

VOLUNTEER FUNDRAISING

UMR

Toolkit



Welcome!



Did you know that one of the most effective ways to support UMR's programs is by becoming a UMR Fundraising Leader?

Being a UMR Fundraising Leader takes your contributions to a level beyond a one-time or recurring donation.

It gives YOU the power to raise funds for our projects within your own community and turn yourself into a bonafide crowdsourcing champion!

Benefits of Being A UMR Fundraising Leader



- Great leadership opportunity within our volunteer program (the perfect resume builder!)
- Autonomy to fundraise for projects you care about
- Support, guidance, and materials provided to you by UMR
- Recognition levels and perks provided by UMR!
- Tangible impact by knowing the donations you collect go directly to our work on the ground

Getting Started

So you have decided you are ready to take the next step and become a crowdsourcing champion in your community for UMR!



We couldn't be more excited to welcome your support and dedication to our work and want to provide you with our recommended guidelines, materials, and strategies to help you truly become a UMR Fundraising Leader!

STEP ONE

CHECK OUT OUR
FUNDRAISING
PLATFORM

Visit our volunteers
crowdfunding Classy page:

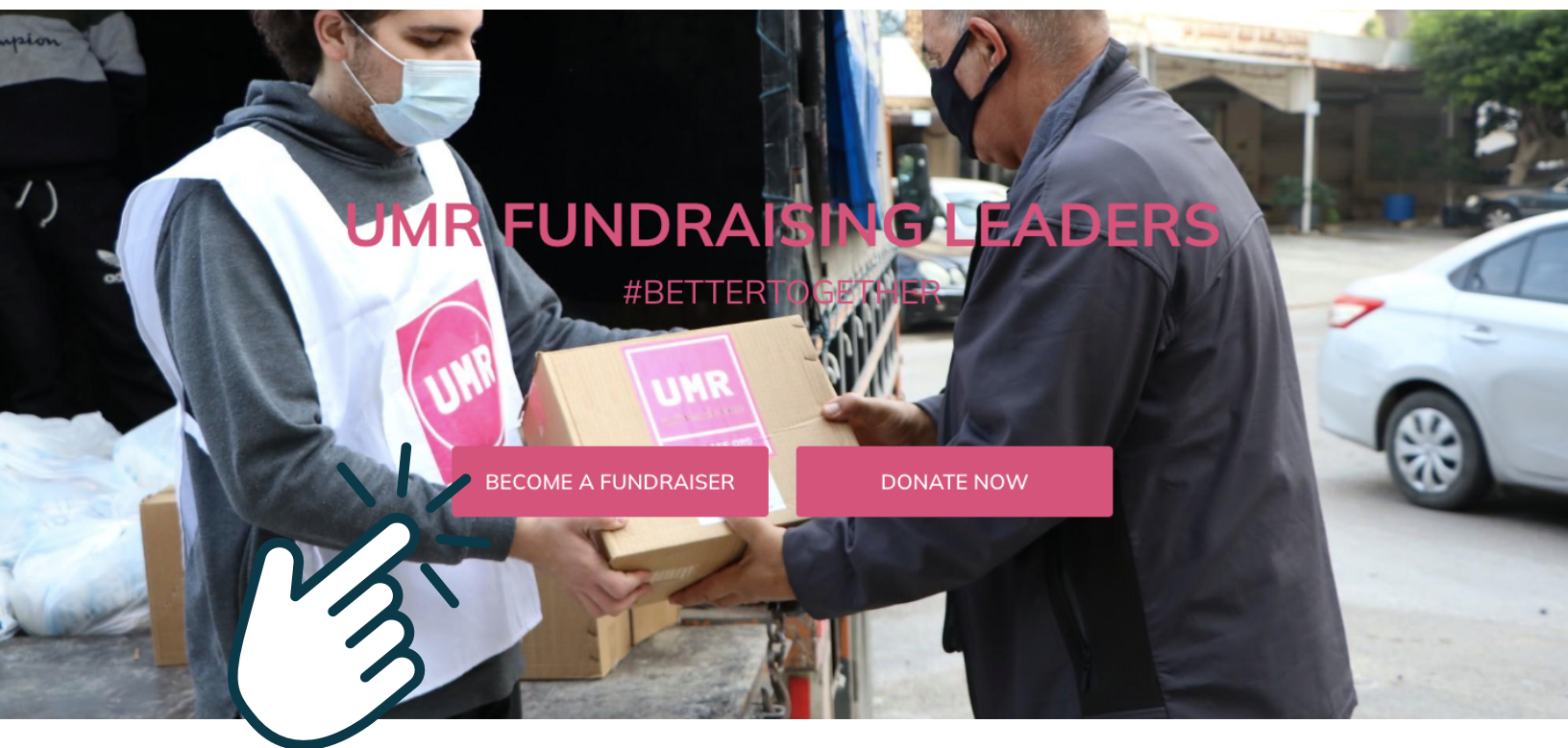
give.umrelief.org/fundraisingleaders



STEP TWO

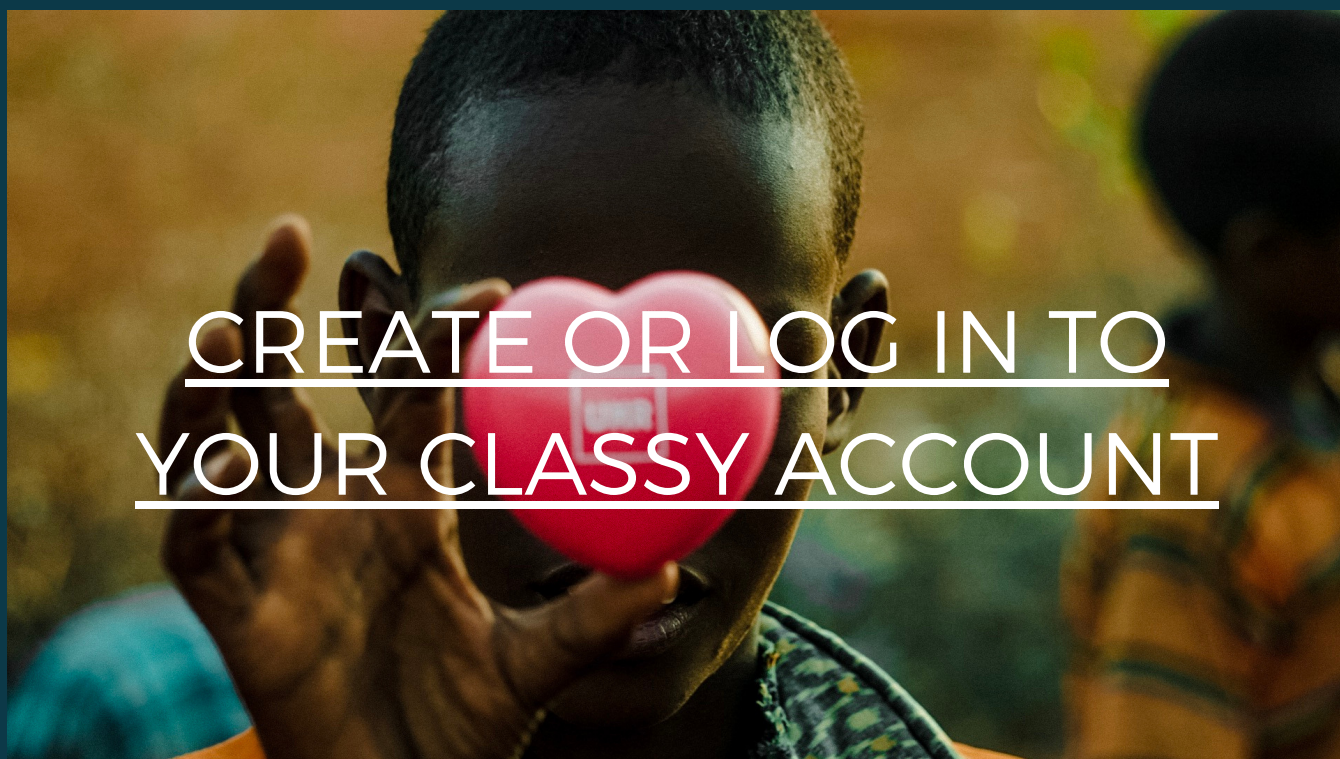
BECOME A FUNDRAISER!

Select the ***Become A Fundraiser*** button to begin!



STEP THREE

Log into your Classy account or create a new one if you don't have one! This is super easy and takes less than 2 minutes to set up.



**Unless you have managed a Classy page before, you will need to create a new account. Donating to a Classy page does not create an account.*

STEP FOUR

SET UP YOUR FUNDRAISING PAGE

YOU WILL NEED TO CREATE:

Your fundraising goal:

When doing this, be sure to keep our fundraising levels of recognition in mind!

Levels of Recognition:

			
Bronze Status \$100	Silver Status \$500	Gold Status \$1,000	Diamond Status \$5,000
Motivate 10 unique donors to give and raise \$100 to earn your Bronze Status and have your fundraising page linked on our website!	Motivate 50 unique donors to give and raise \$500 to earn your Silver Status and have your fundraising page featured in our Instagram story!	Motivate 100 unique donors to give and raise \$1,000 to earn your Gold Status and receive complimentary UMR merchandise to raffle off for donations!	Motivate 500 unique donors to give and raise \$5,000 to earn your Diamond Status and receive priority to be accepted on an upcoming international UMR volunteer mission!
FUNDRAISE	FUNDRAISE	FUNDRAISE	FUNDRAISE

Your fundraising headline:

Come up with a catchy tagline to market your page

STEP FOUR

CONTINUED

SETTING UP YOUR FUNDRAISING PAGE

YOU WILL NEED TO CREATE:

Your fundraising end date:

Make sure to give yourself ample time to fundraise, there's no mandatory end date stopping you!

Your program designation:

Make sure to set this to "General Funds Project". Any other program designation will need to be approved by UMR.

Your fundraising page's shortened URL:

This isn't a required step but it is a great way to personalize your fundraising page and make it easier for your supporters to find it!

STEP FOUR

CONTINUED

After you have set the information above to your liking, select “Next”

You will then be asked to set a photo. Please do not change the pre-selected photos, and instead select “Continue” to complete the page set-up.

And there you have it, your official UMR fundraising page is live and ready to collect donations!





STEP FIVE

MAKE A DONATION TO YOUR CLASSY PAGE

It's best practice to make the first donation before launching your page. This is a small way to show your supporters that you believe in what you are fundraising for and helps jump start donations!

*Making a donation to your fundraising page is entirely optional, however, we strongly recommend that you do.

STEP SIX

MANAGE YOUR PAGE

Select the “Manage” button in the top right corner of the web page and browse through the tabs.

Change your “fundraising nickname” to personalize your page.



There are a number of other ways to personalize your page! Make sure you customize your page’s story, updates, social media posts, and email blasts.



**OTHER WAYS TO
GET INVOLVED!**

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GROUP FUNDRAISING



Perhaps your office, club, or neighborhood would like to come together as a team to raise funds. Not a problem!

Follow the same steps above except when changing your "fundraising nickname", make sure to use your group's name.

We encourage your group to use an email to manage your page that everyone can access OR assign a member to be your fundraising page manager and use their email to set up your page!

FACEBOOK FUNDRAISING



Facebook Fundraising:

Maybe you're not comfortable with Classy or want to connect directly with your network on your social media account.

We offer the option to set up a fundraising page through Facebook as well!

If interested, check out the quick and easy steps on the next page to get you started.

Setting Up Your Facebook Fundraiser

VISIT OUR FACEBOOK PAGE

WWW.FACEBOOK.COM/UMRELIEF

- In the toolbar, select **MORE**, then select **FUNDRAISERS**
- In the "Create a Fundraiser" box, select **RAISE MONEY**
- Under the "Details" column, set your
 - Fundraising Goal
 - Currency
 - End Date
 - Fundraising Title
- Feel free to adjust the text in the "About" section but please do not change the cover photo we have selected.

Click **CREATE**



By setting up a fundraising page connected to our official Classy account, you agree to accept the accountability that comes with being a representative of UMR and our work.

Here, we include some helpful recommendations that we believe will turn you into a superstar fundraiser!

Things you SHOULD do:

- **Edit and adjust** your page's story to include additional content about our work that you think would further motivate potential donors.
- **Provide updates** related to the services we are providing and the aid we are delivering throughout the world.
- **Share your personal thoughts** and feelings about why you are impacted by UMR's work and what motivated you to get involved with us.
- **Include photos and graphics** on your page, email blasts, and social media posts. Feel free to take them right from our website or social media!
- **Tap into your personal and professional networks** through email, phone, face-to-face, and social media outreach to encourage them to give, market your page, or perhaps even create their own fundraising page!



At the same time, we also urge you to remember that you are operating in the name of our organization.

Here we include some helpful guidelines we expect you to abide by as a representative of our organization.



Things you should NOT do:

- **Politicize your page or engage in any partisan posting or marketing**, including speaking in support of or against the actions of governments, groups, or leaders.
- **Mention or link other organizations** or their work to your page or use our platform to market for anything unrelated to our organization's work.
- **Use inappropriate, offensive, incendiary, threatening, insensitive language** or materials on your page and in your marketing.
- **Use our branding, logo, pictures or any other intellectual property** of ours in a way that does not uphold our organizational values.

Levels of Recognition

MEASURE YOUR IMPACT AND EARN YOUR BADGES!



Bronze Status

Motivate 10 unique donors to give and raise \$100 to earn your Bronze Status and have your fundraising page linked on our website!



Silver Status

Motivate 50 unique donors to give and raise \$500 to earn your Silver Status and have your fundraising page featured in our Instagram story!



Gold Status

Motivate 100 unique donors to give and raise \$1,000 to earn your Gold Status and receive complimentary UMR merchandise to raffle off for donations!



Diamond Status

Motivate 500 unique donors to give and raise \$5,000 to earn your Diamond Status and receive priority to be accepted on an upcoming international UMR volunteer mission!



Better
Together
UMRELIEF.ORG

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