

MobileCause Academy Training

SUMMER FUNDRAISING IDEAS

USING GOTOWEBINAR

Chat with us!

Show/Hide Controls

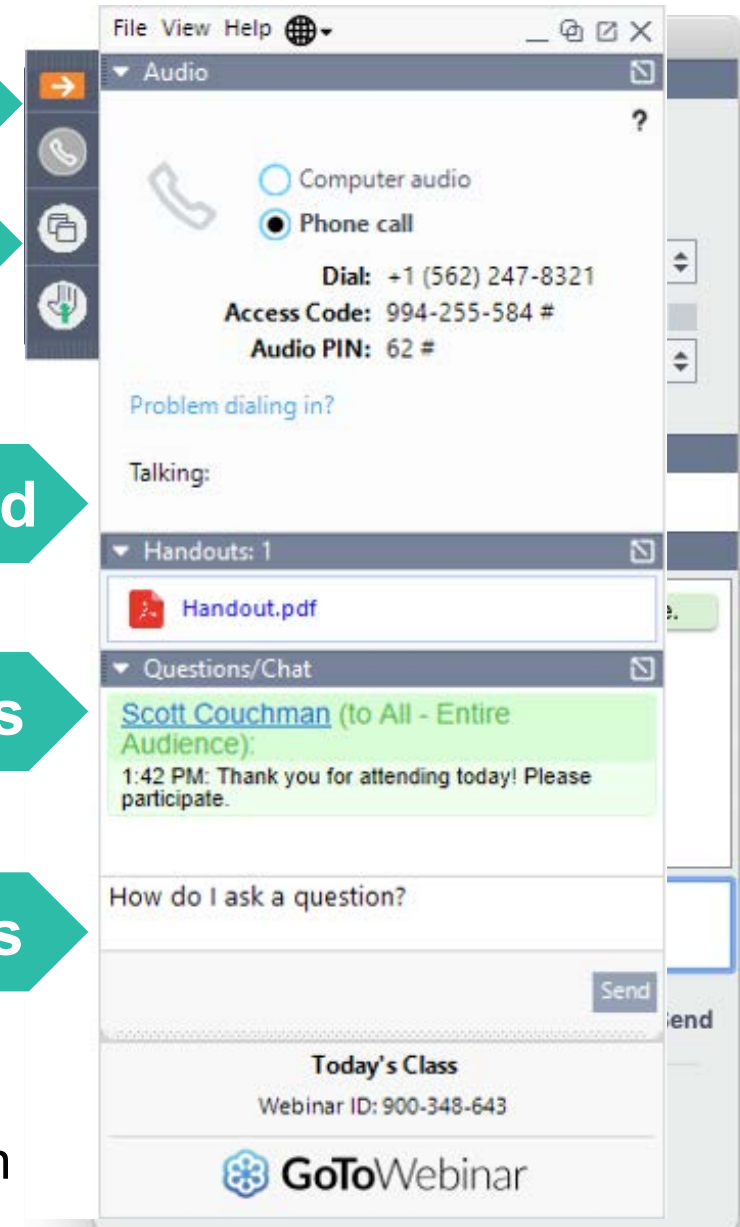
View Full Screen

Handouts available for download

View Responses from Speakers

Ask Your Questions

- Questions not answered in class will be answered by email
- This is being recorded and a link will be sent out after the session



AGENDA

- Parties and Get-Togethers
- Camps and Trips
- Events and Activities
- Straight Up Fundraisers

SPEAKERS



SARAH BAKER
Digital Strategist



COREY BLAKE
Digital Strategist



SCOTT COUCHMAN
Training Manager

POLL



How much of an impact
does summer fundraising
have on your annual goal?

SUPPORTER GOALS





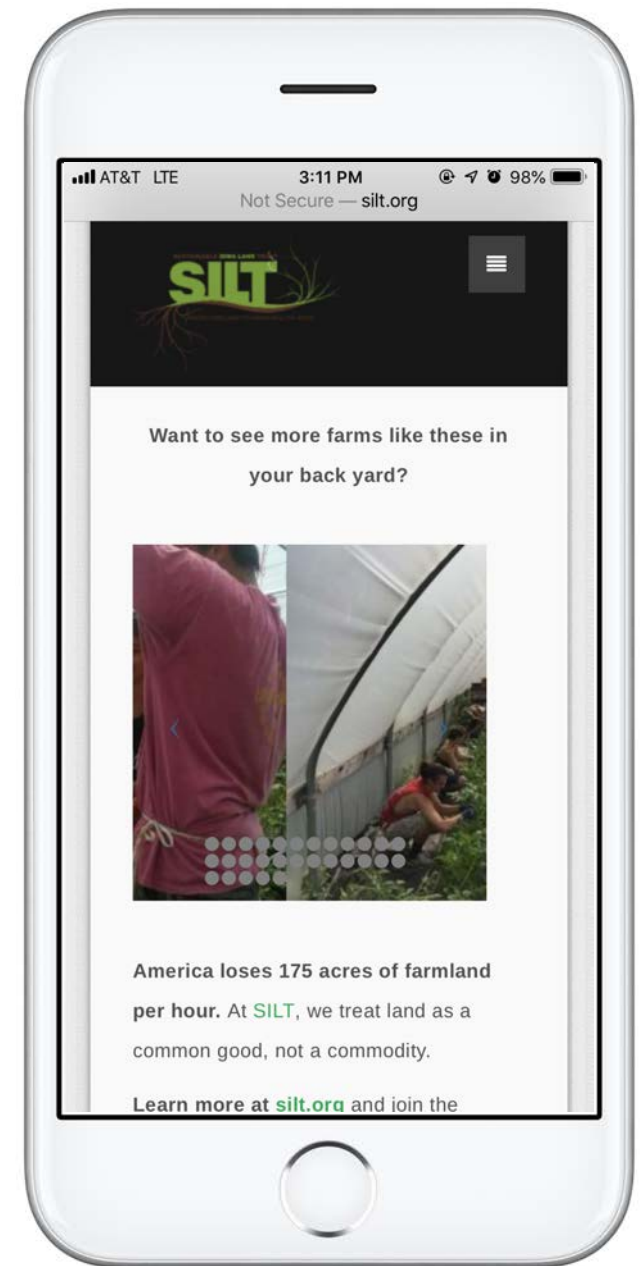
Parties and Get-Togethers

SARAH BAKER

FARMERS MARKET



Expand



TEXT CULTIVATION

Donate

Storytelling & Cultivating

Thanks for your interest in SILT!
Lots of melons this week at the market- try this Watermelon/Feta salad recipe <https://bit.ly/2Llrlhk>

Please welcome Joe Klingelhutz
as SILT's FARM Specialist!
Learn about Joe here.
<https://bit.ly/2PRvhnP>

Central IA is excited for SILT's
Foodie Fest on Sept. 21st! Stay
tuned to participate virtually or
buy tix: <https://bit.ly/2PQx2lo>

Cultivate

Today's SILT's Foodie Fest!
Can't come? Join virtually & stay
updated on Facebook:
<https://bit.ly/2wwXBmO>

Ask

SILT's Foodie Fest was amazing!
Thanks to everyone near and far. It's
not too late to support us at
igfn.us/form/jXyeiA



Choose amount

☒ \$25 ☐ \$50 ☐ \$100 ☐ Other

\$ 25.00

Make your gift recurring

☐ One Time ☒ Monthly ☐ Quarterly

☒ I read and have agreed to the [terms and conditions](#).
The total below is for *this* donation only.

Monthly donors allow a young group like ours to budget responsibly.

Thank

Thank your farmers this week - buy
local! Want inspiration? See Iowa's
newest permanent, organic farm.
<https://bit.ly/2KjBWFe>

TICKETS PLUS...

FREE ENTRY

**NYCID**
We Improve Lives

FREE FOOD & DELICIOUS TREATS

2ND ANNUAL BLOCK PARTY

SATURDAY JUNE 15TH
11 AM TO 3 PM

PS 48 1050 TARGEE ST
YOUTH PERFORMANCE



GAMES PRIZES FAMILY FUN

NYCID's Annual Family Fun Day and Fundraiser

Saturday | June 15th | 11:00 AM (EDT)

PS 48 , Staten Island, NY 10304

Fun activities and games, live performances, food and treats, music, prizes, rides and vendors. Free food with registration ticket.

General Admission

FREE

0 

General admission ticket to the Block Party

Become a Sponsor:

Platinum Sponsor: \$1,000

You get:

- Banner at event
- T-shirt recognition
- Pre-event and website publicity
- Recognition during program

Gold Sponsor: \$500

You get:

- T-shirt recognition
- Pre-event and website publicity
- Recognition during program

Silver Sponsor: \$250

You get:

- T-shirt recognition
- Website publicity

Gold Sponsor: \$100

You get:

- Website publicity

Select a Sponsorship Level

Select Option

Become a Vendor

Select Option

Underwrite the Block Party

Select Option

Company Name

Enter Info

Job Title

Enter Info

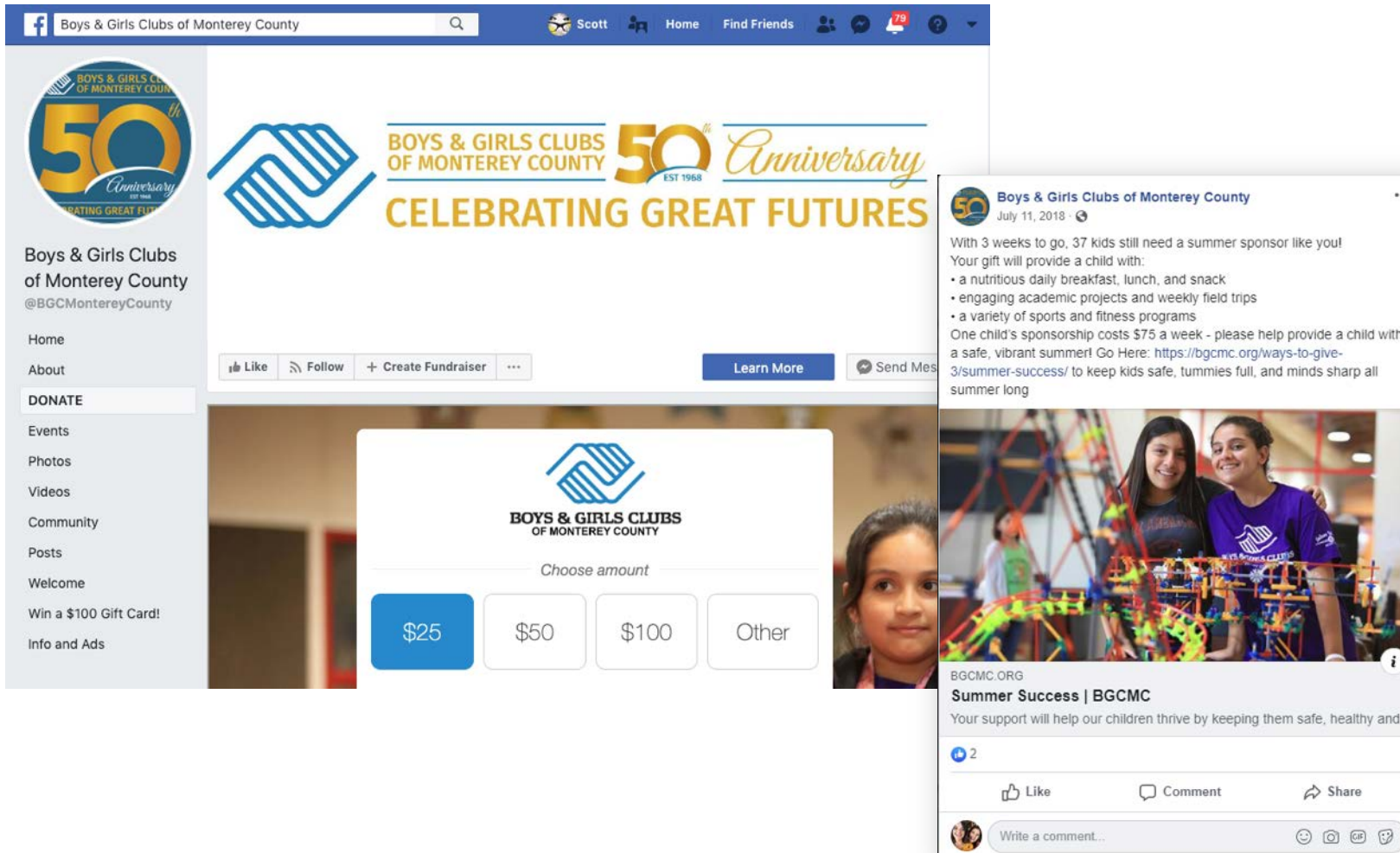
BUY TICKETS



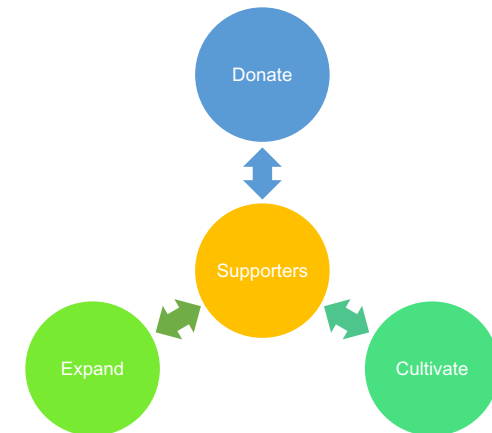
Cultivate

Donate

NEXT LEVEL – USE SOCIAL MEDIA



- Embed in form in Facebook*
* have at least 2000 followers
- Use what your supporters use
- Share, Tag, Retweet
- Share your stories



A photograph of four children hiking through a dense forest. They are holding hands and walking across a large, fallen tree trunk. The children are wearing backpacks and casual outdoor clothing. The scene is lush with green foliage and trees, creating a natural and adventurous atmosphere.

Camps and Trips

SARAH BAKER

SUMMER CAMPS

It's a busy summer at the Boys & Girls Clubs! Thanks to our sponsors we're welcoming 500 kids a day. See pics here: igfn.us/vf/BGCMC

The Boys & Girls Clubs still needs 40 friends to sponsor a child's summer. Will you help? Give now: igfn.us/vf/BGCMC

Come celebrate the end of summer at the Boys & Girls Clubs and see how your support helped our kids thrive! Details: bit.ly/BGCMCSS

Donate

Sponsor a Child's Summer!



\$76,122.94 Total Raised



\$85,000 Goal

Make a Donation

Impact Comments

Our Summer Success Academy means...

- Academically-focused activities ensure kids **make positive gains in their education**
- Nutritious daily breakfast, lunch, and snack **keep tummies full and minds sharp**
- Daily recreation and sports sessions help youth **stay strong and healthy**


YOU can help!


Your support will help our children thrive by keeping them safe, healthy and active every day during summer break! [Click here](#) to read about how Summer Success made a difference in the lives of over 1,300 youth last year.

- Your gift of \$600 will sponsor the full 8-week experience for one child!
- Your gift of \$75 will sponsor one week of summer for a child!

Cultivate




MISSION TRIPS






GEORGE FOX
UNIVERSITY

Text RomaniaServe to 71777



2019 Romania Service and Immersion Trip

Join our Community of Support by making a donation! Our team will be traveling to Galati, Romania in May 2019 as part of George Fox University's Immersion and Service program. We are coordinating with Word Made Flesh to serve Jesus among some of the world's most vulnerable population through ministry on the streets and educational programs at a community center. By supporting this ministry you will be joining us in Kingdom Building work that strives for a transformed society in which the poor are redeemed and empowered!



\$14,630 Total Raised

\$16,750 Goal

137 Donors

5 Fundraisers

Donate Now!

About

Team Members

Supporters

Updates

We are a team of 5 George Fox University students: Alisha, Beth, Lesley, Sydney, and Makena studying a range of disciplines including Social Work, Christian Ministries, Marketing, Psychology and Elementary Education.

We are joining in ministry with Word Made Flesh (WMF). WMF is doing all they can to make the love of Jesus known to those who are suffering spiritually and physically. Our team will learn from Word Made Flesh about how to best serve Jesus among at-risk children, street youth and low-income families. Romania is searching for a new identity amidst its dramatic change from communism to capitalism. Romania continues to struggle with economic displacement, an AIDS epidemic, and rising ethnic tensions. Many of the children spend their days begging and their nights seeking warmth in sewers and apartment stairwells.

We will go beyond the walls of our classrooms and campus this summer to experience transformational learning in Romania where a number of George Fox alumni have gone on to serve and apply their degrees after graduating. We are confident this experience will leave a lasting impact in each of us as we return to continue our studies on campus with tangible experience in various elements of our respective majors. We believe that God is exposing these needs to us so that we can begin to learn how to take part in spreading His love now and into the future.

Days Left to Reach Our Goal

16:15:21:28

Days Hrs Mins Secs

*Go therefore and make disciples of all nations, baptizing them in the name of the Father and of the Son and of the Holy Spirit.
Matthew 28:19*



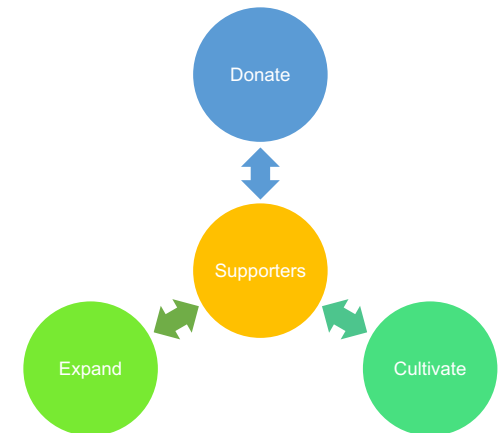
NEXT LEVEL – KEEP SUPPORTERS COMING BACK

- Change images and videos on your Crowdfunding and Peer-to-Peer Fundraising page
- Personalize your pages
 - Formatting (Size, Color, Links, Images, etc.)
 - Embedded Objects (<https://free.timeanddate.com>, etc.)
- Provide Team / Fundraiser Updates to your Supporters



Let's help Makenna! She only needs a couple hundred more to reach her goal!

igfn.us/vf/RomaniaServe/MakennaCoffee335









Events and Activities


COREY BLAKE

LET'S DANCE!

 Text DWTS to 71777



Dancing with the Little Pink Stars



Little Pink Houses of Hope Presents the 9th Annual Gala

DANCING WITH THE LITTLE PINK STARS

Saturday, October 12, 2019 | Six O'Clock
The National Agents Alliance Center
Burlington, North Carolina


\$154,649.36 Total Raised

\$325,000 Goal

85 Donors 0 Fundraisers


Sponsors Stars Fundraisers Donors Comments

Sort Search by Name Go




Corey May

Total Raised **\$27,026.64**
Goal **\$45,000**
Number of Members **0**




Dennis Gregory




Total Raised **\$16,333.05**
Goal **\$25,000**
Number of Members **0**




Doug Wilson

Total Raised **\$10,577.28**
Goal **\$25,000**
Number of Members **0**

 **COMMUNITY CARING COUNCIL** Text SHOWME to 71777



Dancing with Show Me Stars 2019



\$7,035 Total Raised

\$50,000 Goal


18 Donors 14 Fundraisers

VOTE

Buy Tickets

Impact Instructors Our Stars Donors Comments


Sort Search by Name Go



Lucas And Lindsay Bingaman

Lindsay Bingaman: I cannot imagine my children not having a warm place to stay, or not knowing where their next...


TOTAL RAISED **\$3,950** GOAL AMOUNT **\$10,000**



Michelle Sullivan

I'm fundraising for Community Caring Council because they do amazing work, and I'm inviting friends like you to...

TOTAL RAISED **\$1,500** GOAL AMOUNT **\$2,500**



Danea Johnson

I'm fundraising for Community Caring Council because they do amazing work, and I'm inviting friends like you to...

TOTAL RAISED **\$1,485**

Donate

SUMMER CELEBRATIONS

Fund 2019 Boston Harbor Fireworks

\$40,010.25 Total Raised

\$200,000 Goal

4 Donors 1 Fundraiser

Make a Donation

Become a Fundraiser

Impact Teams Fundraisers Donors Comments

Your donation is needed to help bring fireworks to Boston Harbor in 2019!

- Labor Day Weekend (Thursday, August 29, 2019)
- New Year's Eve (at Midnight)

With your help, this year's fireworks shows will feature double barges, strategically positioned within the inner harbor of Boston, between Long Wharf and the South Boston Waterfront and Seaport District. These dazzling displays over Boston Harbor are visible across Boston's waterfront communities and become the center of the city's attention for two special nights this year.

Want to have a greater impact? Become a fundraiser! We hope you and your friends, family, or company will help us bring this celebration to Boston Harbor. Sponsorships are available for individuals or companies.

Thank you on behalf of the *Illuminate the Harbor* Fireworks Fund Committee: Boston Harbor Now, Friends of Christopher Columbus Park, and Wharf District Council.

Video courtesy of Matt Conti, NorthEndWaterfront.com

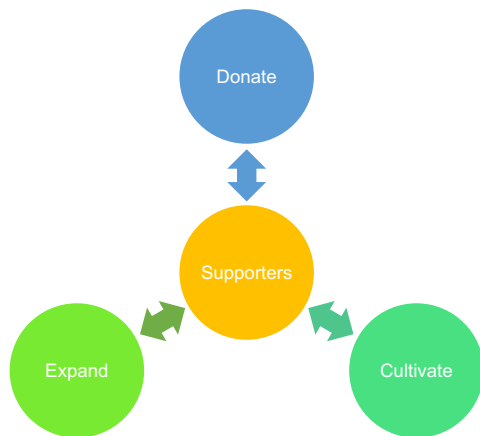
© Boston Harbor Now. Powered by MobileCause, Inc. Terms Privacy Policy

Donate

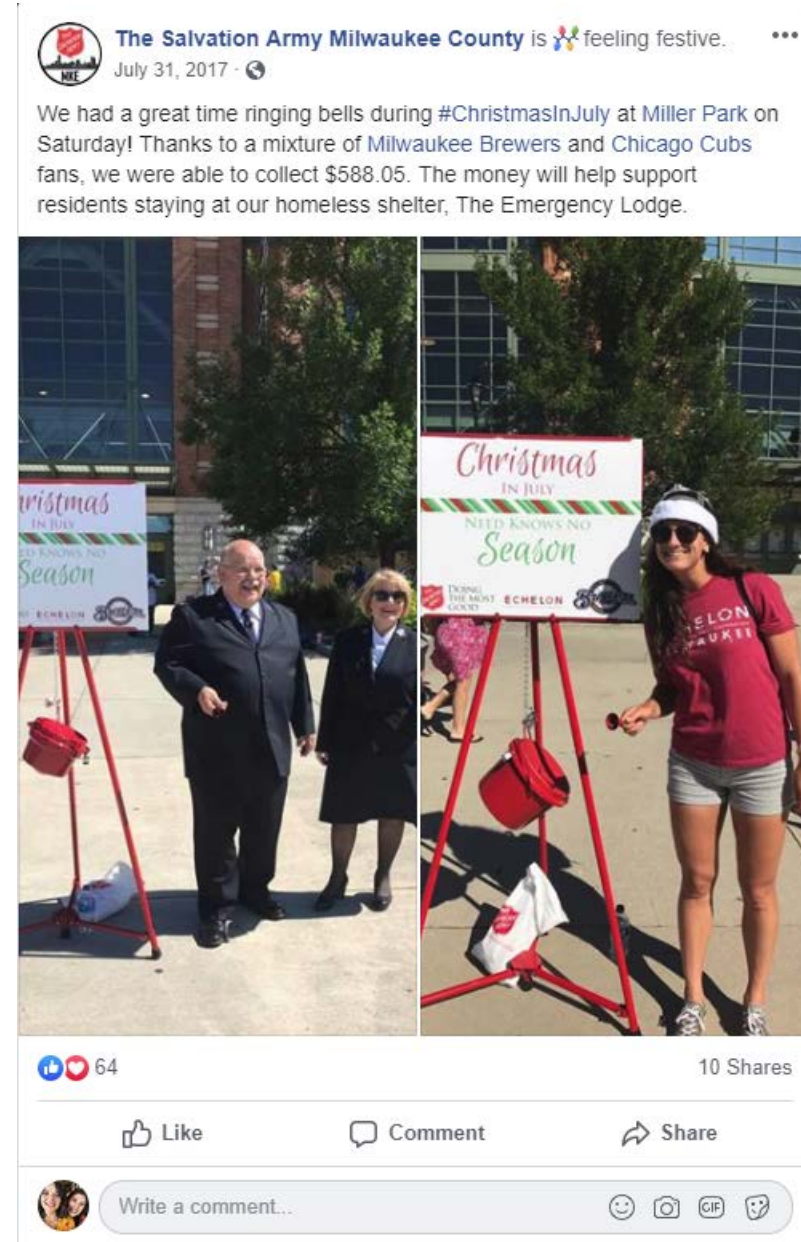
Cultivate

NEXT LEVEL – THANK YOU AND FOLLOW UP

- Update your Crowdfunding and Peer-to-Peer Fundraising Page
- Share on Social Media
- Send thank you cards
- Send emails with updates



Watch our session for more ideas on [Thanking, Acknowledging & Cultivating Donors](#).

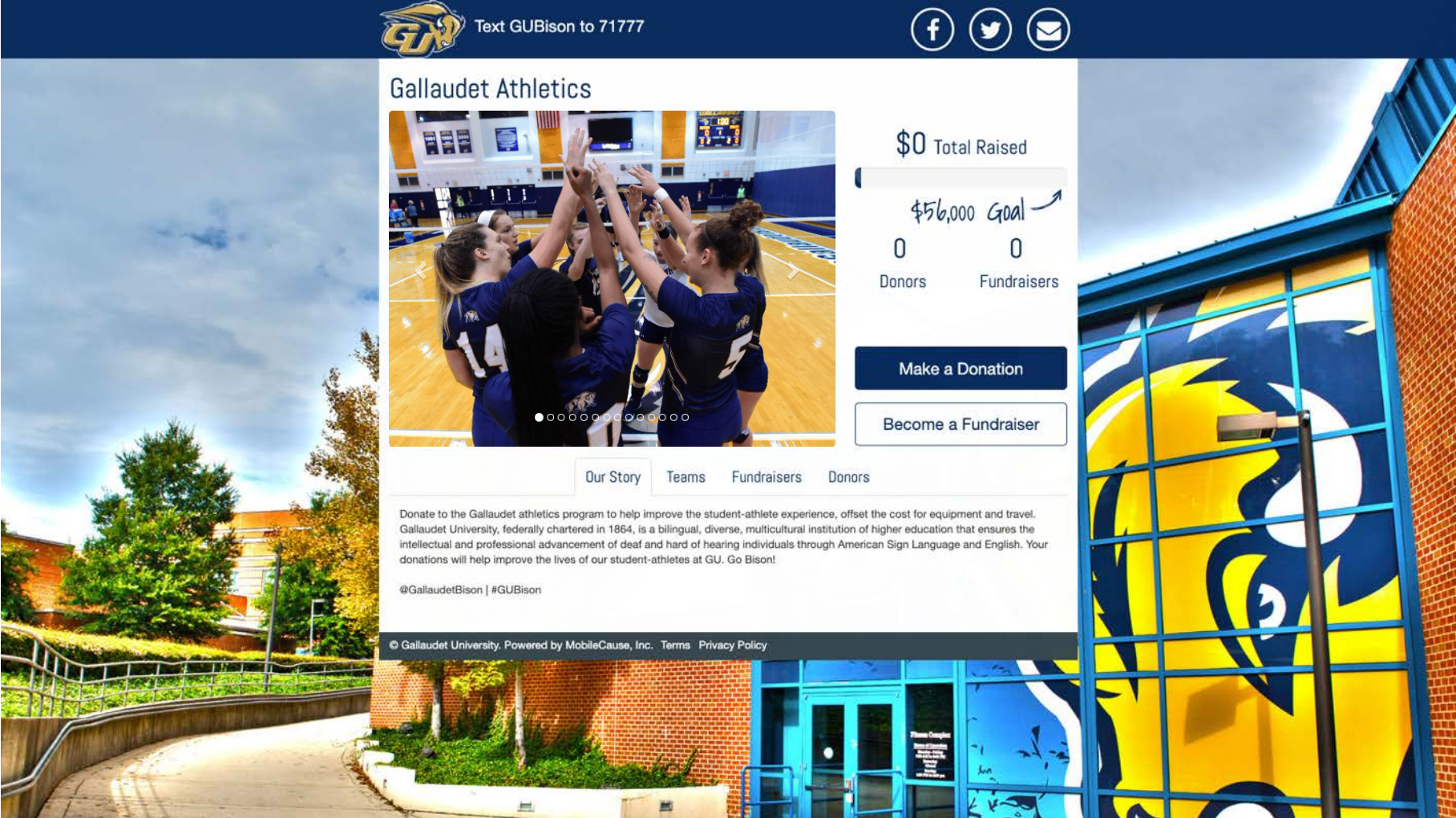




Straight Up Fundraisers

COREY BLAKE

ACTIVITIES YOUR ORG SUPPORTS



The image shows a fundraising page for Gallaudet Athletics. The page features a header with the Gallaudet University logo and a text prompt 'Text GUBison to 71777'. Below the header, there's a main content area with a large photo of basketball players celebrating. To the right of the photo, a fundraising progress bar shows '\$0 Total Raised' and a '\$56,000 Goal'. Below the progress bar, there are two columns: 'Donors' with a count of '0' and 'Fundraisers' with a count of '0'. A 'Make a Donation' button is prominently displayed. Below the button, there's a 'Become a Fundraiser' button. At the bottom of the main content area, there's a navigation bar with links for 'Our Story', 'Teams', 'Fundraisers', and 'Donors'. Below the navigation bar, there's a paragraph of text explaining the purpose of the fundraising: 'Donate to the Gallaudet athletics program to help improve the student-athlete experience, offset the cost for equipment and travel. Gallaudet University, federally chartered in 1864, is a bilingual, diverse, multicultural institution of higher education that ensures the intellectual and professional advancement of deaf and hard of hearing individuals through American Sign Language and English. Your donations will help improve the lives of our student-athletes at GU. Go Bison!'. Below the paragraph, there's a social media handle '@GallaudetBison | #GUBison'. At the very bottom, there's a footer with the text '© Gallaudet University. Powered by MobileCause, Inc. Terms Privacy Policy'.

Text GUBison to 71777

Gallaudet Athletics

\$0 Total Raised

\$56,000 Goal

0 Donors 0 Fundraisers

Make a Donation

Become a Fundraiser

Our Story Teams Fundraisers Donors

Donate to the Gallaudet athletics program to help improve the student-athlete experience, offset the cost for equipment and travel. Gallaudet University, federally chartered in 1864, is a bilingual, diverse, multicultural institution of higher education that ensures the intellectual and professional advancement of deaf and hard of hearing individuals through American Sign Language and English. Your donations will help improve the lives of our student-athletes at GU. Go Bison!

@GallaudetBison | #GUBison

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Donate

Expand

GIVING DAYS



See our featured campaigns below!



One Day for DAWGS - 1,000 Donors Challenge - Find Your Cause and Make a Gift!



\$87,779 Total Raised

902 Donors 224 Fundraisers

Make a Donation

Join a Team

#1DAY4DAWGS Campaigns Fundraisers Donors Comments

Sort   Search by Name



Ferris State Hockey

Help Us Raise \$10K to Upgrade Our Hockey Training Facilities! We are raising \$10,000 to upgrade our team complex...



Men's and Women's XC/Track

You did it and we can't thank you enough! Let's finish the night with raising an additional \$1.5K for travel a...



Pharmacy Student Lounge R...

Help Us Raise \$15K to Refresh the Student Lounges! Your generous donation will be used to help make th...





Christmas IN JULY

NEED KNOWS NO Season

July 23, 2018 - July 28, 2018

You can help local Milwaukee families in need by supporting The Salvation Army's Christmas in July Campaign. We are seeking to raise \$50,000 this July. Your gift can help provide summer lunches for Milwaukee area children or help purchase food to stock a food pantry. Your generosity can bring hope to a neighbor in need. Thank you for supporting Christmas in July, because need knows no season.

Give a gift today

Give a Meal
\$5

Donate a Toy
\$10

Provide Shelter
\$20

Choose amount

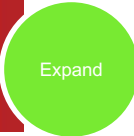
\$

Make your gift recurring

Contact Information

First Name

Last Name



NEXT LEVEL – FUNDRAISER TOOLKITS



Ferris Home / Now & Always Campaign / One Day for DAWGS / Fundraiser Toolkit for Team Captains

Fundraiser Toolkit for Team Captains

Thanks for joining **One Day for DAWGS** to fundraise for your cause! Thanks for your leadership—we are so glad to have you involved.



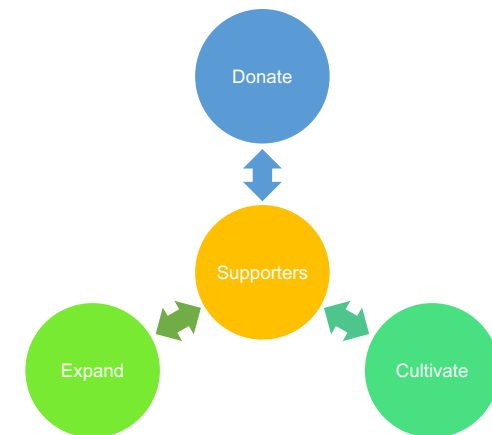
As campus and public awareness grows, your department or organization not only gains support, but greater awareness, increased social media following and engagement and networking opportunities through participating in a greater fundraising event like **One Day for DAWGS**.

Fundraiser Toolkit

Throughout this website, you will find the tools you need to make your fundraiser successful:

1. [Apply to Fundraise](#)
2. [Team Captains - Set Up Your Team Campaign Page](#) (MobileCause app)
3. [Team Captains - Create a Team](#)
4. [Instructions for Individuals Joining a Team](#) (MobileCause app)
5. [Build a communication plan](#)
6. [Social media tips](#)
7. [Share the Pride kit](#) with images and "mega" messages

- Provide Badges/Images to share
- Instructions and Suggestions
- Provide Fundraiser Support
 - Closed Facebook Groups
 - Fundraiser Meetups



A low-angle, close-up shot of a person wearing a blue and white plaid shirt, looking through a pair of binoculars. The person's face is partially visible in profile, looking upwards. The background is a bright, hazy sky with a warm, golden light, suggesting a sunset or sunrise. The overall mood is contemplative and hopeful.

MOBILECAUSE

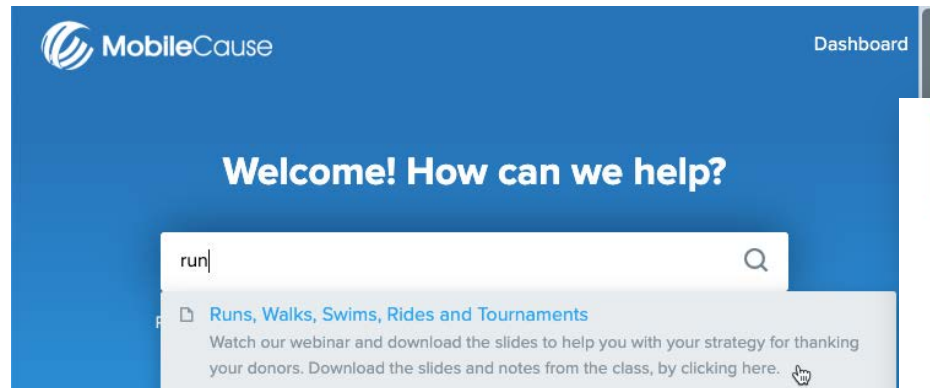
SCOTT COUCHMAN

POLL



What type of summer event(s) do you have planned?

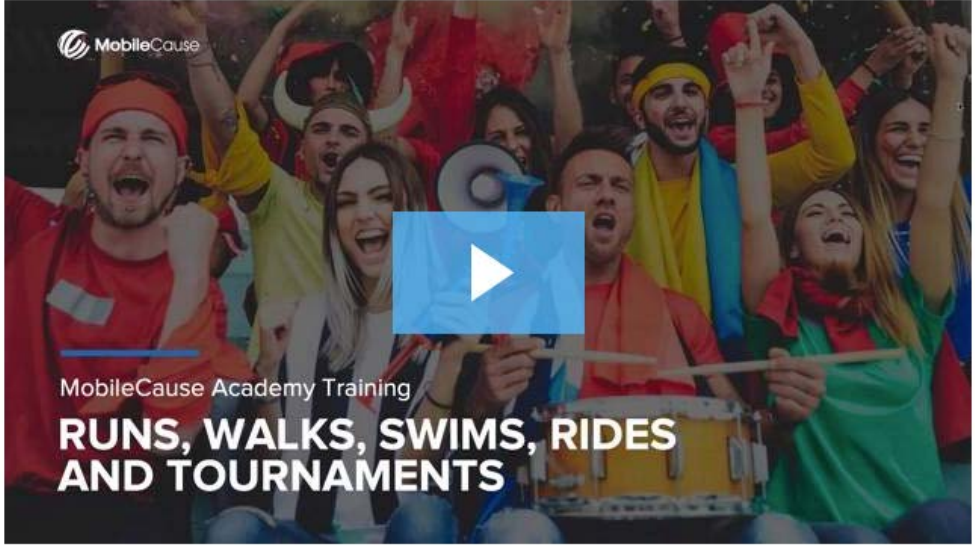
RUNS, WALKS, SWIMS, RIDES & TOURNAMENTS



Runs, Walks, Swims, Rides and Tournaments

LAST UPDATED: MAR 05, 2019 08:04AM PST

Watch our webinar and [download the slides](#) to help you with your strategy for thanking your donors.

A vibrant image of a diverse group of people cheering and raising their arms, some wearing colorful scarves. A large blue play button is centered over the image. The MobileCause logo is in the top left corner of the image.

MobileCause Academy Training
**RUNS, WALKS, SWIMS, RIDES
AND TOURNAMENTS**

Download the slides and notes from the class, by [clicking here](#).

TOOLS FOR YOUR NEEDS

Donate

- Text To Donate
- Crowdfunding/Peer to Peer

Donation Add-ons:

- Ticketing
- Payment Forms
- (any forms)

Expand

- Volunteer Signups
- Surveys
- Petitions
- Membership Drives

Cultivate

- Crowdfunding/Peer to Peer
- SMS Subscriptions
- Volunteer Signups
- Ticketing Activities
- Registrations
- Corporate Sponsorships

Create New



Fundraising Activity

Text to Donate

Crowdfunding/Peer to Peer



Event Activity



Engagement Activity

RESOURCES

Topic	Resources
Adding Elements, like Supporter level donations to an otherwise free activity	<ul style="list-style-type: none">• Add Form Elements• Add or Manage Sections
Sending Texts and telling your story	<ul style="list-style-type: none">• How do I send a text message?• Creative Uses of Text Messaging• Compelling Storytelling To Engage Donors And Boost Gifts
Embed your donation form in your organization's Facebook group page	<ul style="list-style-type: none">• How to Add a Donation Form to Your Facebook Page
Changing Images in your Crowdfunding and Peer-to-Peer Fundraising page	<ul style="list-style-type: none">• How to Set Up a Crowdfunding and Peer to Peer Campaign• Creative Fundraising Campaigns Using Crowdfunding Templates
Cultivate your supporters with Thank You's and acknowledgements	<ul style="list-style-type: none">• Thanking, Acknowledging & Cultivating Donors

A group of people are celebrating at night. In the foreground, a man in a light blue button-down shirt is smiling and holding a glass of champagne. Behind him, a woman in a light blue tank top is also smiling and holding a sparkler. To her left, another woman in a patterned skirt and a man in a dark shirt are visible. They are all holding sparklers, and a large drum is visible in the background. The scene is lit with warm, bokeh lights, suggesting an outdoor party or festival.

CLOSING

SCOTT COUCHMAN

SUMMARY

- Parties and Get-Togethers
- Camps and Trips
- Events and Activities
- Straight Up Fundraisers

NEXT STRATEGY CLASS: *Storytelling and Influencers*

Wednesday, May 22, 2019 11am to 12pm Pacific / 2pm to 3pm Eastern

51555

CLASS

To register for the next MobileCause Academy Strategy class, click here: <http://mcause.us/class>

Message Send

Text **CLASS** to 51555



<http://mcause.us/class>



MobileCause Academy

Live training will familiarize you with core elements.

[Register](#)

**Storytelling and
Influencers**

Strategy Class

Wed, May
22, 2019 11:00AM
- 12:00PM Pacific



QUESTIONS & ANSWERS

THANK YOU FOR JOINING OUR CLASS TODAY.



Work on your campaign with our Digital Marketing Strategy team: <http://mcause.us/dmsinfo>



training@mobilecause.com



Customer Support Team // support@mobilecause.com // 888-661-8804 ext. 2