

Down Syndrome Awareness Month 2018 NDSC Online Fundraising Challenge

Creating Online Fundraisers

Steps to Create a Facebook Fundraiser:

Creating a Facebook fundraiser is as easy as a simple Click [here](#) or you can follow these 7 easy steps:

1. While in your **News Feed**, from the left menu, **Click Fundraisers** from the Create category (Bottom of the menu)
2. In the pop up Create a Fundraiser box **Click Get Started**
3. In the Who Are You Raising Money For pop-up box **Click Non-Profit** and **Search National Down Syndrome Congress**
4. In the Let's Start with the Basics pop-up be sure to **Enter your fundraising goal** in the and when you want your fundraiser to end.
5. In the Tell your Story pop-up box do just that. **Tell how the NDSC has helped you or a loved one or about everything that Convention means to you.** There are some examples on page 8 of this guide that you can take ideas form of just copy and paste.
6. **Choose a cover photo** or use the default NDSC logo that appears. You may email rhonda@ndscenter.org for an NDSC logo that will fit the photo box.
7. **Click Create**

Steps to Create a GoFundMe Fundraiser:

1. **Visit www.gofundme.com**
2. **Scroll** to Start fundraising today
3. **Click on For a charity**
4. In the Search bar **Type National Down Syndrome Congress - Click enter – Click Select**
5. **Set** your campaign **goal**, give your campaign **a title**, enter your **zip code** and **Choose Non-profit/Charity** from the Chose a category dropdown menu
6. **Decide** if you are fundraising on your own or if you would like to invite friends to join your team - **Click Next**
7. **Accept terms** and privacy policy and **Click Continue**
8. **Choose a photo** for your campaign. You may email rhonda@ndscenter.org for an NDSC logo that will fit the photo box or use a photo of your own. **Tell why** you are raising money for the NDSC, how the NDSC has helped you or a loved one, or about everything that Convention means to you.
8. **Preview.** When the page is to your liking **Click Next.** On the Your Campaign is Ready **Click Next**

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NDSC Online Fundraising Challenge Guidelines

- ❖ Challenge dates: October 1, 2018 (12:00 AM) – October 31, 2018 (11:59 PM) – You can choose the week or make it a month long campaign!
- ❖ Participants may use Facebook Fundraising or GoFundMe platforms
- ❖ Participants who raise \$321 will receive a NDSC Challenge t-shirt
- ❖ Participants who raise \$750 will receive an NDSC Challenge Yeti Rambler
- ❖ Participants who raise \$1000 will receive an NDSC Challenge AND a chance at paid registration and hotel for the 2019 NDSC 47th Annual Convention in Pittsburgh, PA.
- ❖ Prizes are cumulative! Yes, if your online fundraiser earns \$1000 you will receive an NDSC Challenge t-shirt, Yeti Rambler, an AND the chance at paid registration and hotel for the 2019 NDSC 47th Annual Convention in Pittsburgh, PA. Participants using both the Facebook Fundraiser and the GoFundMe platforms for a cumulative total should send proof of each fundraiser to rhonda@ndscenter.org.



These photos are example of the prize items. Actual items may vary slightly.

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Tips for a Successful Online Fundraiser

1. Status Updates

Status updates are the life-line of Facebook because they are easy. Just tell your friends and followers what you are up to. Use the hashtag **#SocialButterfly** in your posts.

During your fundraiser you should be posting status updates regularly. Beyond your regular posts include an update about the NDSC or your fundraiser's progress 1-3 times per week. Maybe you've had a big donation but you've already posted twice this week. Don't let that stop you. Thank a big donor ASAP and challenge others to match it!

Look out for opportunities to start conversations based on your friend's status updates.

Ask friends to share your page URL on their status. Have you seen friends add a frame or turn their profile picture purple for a cause? Maybe they'll donate their status to you too.

Be creative! Don't just post the URL all on its own. Make your updates fun, witty, and as bold as you can get away with. Interesting updates spur conversations, which in turn raise awareness and funds.

2. Post Photos and Video

Whether you are participating through Facebook Fundraisers or GoFundMe make sure to capture and share more than words that tell why the NDSC is important to you and others in the Down syndrome community. Tell stories with pictures and video. Share pictures of people who have Down syndrome who are in your life. Share pictures from conventions along with what the NDSC convention meant or did for you.



Click on this picture, when the link opens "Save as Picture", then upload it to you posts as needed.

When using photos and video, tag yourself and anyone else in them. This spreads the post to friends of friends.

Did we mention video? Videos get people's attention! Video is an extraordinarily powerful medium to get stories and concepts across to people quickly. With smartphones there's literally no excuse to not to upload a clip about what you're doing for your fundraiser, tell why the NDSC is important to you or how the NDSC may help someone.

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3. Create an Event During Your Fundraiser

If you're doing an official event, like a 5K for example, use the URL for the event page in your posts. If nothing is already officially planned, plan your own event. It can be as easy as a Saturday night get together with friends or a tailgate party with an awareness/fundraising element added. Add pictures of you preparing for the event or the items that you will need for the event like your tennis shoes for a 5K or Corn Hole boards for that tailgate party. If you're doing your own thing and you want others to take part, then you can create your own event on Facebook and send it to your friends as an invite.

4. Facebook Messenger

This tip is an easy one... Use it.

The internal messaging system in Facebook (Messenger) is really, really powerful. It's a lot more effective than standard email because it threads messages properly and integrates well with your registered email address too.

Messenger works great for group and for one-to-one communication. Group conversations are very effective to get a conversation going. You can thank donors through the group message which may encourage others to join suite, but do not underestimate the power of writing to people individually. Personalized, individual messages yield much better results than sending the same message to everyone. We suggest that you post a general message to a group of people then follow up with more personal messages. Update campaign progress and thank donors on the Group message.

Using Group Messages you can also dissect your friends into different groups and write a different message to each one. You could have a colleagues group, for example, that might be a bit more formal than the messages you'd write to your besties. Think about how you would carve up your contacts based on how you know them and write some sample messaging.

5. Network with the NDSC

Yes, get social with us! There are a couple to NDSC Facebook pages that you should be following to stay up on what is happening at the NDSC. The main NDSC page www.facebook.com/thendsc/ is a robust resource for anyone looking for the latest information surrounding Down syndrome. The NDSC ENGAGE! page www.facebook.com/ndsccenter.org/ is a more social look at the NDSC with posts about the NDSC staff, events, and social discussions. Don't forget to use the hashtag **#SocialButterfly**.

Share your tips and stories with the NDSC Fundraising and Communications team so we can pass on your successes to others. Your friends and donors will also be able to get social with the NDSC when we comment on your posts.

6. Don't Forget to Say Thank You!

Say thank you and say it a lot.

Wall-post a thank you note photo when somebody donates to you. It acts as a public thank you AND a reminder to others in the newsfeed that they need to donate to you because other people are.

When your campaign is over don't forget to thank people collectively and individually. Let them know in as much detail as you can how much of a difference everyone has made together through your campaign. It's another chapter in your story. Make sure it gets told.

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Other Things to Consider During Your Campaign

Promoting Your Campaign

Structure your campaign into three stages; beginning, middle and end. Always have the story at the heart of what you do. We cannot over emphasize the power of telling YOUR story through all stages.

Think about the intensity of your online promotion. It is important on your social pages to find the balance of keeping it regular without becoming overbearing. Ask for feedback if you think you're pushing it too much from a close friend.

A lot of other sites have very tight integration with Facebook (GoFundMe is one). What other social sites that you already use can you use to help spread your story and your campaign? You may be surprised that Instagram and Twitter can be set to automatically update when you update your Facebook status. If you are interested in learning more about this let us know. Email our Fundraising Coordinator at rhonda@ndscenter.org.

Look at your privacy settings. The more specific your settings, the harder it is to get the message out beyond the inner circle of your friends. You can easily change settings to reach a broader audience during the campaign then change them back once the campaign has ended.

Corporate Matching Gifts

Did you know that your employer may match a donation that you make to the NDSC? Approximately two-thirds of companies match employee donations as part of a corporate philanthropy programs. Not just the big companies. Companies of all sizes will match donations that their employees make to charitable organizations. When an employee makes a donation, they must request a match from their employer, who then makes a donation to the same organization.

Combined Federal Campaign (CFC)

If your place of business participates in the annual Combined Federal Campaign (CFC), the NDSC would be grateful if you chose us as your donation recipients. If you are not sure if your business participates ask your Human Resource Director! Our CFC number is 12212.

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Simple Copy and Paste and Fill in the Blank Posts

General Challenge Posts

- October is Down Syndrome Awareness Month. During October I am raising awareness and funds for National Down Syndrome Congress. I've chosen this nonprofit because their mission to provide information, advocacy and support concerning all aspects of life for individuals with Down syndrome means a lot to me, I hope you'll consider contributing as a way to celebrate with me. Every little bit will help me reach my goal.
- #MatchMyDonationMonday - I have created a fundraiser to raise awareness and money during [DATES OF YOUR FUNDRAISER] for the National Down Syndrome Congress. I am kicking off by making a donation of [\$ AMOUNT]. Will you match my donation? **#SocialButterfly**
- #WhyWednesday – Why support my October Down Syndrome Awareness Month online **#SocialButterfly** Challenge for the NDSC? All donations support the NDSC in to serving individuals with Down syndrome, one family at a time. The NDSC provides informational resources to affiliate organizations across the country, as well as, medical and educational professionals. They host webinars on a variety of topics and have a Policy & Advocacy Team in Washington, D.C. because you can't be there. Oh, and they assemble the largest annual convention in the world for persons with Down syndrome!
- I'm a **#SocialButterfly!** I am raising money and awareness for Down syndrome in October. All donations to my online fundraiser support the NDSC in to serving individuals with Down syndrome. Won't you come fly with me?
- It's October – that means it is Down Syndrome Awareness Month so I am raising awareness and money for the National Down Syndrome Congress. Would you support me by donating or copying the link to my fundraiser to your Facebook page? It is [INSERT LINK TO YOUR FUNDRAISER]. **#SocialButterfly**

Double Your Donation Posts

- I sincerely appreciate all donations that my friends have given during the October Down Syndrome Awareness Month online **#SocialButterfly** Challenge for the NDSC. Did you know that your generosity could be doubled? Check to see if your employer offers a matching gift program [here](#). #DoubleYourDonation #MatchingGifts
- A huge thanks to all that have donated, and a double thanks to those who submitted matching fund requests! Does your employer offer a matching gift program? Check today [here](#). #DoubleYourDonation #MatchingGifts
- Thank you to all who have donated to my October Down Syndrome Awareness Month online **#SocialButterfly** Challenge for the NDSC. Did you know that many major employers offer matching gifts programs? Look to see if your employer offers a matching gift program [here](#). Thank you for taking five minutes to double your donation. #DoubleYourDonation #MatchingGifts
- It's October – that means it is Down Syndrome Awareness Month! In October if you donate to the National Down Syndrome Congress your donation could be doubled. Click [here](#) to see if your company will double your donation. #DoubleYourDonation #MatchingGifts

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**Make Your Donation a
Double Scoop!**

Thank you for your donation. Did you know that many employers match their employees' charitable contributions? To find out if your employer has a matching gift program contact your Human Resource Director or visit:
www.ndscenter.org/wp-content/uploads/Corporate-Matching-Gifts-Directory.pdf

Down Syndrome Awareness Month Hashtags

#DownSyndromeAwarenessMonth

#SocialButterfly

#NDSC

#betterwithyou

#changingthefaceofbeauty

#downrightperfect

#downsyndrome

#downsyndromeawareness

#downsyndromelife

#downsyndromelove

#downsyndromepride

#downsyndromerocks

#DS

#Fundraising

#iheartT21

#Ilovesomeonewithdownsyndrome

#homiewithanextrachromie

#lifeisbetterwithyou

#morealikethandifferent

#nothingdownaboutit

#October

#OnlineChallenge

#rockingmyextrachromosome

#seetheability

#SupportMe

#t21

#theluckyfew

#trisomy21