



FUNDRAISING TIPS AND GUIDANCE:

You've created your fundraising page and set your creative goal - NOW WHAT?
We have put together this summary to help you get started.

STEP 1:

WHAT IS YOUR UNUSUAL SUSPECTS STORY?

Unusual Suspects transform our participants' lives. Whether you are a performer or just a strong believer in the healing power of the arts, your personal connection transforms The Unusual Suspects from an abstract arts organization to something tangible.

Your personal story is the **most powerful tool you have** when it comes to raising funds for the Virtually UnUSual Create-A-Thon. Perhaps theatre has meant a lot to you in your life, or maybe having a mentor changed your life and you've seen The

When you're customizing an email or posting to social media, consider making these elements part of your appeal.

- **Your personal story.**
- **Information about The Unusual Suspects** - See Tips & Copy Suggestions included in this Board Resource Folder for more information.
- **Your fundraising goal** – How far are you from meeting that goal?
- **Your creative goal** – What are you creating in order to help the cause?
- **The donation process** - Tell them how easy it is to donate. Donors can use their phone, computer, or any mobile device and donations can be made to your page in under 30 seconds.
- **Simply ASK for their support** - You'll be surprised how many people are willing and want to help if you just ask.
- **Ask your best supporters to forward your email.** Word of mouth is powerful so ask your friends and family to FORWARD your email to contacts. Simply by forwarding your emails, extended family can help you meet your fundraising goals.

We've started the process for you, by creating sample language you can find in the 'Donor Sub-Folder' of this Board Resource Folder - all you have to do is customize it to tell YOUR story.
Email [Joyce LaBriola](mailto:Joyce.LaBriola@unusualsuspects.org) or text 780.218.1472 for help or guidance.

STEP 2:

SHARE YOUR STORY

Now, that you've got your story ...it's time to SHARE. Share your story by email or social media and ask people to help you make a difference.

We have some suggestions to set you up for success and as always, check the Board Resource Folder for more ideas.

1. Set a good example and **be your own first donor**. If you created a team – as Team Captain, encourage team members to do the same.

2. **Start an email campaign.** Send your story to family, friends, coworkers, and everyone you know - and ask them to forward your email to people **they** know. A sample email message is located in the 'Donor Sub-Folder' of this Board Resource Folder.
3. Post your fundraising link on **social media**.
 - Facebook: [facebook.com/theunusualsuspectstheatrecompany](https://www.facebook.com/theunusualsuspectstheatrecompany)
 - Instagram: @ustheatreco
 - Twitter: @USTheatreCo
 - Event hashtag: #UnUSualCreateAThon
 - Don't forget to ask friends and family to **SHARE** your link/post with people they know.
 - Try a "share and win" contest with your followers to amplify your message.
4. Include your fundraising page in **all your electronic messaging**.
5. **Enlist your company's help.** There are many ways employers can help recruit and reward coworkers without it costing the company any money. Top fundraisers can be awarded a premium parking spot for a week, or a special casual day. Businesses are excited to support a good cause.
6. Take advantage of **corporate matching gift programs**. See if your employer has a matching gift program and encourage any team members to do the same. This is an easy way to potentially double your fundraising total.

STEP 3:

KEEP THE FUN IN FUNDRAISING

Here are a few more ways that you can have fun with your campaign:

1. **Set achievable goals** - Set a goal you can reach and, if you created a team, challenge your team members as well. Goals could be as simple as sending an email each day one week.
2. **Tap into the competitive spirit** - Are you writing something for your fundraising campaign? Make it a friendly competition with someone you know and see who can raise the most money for The Unusual Suspects!
3. **Make it a social event** - Consider hosting a virtual happy hour and share information about the Create-A-Thon and what you are creating. Keep the atmosphere light-hearted and social.
4. **Set a weekly fundraising goal for yourself** and treat yourself when you hit each week's goal!

50 CONTACTS

IN 50 MINUTES



CALL ON THE PHONE:

1. Parents
2. Siblings
3. In-laws
4. Sisters-in-law
5. Brothers-in-law
6. Aunts/Uncles
7. Cousins
8. Children
9. Nieces/Nephews
10. Grandparents



CALL OR EMAIL:

11. Work Colleagues
12. Athletic League teammates
13. Your best friends
14. People you know through Childcare
15. Place of Worship contacts
16. Friends from a Coffee house
17. Regulars at the Neighborhood Café
18. Camp friends
19. Golf buddies
20. People from your Favorite Restaurant
21. Anyone where you donate items
22. Anywhere you volunteer
23. Pet Groomer/Vet
24. Drycleaner
25. Florist
26. Barber/Stylist
27. School
28. Supermarket
29. Manicurist
30. Bartender
31. Gym/Yoga Studio
32. Pharmacist
33. College friends
34. Fraternity/Sorority friends
35. High school friends
36. Facebook/Social Media friends
37. Children's friends
38. Children's teachers
39. Neighbors
40. Parents' friends
41. Former Co-workers
42. Coach(es)



SEND AN EMAIL TO:

43. Accountant
44. Attorney
45. Babysitter/Nanny
46. Dentist
47. Chiropractor
48. Real estate agent
49. Physical therapist
50. Physician
51. Wedding planner
52. Business/Talent Representation
53. Clients
54. Physical Trainer