KALAUPAPA

## Kalaupapa Memorial Fundraiser

Start: 10/07/2020

End: 10/17/2020

Active Fundraiser = 10 days

Promotion Period = 40 days

Fundraising Goal: \$100,000

Funds Raised: \$40,000

Tech Stack:

- Donations Page on Website
- [Facebook Fundraiser](#)
- Email Marketing
- Facebook
- “The Music of Kalaupapa” Livestream
- Press Releases

EMAIL CAMPAIGNS:

[Join Us for a Live Stream Concert](#)

[Happening this Saturday](#)

[“The Music of Kalaupapa” Concert is Today!](#)

[Catch the Concert Replay before it expires!](#)



**Ka Ohana O Kalaupapa**  
October 7, 2020 · 🌐

We are so excited about this virtual concert happening next week. Please take a moment to watch to the video and pass it along to others. Every share help tremendously!

TO DONATE: Make a donation to this important cause by visiting our fundraiser on Facebook <https://www.facebook.com/donate/370396710638608/>

*Kalaupapa Choir 1901*

0:06 / 0:58

WWW.FACEBOOK.COM

Learn more

Boost this post to reach up to 616 more people if you spend \$14.

Boost post

👍❤️👍 You and 490 others

11 comments 221 shares

# CASE STUDY: KA OHANA O KALAUPAPA

## Kalaupapa Memorial Fundraiser

Start: 10/07/2020

End: 10/17/2020



<https://www.thegardenisland.com/hawaii-news/the-...>

'The Music of Kalaupapa' virtual concert coming

'The Music of Kalaupapa' virtual concert coming ... By The Garden Island | Monday, October 12, 2020, 12:05 ... Kalaupapa, Moloka'i, is seen from the air in ...



<https://www.tripadvisor.com/.../Maui-Travel-Forum>

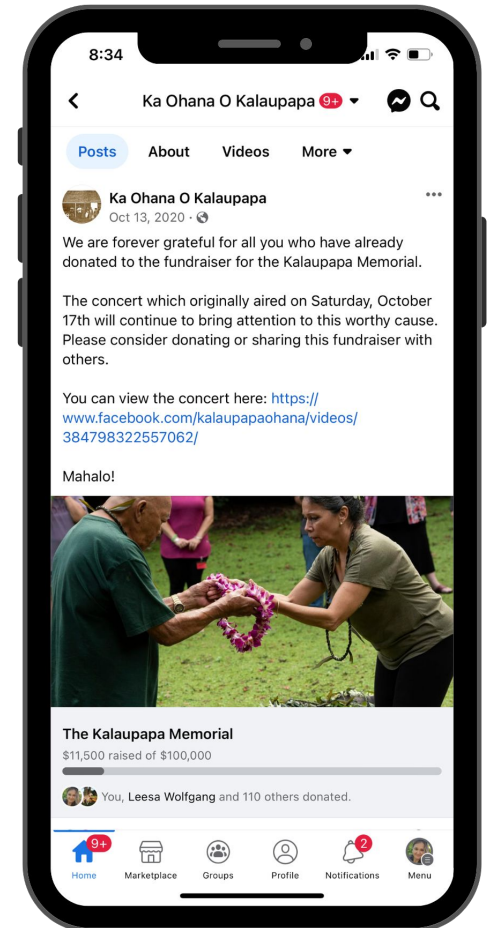
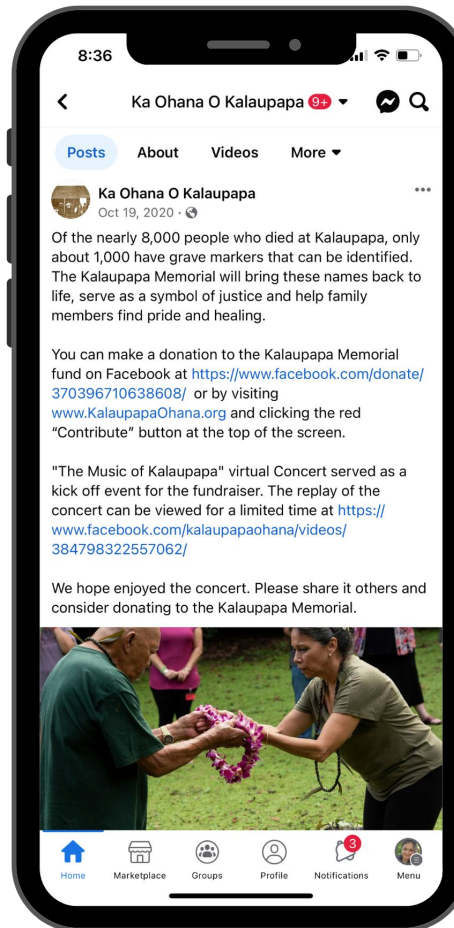
Virtual Concert: Music of Kalaupapa, 10-17-20 - Maui Forum

... at 1 PM Hawaii time: <https://www.maui.news.com/news/local-news/2020/10/the-music-of-kalaupapa-a-concert-to-raise-funds-for-kalaupapa-memorial/>

<https://www.staradvertiser.com/2020/10/11/features/>

Virtual fundraiser celebrates music, history of Kalaupapa

Oct 11, 2020 — "The Music of Kalaupapa," which begins at 1 p.m., will feature Brother Noland, Melveen Leed, Kevin Brown, Makana, Lopaka Ho'opi'i and ...



The recording of the livestream is available at [kalaupapaohana.org](http://kalaupapaohana.org) and on [YouTube](https://www.youtube.com)

# TIPS FOR LIVE STREAM

## Before Going Live

- Make sure you have a strong Internet connection.
- Use a tripod and microphone to ensure good audio and video quality.
- Create content that tells your organization's story and inspires others to care about your cause.
- Reveal behind-the-scenes experiences.
- Tap into influencers and experts relevant to your cause.
- Share and schedule your Live video. (limited to 8 hours)
- Ask your supporters to share your upcoming Live video to help gain momentum.
- Build up excitement for your video before it's released to increase awareness and potential viewers.
- If you have a verified Facebook Page, activate a Scheduled Live to notify your audience on the Facebook App about your upcoming Live video so viewers can subscribe to launch updates.
- WARNING - Beware of using commercial music since it may cause your livestream to be removed due to copyright infringement.

SOURCE: <https://socialimpact.facebook.com/get-started/fundraise-with-facebook/>

# TIPS FOR LIVE STREAM

## During Live

- Encourage your audience to contribute to, comment on and share your Live video. Involve viewers by thanking them by name.
- Go live for a while. The longer you're live, the higher the potential engagement and opportunity for donations. A Live video can last up to 8 hours.
- Keep the momentum going. Announce to your supporters when you've reached a funding goal, ask them to vote with their money and encourage matching opportunities.
- Errors may happen when live. Acknowledge any mistakes and respond to your audience. If you need to share an update about an error, pin the update as a comment.
- Highlight the location of the Donate button. This is a new experience for the viewer and it's important to explicitly highlight where they can donate during the Live video.
- Include a strong call to action. Give viewers a milestone to work towards to help rally the crowd behind a common monetary goal.

SOURCE: <https://socialimpact.facebook.com/get-started/fundraise-with-facebook/>

# RESOURCES

## HandsOn Maui

1. Register as an agency
2. Browse Agency Training
3. Post volunteer opportunities

Maui Volunteers Facebook group:  
[www.facebook.com/groups/mauivolunteers](https://www.facebook.com/groups/mauivolunteers)

