

FRINGE-A-THON

Dance your "art" out.

Saturday, June 16 - Noon to Midnight - The Piazza at Schmidt's Commons, 1001 N. 2nd Street

Festival Artist Partner Toolkit

Thank you so much for joining the party to celebrate the Philadelphia Arts Community!




This guide will help you customize your fundraising page and tips on how to fundraise and promote your organization.

1. Contact Zach Blackwood at zach@fringearts.com or (215) 687-4616 to become a partner. We need to setup your fundraising team to send you the percentage of donations at the conclusion of the event. Zach will make sure your page is registered and ready to go! FringeArts waives the first registration fee to get your page started. Once your page is set up, you will receive an email with your login and password for your page. With this link you can begin customizing your page.
2. Once we set up your page you can go to www.classy.org and sign in. *Please remember to change your password for your security.* You will then see your personal page and your team page under "My Fundraisers". Click the **Manage** Button to customize your fundraising pages.

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PIG BLACKWOOD

MY PROFILE

MY DONATION HISTORY


MY SETTINGS

My Fundraisers



Bleed Green Mafia
FRINGEARTS


Manage View



PIG BLACKWOOD
PIG BLACKWOOD
FRINGEARTS - FringeA-Thon 2018

Manage View

3. 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.



Bleed Green Mafia
Team Page
\$0 / \$500

f t

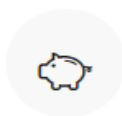
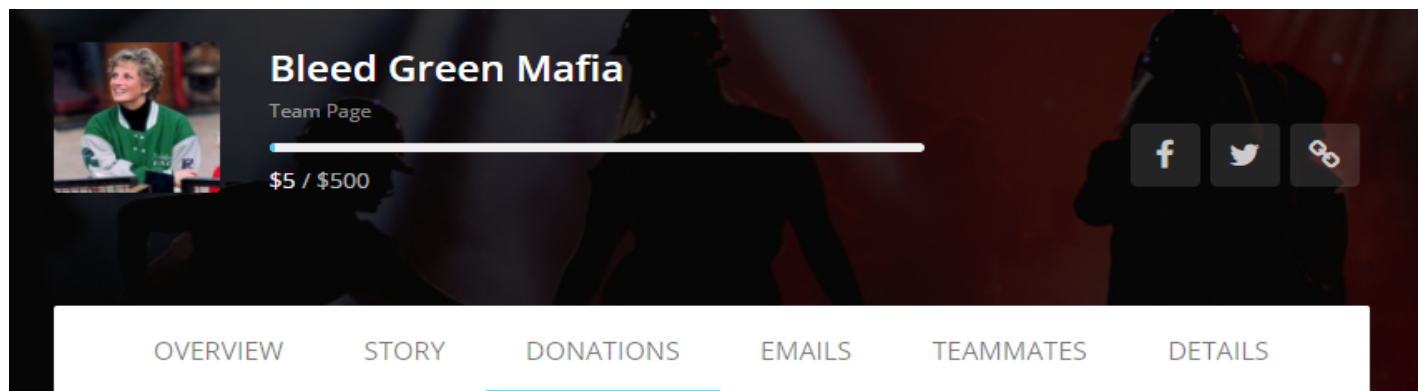
OVERVIEW STORY DONATIONS EMAILS TEAMMATES DETAILS

4. The **Overview** tab gives a summary of your activity as well as your fundraising progress.
5. 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.
6. The **Donations** tab allows you to see who has made a donation to your pages and a button to thank your donors.

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Thank your donors

7. 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.
8. The **Teammate** tab allows you to see your team members and their individual progress.
9. 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.

Your team's name and photo will be visible to everyone so be creative - show the world your team flair.

When setting a donation please remember there is no minimum or maximum for the Team Fundraising Goal. Set the amount as high or as low as you like - you can change it too. Unlike other fundraising platforms you receive your donation regardless of whether you meet your minimum goal.

Use your team headline to let the world know how awesome your project is and why they should support you.

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Team Picture

For best quality, use a 300 x 300 px image

REMOVE

UPLOAD

Team Name *

Bleed Green Mafia

Page Headline *

We're raising money for matching Philadelphia Eagles tattoos! Go Birds! Call me by Nick Foles' name!

100/180

[Reset team headline](#)

Goal

USD

\$ 500.00

Default thank you message

Thank so much for your money! Go birds! Cheerio!

48/180

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

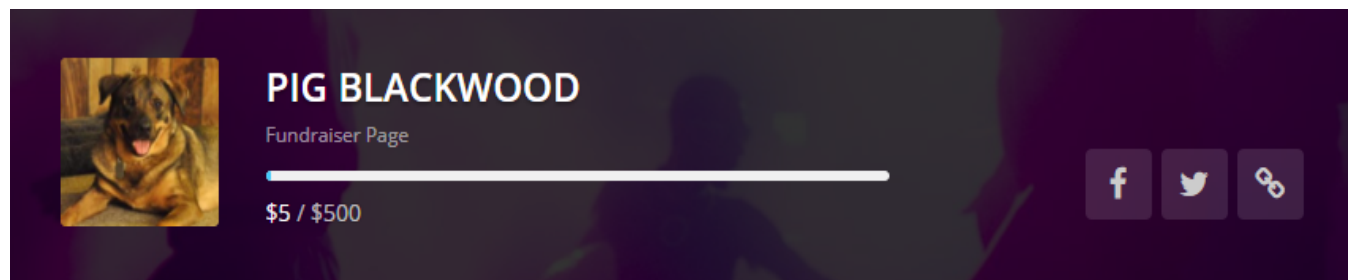
Here are some fundraising tools and tips for success.

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

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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 a, 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.

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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. **Each dancer must create a fundraising page:** after Kate sets-up your initial team page each member of the team will have to create their individual pages as well in order to be counted on the team.
2. **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!
3. **Communicate:** make sure you collectively discuss your fundraising goal and strategy to raise money. Start discussing your personal connections and brainstorm fundraising ideas.
4. **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.
5. **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.
6. **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!