

# Crowdfunding handbook



CUMORAH  
A C A D E M Y

*Thank you*

for your desire to help raise funds for Cumorah Academy! We hope this handbook and our online resources provide support, ideas, and inspiration you need for fundraising success. Whether your efforts bring in funds or friends, we are grateful for all you will do!



# Fundraising worksheet

You have taken the first step to fundraise. Now let's talk about some keys to your fundraising success. Think about your personal reason for fundraising. Share your inspiration and motivate those around you to make an impact by contributing to your campaign.

**1** Why is it important for you to support Cumorah Academy? What has motivated you to fundraise?

**2** What are some of the best ways to share your story with your network, friends & family? Are they on social media a lot? Do they communicate mostly with texts? Do some prefer emails? Notecards? Letters?

**3** What is your fundraising goal? \$\_\_\_\_\_. Trying to keep your campaign to no more than 7 days, will it focus more on filling a need, or will you introduce a theme, or both? If you want to consider a theme, you might consider a:

✓ 1950s Theme. Think how fun it would be fun if everyone gave \$50 and dressed up in 1950s clothing, then created a video announcing, "I gave to \_\_\_\_\_'s (your name) campaign and I invite you to consider doing so, too."

✓ Game of Giving & Getting Tag. After each of your contacts made a \$50 contribution, challenge them to "tag" five others within their network to secure \$10 from each (raising another \$50 to match their gift).

✓ The 50/20 or the 20/50 Rule. This simply encourages 50 people in your network to give \$20 each, or 20 people to give \$50 each.

\$50 is no small amount. However, for what it costs to

- Change your car's oil, you could change a life of a Cumorah Academy student!
- Take a friend to the movie, you could change the life-story of a Cumorah Academy student!
- Take a friend to dinner, you could nourish the mind & soul of a Cumorah Academy student!

Can you brainstorm with a couple of friends to come up with additional creative ideas?

# Fundraising steps

## Log in

Become familiar with the tools and content available to you & download what you'd like to use

## Set a Goal & Dates

Keeping your campaign under a week, what will you try to raise? Will your campaign have a theme? If your suggested gift is \$60, maybe invite everyone giving that amount to announce it wearing 1960s clothing!

## Make a Personal Donation

It is a "best practice" to only invite others to give after you've done so first. Lead by example.

## Make a List

Who do you know? Friends, family, acquaintances, co-workers, anyone that's ever asked you for a donation, etc. If you've ever interacted with them, put them on your list.

## Say "Thank You"

As the donations come in, thank each donor. If a contact says they are unable to contribute, thank them for considering a gift anyway!

## Invite/Ask

Let your contacts know that you've decided to fundraise for Cumorah Academy. Use our content to share program impact, or share your own experiences. Then, invite your contacts to make a financial contribution.

## Plan Your Outreach

Who do you know? Friends, family, acquaintances, co-workers, anyone that's ever asked you for a donation, etc. If you've ever interacted with them, put them on your list.

## Matching Gifts

Many corporations have matching gift programs. See if your workplace matches gifts and request a match to double or triple the donations! Encourage your contacts to check if their company will match their contribution, too!

## Following Up

Because of busy schedules, we should plan to use friendly reminders to let everyone know how close you are to your goal (it can take multiple contacts before someone remembers to give).

## Celebrate Your Win!

Whether you exceeded your goal, or are just under it, share the results and impact with everyone! Know that you have made a positive impact (in dollars and in awareness)!

# Raise \$1,000 in 7 days

1



## Day 1: \$50 from You

Your network will be more likely to give if they see you have, too

2



## Day 2: On Social Media

Share your link and challenge your online community to give you five \$50 donations

3



## Day 3: At Work

See if your company will match your \$50 gift. If not, invite your company to make a \$100 contribution

4



## Day 4: Your Family

Reach out to your family members & members & ask for their support for a combined \$100

5



## Day 5: Out & About

At bowling, yoga class, group activity, ask 10 people to chip in \$10 each.

6



## Day 6: Your BFFs

Invite 6 of your closest friends for a \$50 donation each

7



## Day 7: Finish Strong

Ask two businesses you frequent (dentist, nail/hair salon, auto insurance) to contribute \$50 each

# Sample letters

## A Sample “Invitation” to Give:

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*I'm so excited to fundraise for Cumorah Academy! Young adults throughout the world confront unprecedented obstacles and barriers to everyday life. Those obstacles and barriers are likely to limit all aspects of their lives, unless they learn how to successfully navigate, minimize, or remove them. This is not just a problem for “a few young adults to figure out”, but studies suggest that almost half of the world's young adults are struggling. What makes this even more alarming is that over 60% of the global workforce are young adults . . . increasing to almost 80% in the next 5-7 years!*

*I'm energized knowing that I can help by raising funds that permit more young adults to gain the skills and attributes needed to become resilient, resolute, and uniquely prepared to love, lift and lead themselves and others!*

*Please accept my personal invitation to join with me in making a difference by donating today. Also, please feel free to share around my fundraising page. Maybe there are individuals that would consider participating because of your influence.*

*Your participation means the world to me, and I know that together, you and I can improve the world and impact the life a student . . . and everyone with whom that student interacts in the years to come!*

## A Sample “Thank You” Note:

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*\_\_\_\_\_, I was so grateful to see your generous contribution come in! In the most sincere and authentic manner that I can express, thank you for participating with me in this important campaign. I'm grateful to have generous people like you among those I consider “friends”!*

## Other resources available:

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- ✓ *Cumorah Academy's 501c3 IRS Determination Letter*
- ✓ *Cumorah Academy's Logo*
- ✓ *Five Student Testimonials*
- ✓ *URL back to Cumorah Academy's Donation Page*