

MOVE

MARYLAND

FUNDRAISER GUIDE



MOVE MARYLAND

**WE'RE FUNDRAISING PEOPLE,
AND WE ARE HERE TO
SUPPORT YOU!**

Hello MOVERs & Shakers!

THANK YOU for registering for MOVE Maryland, our very first virtual day of wellness to move Maryland's nonprofits forward.

Use this guide to help you get organized and find success in your fundraising journey!

CONTACT

1215 E. Fort Ave Suite 104
Baltimore, MD 21230

410-964-0202
move@movemaryland.org

GUIDE OUTLINE

01

DEVELOPING
YOUR WHY.

03

SOCIAL
TOOLS.

02

MAKING THE
ASK.

04

SOCIALLY
SAFE EVENTS.



DEVELOPING YOUR WHY.

Think about WHY you signed up for MOVE Maryland. WHY did you choose to represent your specific nonprofit organization?

01

Do you want to give back to a mission that impacts a community that is special to you?

02

Does your chosen nonprofit impact you directly?

03

Has somebody close to you been impacted by the mission represented?

04

Why does the mission mean something to you?



Share your WHY on your fundraising page. Reading your story will encourage your donors to be more generous!



MAKING THE ASK.

Who in your life has the capacity to donate to support your chosen non-profit? Start big then work down. For us, creating lists is always helpful! Begin by creating a list for \$100 donation asks, \$50 donation asks, and \$25 donation asks.

Family members, friends, family friends, friends of your parents, co-workers, college friends, high school friends, alumni associations that you may be a part of, teammates, neighbors - the possibilities are endless.

You know your audience best. If sending an email to your cousin Joe isn't his best way of communication maybe send him a text. Asking Grandma for a donation? A socially distant visit or a phone call may be best for her! Think of your audience and how they would best respond.

PRO TIP: ALWAYS INCLUDE A LINK TO YOUR FUNDRAISING PAGE!

MOMVE

MARYLAND

SOCIAL TOOLS.

Use the amazing resources @ your fingertips...literally!

Social media can be a great way to fundraise, but the key is to be **direct** when making your ask. Avoid posting blanket statements without a **DIRECT ASK**. When sharing your fundraising status use the **tag** feature to invite your close friends to make a donation. If individuals get a tagged notification they will be more inclined to follow through and donate!

Going out for a run? Post your run route on social media and **tag 10 friends** to donate to your campaign. Remember to always post your fundraising campaign link in your bio or on your page.

01

INSTAGRAM

03

LINKEDIN

02

FACEBOOK

04

TIK TOK

MOVE

MARYLAND

SOCIALLY - SAFE EVENTS.

Do you think the word of 2020 is pivot? We sure do. With all that is going on in the world we have to be flexible and patient as things change.

Unfortunately, larger gatherings are a no-go these days, so let's get creative on ways to socially fundraise in a safe way! Has quarantine made you the next great baker? Fire up the oven and bake bread or cookies for a cause. Do you live in a neighborhood with kids? I know a ton of parents who would love new childcare! Get creative!

Here are some safe, social, and successful fundraising events to engage your community while bringing in some bucks!

01

CHILDCARE
OR MOVIE
NIGHT

04

CREATE
YOUR
OWN 5K

02

COOKIE OR
BREAD SALE

05

FOOTBALL
SQUARES

03

ONLINE
RAFFLE

06

VIRTUAL
GAMENIGHT