



CREATE & RAISE WITH US

FUNDRAISING
TIPS

the UNUSUAL SUSPECTS

VIRTUALLY UNUSUAL CREATE-A-THON

*Learn how to meet
your fundraising goal*



CREATE AND *RAISE* FUNDRAISING TIPS

YOU'VE CREATED YOUR FUNDRAISING PAGE AND SET YOUR CREATIVE GOAL....NOW WHAT?
READ BELOW FOR HOW TO FUNDRAISE AND SUGGESTIONS ON WHO YOU CAN REACH OUT TO!

STEP 1

TELLING YOUR UNUSUAL SUSPECTS STORY!

- **YOUR PERSONAL STORY.** Let people know why you're participating. Your personal story is the most powerful tool you have when it comes to raising funds for The Virtually UnUSual Create-A-Thon. Whether you are a perfumer or just a strong believer in the healing power of the arts, relating your passion, such as why theatre has meant so much to you in your life, or in the life of a friend/family member, or how having a mentor changed your life and how much you've seen The Unusual Suspects transform our participants' lives, your personal story changes The Unusual Suspects from an abstract arts organization to something that is personally meaningful to you and/or someone you love.
- When you're customizing an email, a fundraising web page or posting to social media, consider making these elements part of your appeal. Email alexa.nieblas@theunusualsuspects.org for help or guidance!
- **YOUR PERSONAL STORY.**
- **INFORMATION ABOUT THE UNUSUAL SUSPECTS.** See the sample email and FAQ included in this toolkit for more information.
- **YOUR FUNDRAISING GOAL.** Ask for their support in helping you meet that goal.
- **YOUR CREATIVE GOAL.** Let them know that you are doing something creative to help the cause.
- **THE DONATION PROCESS.** Tell them how easy it is to make a donation to your fundraising page. Supporters can use their phone, computer, or any mobile device! Donations can be made 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.** Ask the grandparents, aunts/uncles, siblings in your family to FORWARD your email to their friends and family. 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 'Outreach' Section of this Toolkit - now all you have to do is easily customize it to tell YOUR story!

STEP 2

FUNDRAISING TIPS AND GUIDANCE!

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

- **SET A GOOD EXAMPLE.** You should be your own first donor! If you created a team - encourage team members to do the same.
- **REMEMBER: IT NEVER HURTS TO ASK!** Enthusiasm and commitment are contagious. If you keep asking for help, people will respond.
- **START AN EMAIL CAMPAIGN.** Send your message to your family, friends, coworkers and everyone you know and ask them to forward your email to people they know. Remember to tell your Unusual Suspects story!

Sample email message is located in the 'Outreach' section of this Toolkit.

- **POST YOUR FUNDRAISING LINK ON SOCIAL.** Here are The Unusual Suspects social pages & handles:

Facebook: [facebook.com/theunusualsuspectstheatrecompany](https://www.facebook.com/theunusualsuspectstheatrecompany)

Instagram: [@ustheatreco](https://www.instagram.com/ustheatreco)

Twitter: [@USTheatreCo](https://twitter.com/USTheatreCo)

Don't forget to use the hashtag # everywhere: #UnUSualCreateAThon

Post your message and fundraising link on social media – don't forget to ask them to **SHARE** your link/post to people they know. Remember to tell your Unusual Suspects story!

Sample social media message is located in the 'Outreach' section of this Toolkit.

- **ASK YOUR SUPPORTERS TO FORWARD YOUR EMAIL OR SHARE YOUR SOCIAL POST.** Have the grandparents, aunts/uncles, siblings, etc. in your family forward your email request OR share your social post. They can add on a simple comment and send/share with everyone they know, such as "My daughter is raising much needed funds theatre-arts education in Los Angeles. Would you consider supporting our efforts? See the details below."
- **TALK ABOUT THE CREATE-A-THON EVERYWHERE.** Spark a conversation. Be prepared to talk about The Unusual Suspects whenever and wherever you go. Practice talking about it with a friend or family member if that helps.
- **ASK FOR DONATIONS INSTEAD OF GIFTS.** Have a birthday, holiday, or special occasion coming up? Let people know you'd prefer a donation to The Unusual Suspects rather than a gift.
- **RECRUIT VIRTUAL CREATE-A-RAISERS.** Not everyone will be able to donate. But they can still join your team and raise funds towards your goal or even become their own Create-A-Raiser. Team members can be in any state!
- **PROMOTE THE VIRTUALLY UNUSUAL CREATE-A-THON IN ALL YOUR ELECTRONIC MESSAGING.** Add a Create-A-Thon signoff to your emails. Don't forget to share fundraising appeals and updates using social media.



- **ENLIST YOUR EMPLOYER'S HELP.** There are all kinds of ways that employers can help you 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. We find that businesses are excited to support a good cause!
- **TAKE ADVANTAGE OF CORPORATE MATCHING GIFT PROGRAMS.** See if your employer has a matching gift program. Encourage any team members to do the same. This is an easy way to potentially double your fundraising total!

Here are a few more ways that you can support the cause by keeping the FUN in fundraising...

- **SET ACHIEVABLE GOALS.** Set a goal that you can reach and if you created a team, challenge your team members to reach it. Goals could be as simple as sending an email each day one week.
- **MAKE IT A FRIENDLY COMPETITION.** Tap into the competitive spirit. Are you committing to a writing goal along with your fundraising goal? Challenge an actor or someone you know to commit to the Create-A-Thon as a performer and see who can raise the most and get the most reactions on social!
- **MAKE IT A SOCIAL EVENT.** Consider hosting a virtual, social get-together/ happy hour for friends and contacts, and share with them info about the Create-A-Thon and what you are doing - keep the atmosphere light-hearted and social.
- **DON'T FORGET:** Each week, set a fundraising goal for yourself!!

50+
CONTACTS
IN 50 MINUTES

REACH YOUR FUNDRAISING GOAL USING THE "50+ CONTACTS IN 50 MINUTES" TO GUIDE WHO YOU ASK!

Make a Phone Call to:

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



Call or Email your:

- 11. Work Colleagues
- 12. Athletic League teammates
- 13. Gym or Yoga acquaintances
- 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. Those you volunteer with
- 22. Pet Groomer/Vet
- 23. Drycleaner
- 24. Florist
- 25. Barber/Stylist
- 26. School
- 27. Supermarket
- 28. Manicurist
- 29. Bartender
- 30. Gym/Yoga Studio
- 31. Pharmacist

Others you might call or email:

- 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

Don't forget....

- 55. YOU can make a Personal Donation
- 56. Ask if your employer matches donations

Share the good news! Promotion is KEY

Post via Facebook Share on Twitter Post on Instagram, including a link to your donation page!



HERE IS HOW YOU CAN RAISE \$250 IN JUST 5 DAYS!

DAY	ACTION	TOTAL RAISED
1	Day 1: Contribute \$25 directly	\$25
2	Day 2: Post link on Social Media to all contacts asking for minimum of \$25	\$100
3	Day 2: Email link to all contacts asking for minimum of \$25	\$175
4	Day 3: Call and ask a family member for \$25	\$200
7	Day 4: Call and ask a coworker for \$25	\$225
8	Day 5: Call and ask a friend for \$25	\$250