



FringeA-Thon Fundraiser Toolkit

Thank you for participating in FringeA-Thon, a dance party benefiting FringeArts and the Philadelphia arts community! Your commitment and support will help strengthen the cultural arts in Philadelphia!

What is FringeA-Thon and why am I raising money?

FringeA-Thon is a 12-hour, dance party fundraiser. Volunteer dancers, committed to the future of the arts and culture sector of Philadelphia, pledge to dance while raising money for one of the city's most crucial arts institutions, FringeArts. Together, volunteer dancers will help spotlight the impact the arts have on the city and beyond.

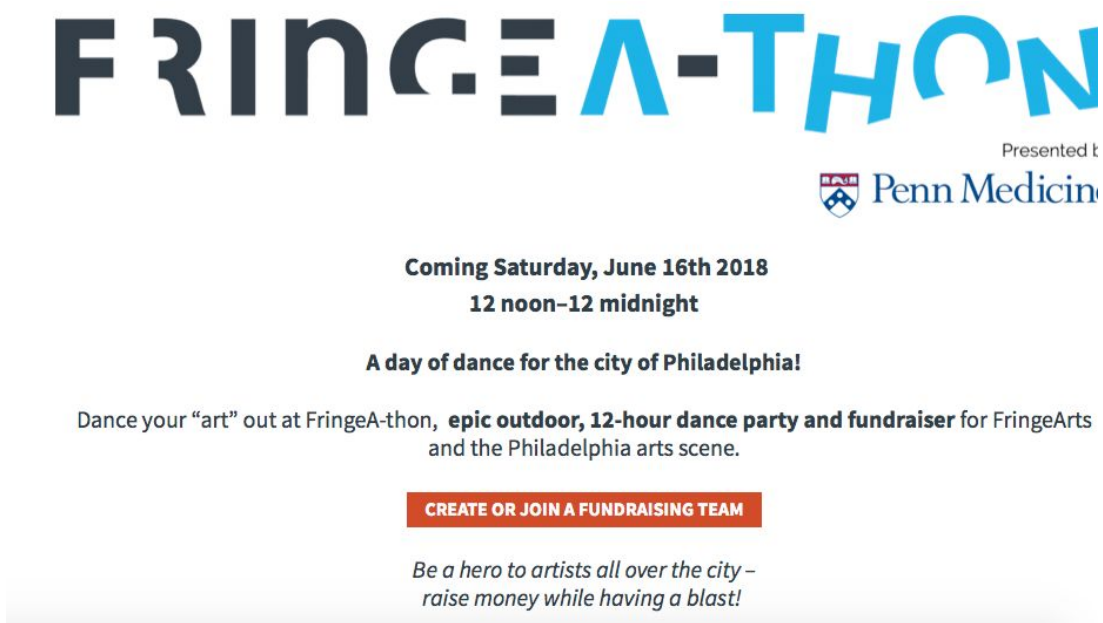
What is FringeArts?

FringeArts is Philadelphia's home for contemporary performance, presenting progressive, world-class art that stretches the imagination and boldly defies expectation. As the city's lead experimenter in the arts, FringeArts exposes audiences to unpredictable dance, theater and music performances by accomplished and emerging innovators who are pushing the boundaries of art-making and redefining the artistic landscape worldwide.


Year-round programming is presented at FringeArts' state-of-the-art center on the Delaware River Waterfront—a renovated historic building that also houses a restaurant and beer garden called La Peg. Each September, the organization presents the annual and highly anticipated, Fringe Festival, a 17-day celebration that fills the city's neighborhoods with more than 1,000 curated and independently produced contemporary performances.

How to Set Up Your FringeA-Thon Personalized Fundraising Page:

1. Go to www.FringeAThon.com and click on the *Create or Join A Fundraising Team* Button.



FRINGEA-THON

Presented by
 Penn Medicine

Coming Saturday, June 16th 2018
12 noon–12 midnight

A day of dance for the city of Philadelphia!

Dance your “art” out at FringeA-thon, **epic outdoor, 12-hour dance party and fundraiser** for FringeArts and the Philadelphia arts scene.

CREATE OR JOIN A FUNDRAISING TEAM

*Be a hero to artists all over the city –
raise money while having a blast!*

2. After you click on the *Create or Join A Fundraising Team* link, click on the *Register* link.

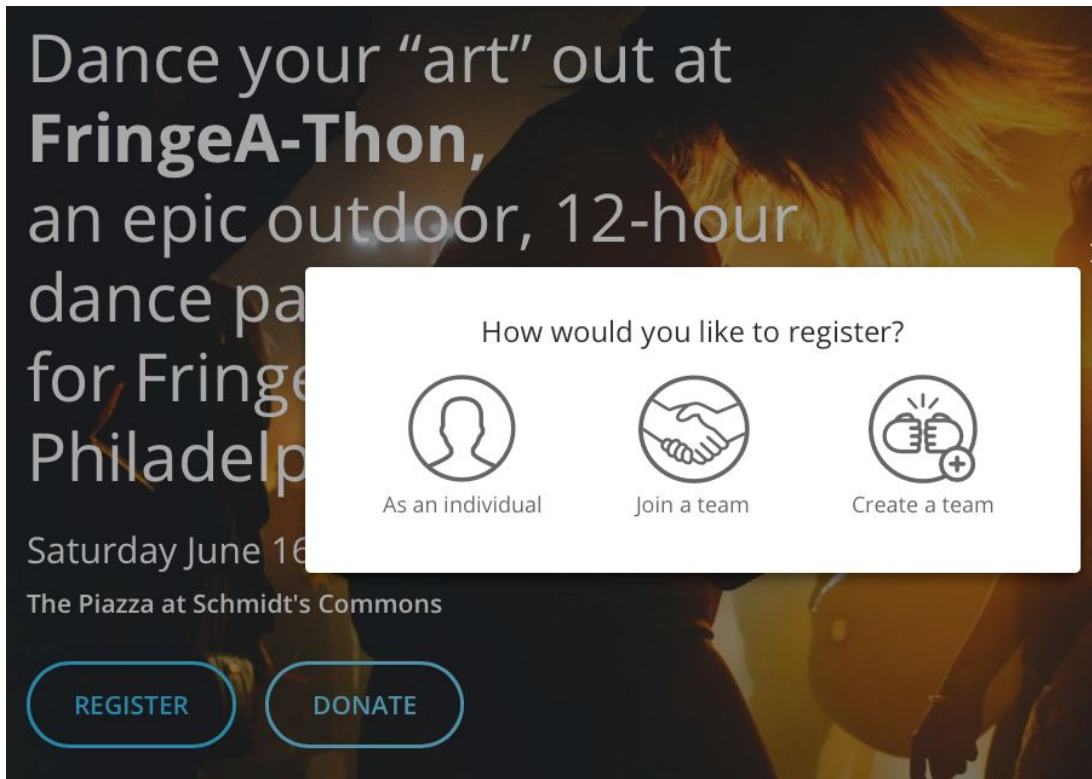


Dance your “art” out at
FringeA-Thon,
an epic outdoor, 12-hour
dance party and fundraiser
for FringeArts and
Philadelphia’s artists.

Saturday June 16, 2018 • 12 noon - 12 midnight
The Piazza at Schmidt's Commons

[REGISTER](#) [DONATE](#)

- You will be given the option to register as an individual, to join a team, or to create a team.



- Click create team and complete your registration/attendee information. When you are done you will be asked to pay your \$35 registration fee.

Amazon.com Shopping Cart

FRINGEA-THON
Presented by Penn Medicine

Search, Share, 1 item, Go to...

Complete Registrations

1 of 1

Attendee 1

Provide the attendee's information

First name *

Last name *

Email *

Cell Phone *

Address *

Your Order

Be a Fundraiser Attendee 1	\$35.00 Remove
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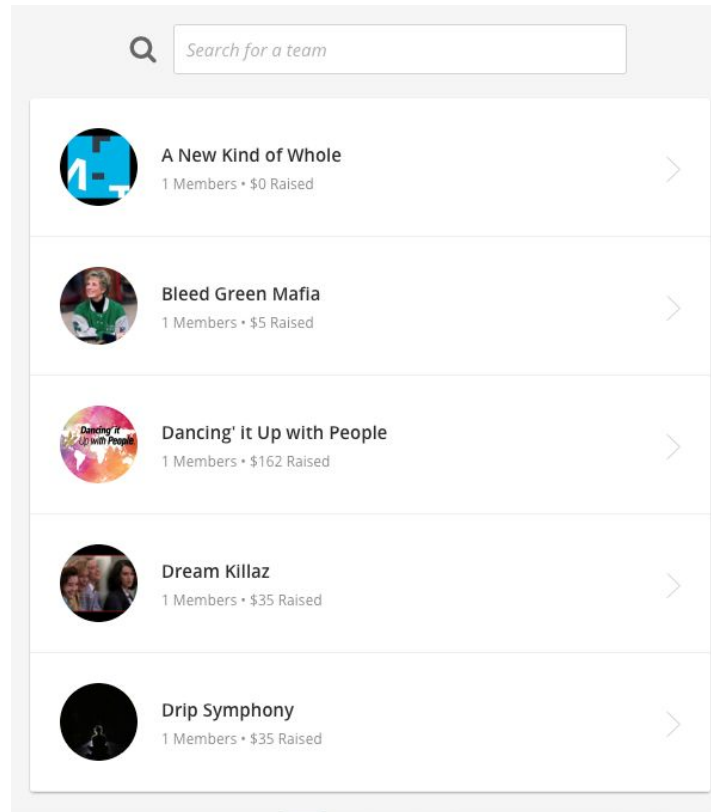
ADD PROMO CODE

Total \$35.00

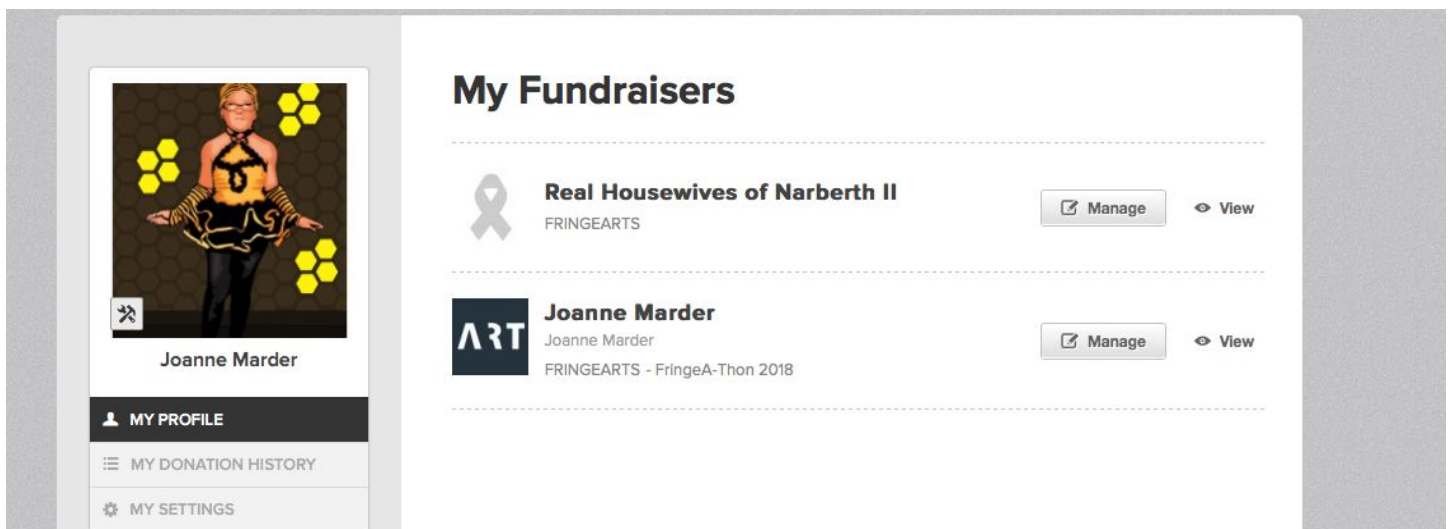
[START OVER](#) [NEXT](#)

How do my teammates join?

1. Easy - Just have them go to the same link you used to create a team and instead of the *Create a Team* option - have them click on *Join a Team* option. They will see the a menu with different teams to join.

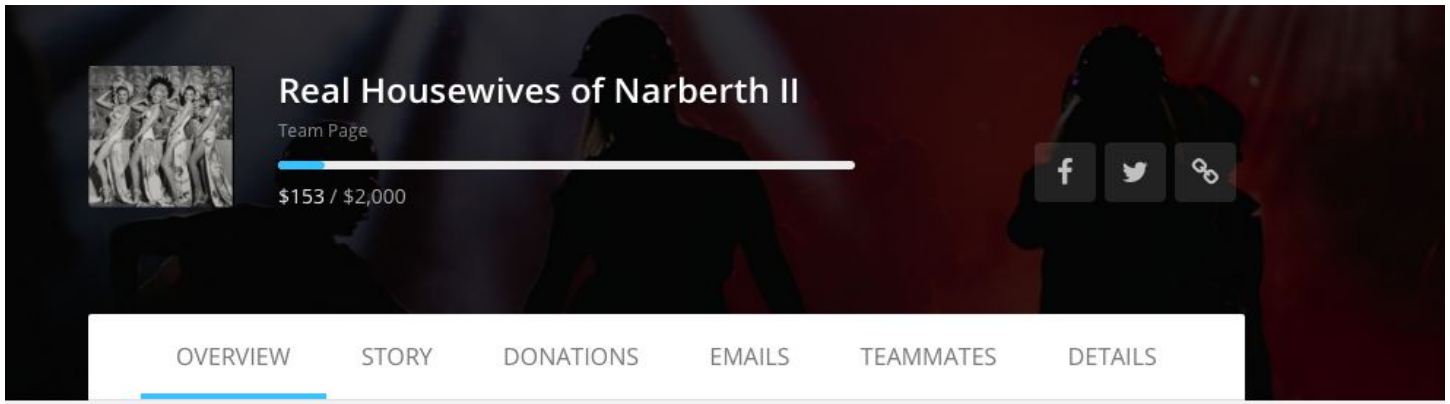


2. After teammates select your team, have them follow the same prompts as listed above to register.

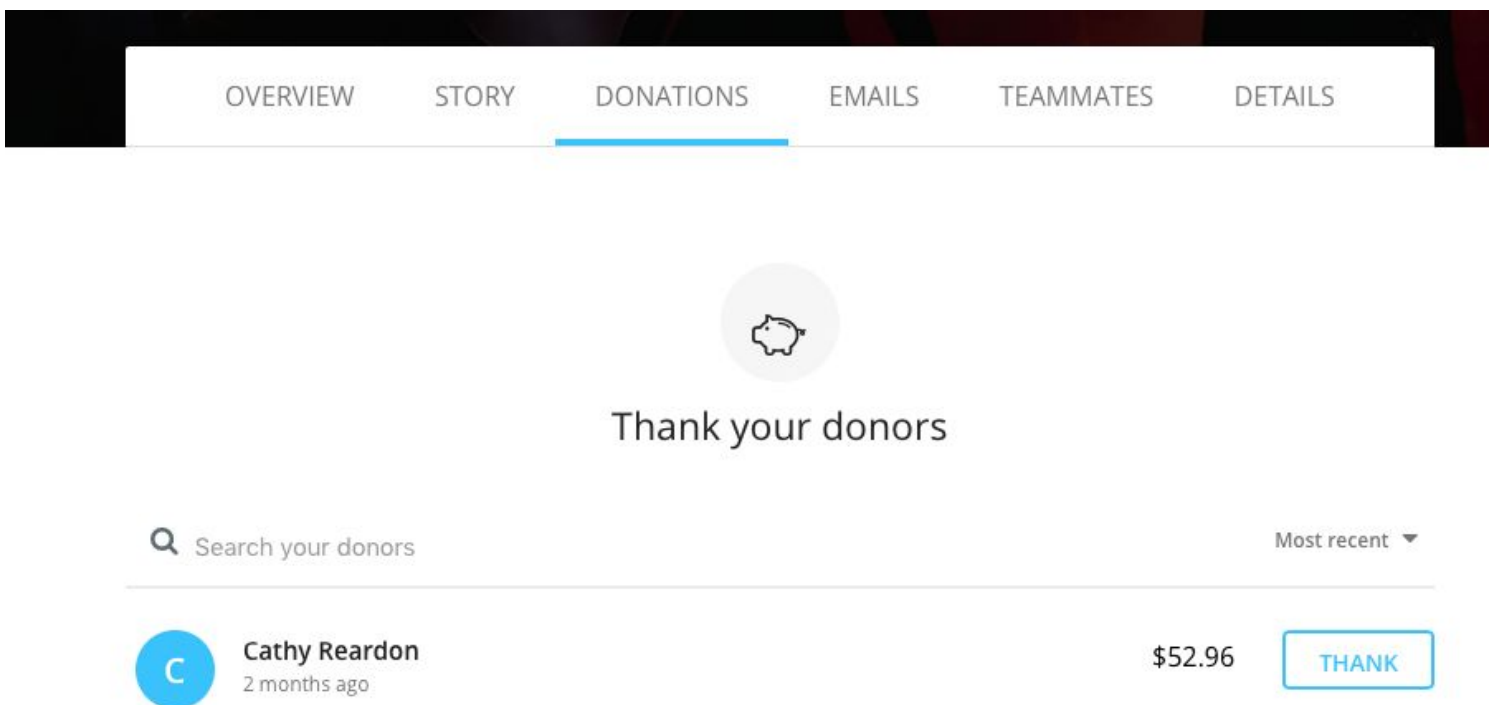


How do I customize my fundraising pages?

1. When you click on the **Manage** button your team page will open and you should see the following tabs: “**Overview**”, “**Story**”, “**Donations**”, “**Emails**”, “**Teammates**”, and “**Details**”. These tabs will make navigation of your fundraising page easy.



2. The **Overview** tab gives a summary of your activity as well as your fundraising progress.
3. The **Story** tab gives you an opportunity to tell the story behind your campaign. You can add photos, video, and text to tell people why you are fundraising! There is also an **Updates** section where you can share your progress as the campaign moves along.
4. The **Donations** tab allows you to see who has made a donation to your pages and a button to thank your donors.



5. The **Emails** tab gives you three different types of email templates you can use for your fundraising campaign. Recruit new teammates, ask for donations and thank your donors. You can click on the category you need and customize the email templates for your individual efforts.
6. The **Teammate** tab allows you to see your team members and their individual progress.
7. The **Details** tab is really important. Through this tab you can customize your team name, picture, goal, your headline, your default thank you, a vanity url and your email notifications.
8. Your team's name and photo will be visible to everyone so be creative - show the world your team flair.
9. When setting a donation please remember there is no minimum or maximum for the Team Fundraising Goal.
10. Use your team headline to let the world know how awesome your project is and why they should support you.



Team Picture

For best quality, use a 300 x 300 px image

REMOVE

UPLOAD

Team Name *

Real Housewives of Narberth II

Page Headline *

We are back this year and looking forward to another fun year of fundraising for FringeArts!

92/180

Reset team headline

Goal

USD

\$ 2,000.00

Default thank you message

Type something

0/180

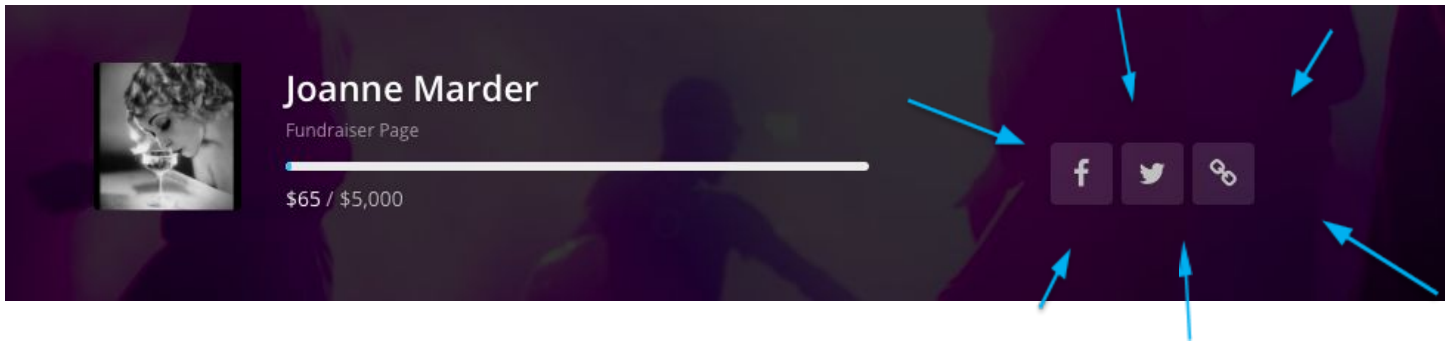
Set your vanity URL <https://give.classy.org/ExampleShortUrl>

Start typing

Once you have your page setup - it's time to fundraise!

Here are some fundraising tools and tips for success.

The fastest way to let people know you are fundraising is click the icons on your page!



How to make your page compelling to people:

1. **Make it fun:** the more personality and information you share about yourself, the more people will be willing to donate and return to your page for updates!
2. **Storytelling:** use an engaging story on your fundraising page explaining why you are participating in FringeA-Thon. Update this page frequently and share stories about your progress.
3. **Visuals:** add photos and videos to your page. Let people see previews of your outfit, or dance moves that you are working on.
4. **Tell everyone:** invite your friends, family and co-workers to contribute to your campaign by sharing the link to your fundraising page with them. Ask them to pay it forward by sharing your link with their contacts as well!

Who to ask for donations:

1. **Family and friends:** your family and friends will be the first group of people who will kick-off your fundraising campaign. They will be excited for you. Make sure to ask the following from family and friends:
 - Donate (of course!)
 - Share your story and fundraising page link with their networks
 - Match their gifts: inquire if their employer offers a matching gift program and if so, help them with the process
 - Join you! Ask them if they want to start their own or join your team. Dancing is more fun with friends
2. **Social media friends:** the Internet has made our lives very easy. Use all of your social media accounts to share your fundraising page. Post frequently about your progress and always share your link!
3. **Colleagues and business contacts:** don't be shy. Send a quick email to your colleagues and let them know what you are doing outside of work. If you aren't shy, also let your business contacts know about your fundraising efforts for FringeArts. Tip: you can add your fundraising page link to your work signature, and subtly get the word out there! Don't forget to check if your company participates in a matching gift program, and if so, let your colleagues know how they can double their donations.
4. **Local community:** do you belong to a church, social or neighborhood group, school, etc.? These are great places that you can approach for support and partner with for potential fundraising events.

How to ask for donations:

1. **Honesty is the best policy:** be direct and honest. Think of how you would communicate with family and friends and make "the ask" in the same tone.
2. **It's all in the letter:** customize your fundraising letter (print or email) with your story and a simple request for monetary support. You can use the sample letter below as a guide. Once your letter is ready, you can send it to all of your email contacts using your Classy fundraising page.

3. **Break it down:** people tend to donate at fixed gift suggestions. Below are a few examples of how to break down your goal in a way that resonates with donors:
 - *Hourly Breakdown:* Give \$12 for the 12 Hours I will dance at FringeA-Thon
 - *Minute Breakdown:* Give \$60 for 60 minutes of each hour I will dance at FringeA-Thon
 - *Sweet 16:* The goal is to get 16 donors who will give you \$20. If you get 16 gifts, that will put you right over \$300
 - *Ten \$30:* The goal is to get 10 friends to donate \$30 dollars. That alone will get you to \$300.
4. **Milestones:** ask donors to make a gift for a milestone. For instance, ask your donors to consider contributing to your fundraising page instead of buying you a birthday gifts, bachelor and bachelorette parties and anniversaries.
5. **Dedication Campaigns:** this kind of campaign is either in memorial or honor of someone important to you. Dedicate your campaign in a meaningful way to someone.
6. **Follow-up:** after your first push don't forget to go back and follow-up. The midway point of your fundraising is a good time to check in with people who haven't donated yet. Send a reminder email and update them with your progress and ask again. Check back again when you are close to your fundraising goal. Donors love to help you close the gap and they feel rewarded being the ones helping you attain your fundraising goal. Lastly, and most importantly, thank your donors! Send each donor a personalized thank you letter or email when they make their gift. They will appreciate it!

Fundraising Tips and Ideas for Teams

If you and a group of buds are ready to cut a rug together, below are a few fundraising tips and ideas on how to hit your joint fundraising goal.

1. **Set a fundraising goal:** because there are more of you, you can make a bigger impact. Set an aggressive and attainable fundraising goal and challenge yourselves!
2. **Communicate:** make sure you collectively discuss your fundraising goal and strategy to raise money. Start discussing your personal connections and brainstorm fundraising ideas.
3. **Make it fun:** think about a great team name and consider having a theme for your troop. The more personal and fun, the more support you will receive from donors.
4. **Visuals:** add photos and videos of your team to your fundraising page. Let people see previews of your outfit, or dance routines and get your donors "jazzed" about your fundraising efforts.
5. **Be competitive:** a little friendly competition never hurt anyone! Test your fundraising skills and award the best fundraiser, best dancer or even challenge yourselves and see who can dance the complete 12 hours!

DO YOU NEED MORE HELP?

No problem, contact the FringeA-Thon team and let us know how we can help! For help please email or call Joanne Marder, joanne@fringearts.com (610) 585-7038.