



WHAT IS CROWDRISE?

Crowdrise is a web-based personal fundraising platform that is easy to use and seamless to integrate into your social universe. Hope Gala Volunteers are able to set up their own page that includes photos and a brief write-up of why they are fundraising. Information on how to set up your Crowdrise fundraising page is included in this handbook.

All donations through Crowdrise are tax-deductible to the fullest extent of the law. Your donors will receive receipts from Crowdrise/WePay with all applicable and necessary information for taxes.

Need help using Crowdrise? Visit <http://stpdcn.cr/crowdrisehelp>

- **HOW DO I GET STARTED?**

- Visit [The Hope Gala's Crowdrise Page](#) and click "Fundraise for this Campaign". Follow instructions to create your Crowdrise account.
- Click "Join the Team" on the pop-up window and click the "Edit Fundraiser" tab to personalize your page.
- Set your fundraising goal. Let's aim for \$1,000 or more. You can do this!
- Be sure to upload photos and/or videos to further personalize your page.
- Start fundraising – we're here to help you every step of the way!

FUNDRAISING TIPS AND TRICKS

- *Personalize, personalize, personalize!* People are more engaged in peer-to-peer fundraising when they hear YOUR story. Include pictures and videos to make it more interactive and illustrate what makes The Hope Gala so important to you! The more personalized the post with your story included, the better the "ask" will be.
 - Hope Gala logos: <https://www.dropbox.com/s/yhwfyw04jzb0yds/HG%20-%20Logo%20-%20Black%20-%20Standard.jpg?dl=0>
 - Videos: <https://youtu.be/VGS9vr21MrM>
 - Sponsorship Packet: <https://www.dropbox.com/s/g3q83r2qznanu61/HG17>

[SponsorshipDeck_FINAL.pdf?dl=0](#)

- Remember to promote on social media and reach out to your networks. As we frequently hear from our Social Media Directors timing is everything. Optimal time for social media posts tends to be early evening on Sundays and Mondays or mid-day on Tuesdays and Thursdays.
- Ask your friends, family and colleagues to post on their Facebook timelines. This will help you "break out" of your own network to reach even more people (2nd and 3rd connections). All you have to do is ask them in-person or by text message to share your fundraising link with a brief message as a Facebook post. That personal outreach will ensure better responses than a call out to the masses via email or social media.