



BATTLE

== **OF THE** ==

BOOKS

★ ★ **AFTER HOURS** ★ ★
EDITION

APRIL 5, 2019

Battle of the Books Team Fundraising Toolkit



**Carnegie
Library of
Pittsburgh**



AFTER HOURS
AT THE LIBRARY

READ FOR A REASON!

Steps to Success

3 Simple Steps to Raise Money for Carnegie Library of Pittsburgh

We know life is busy. That's why we're sharing these simple steps to help you maximize your Battle of the Books fundraising efforts. There are many techniques to raise money, but here are the easiest and fastest ways!

1. Register online and build your fundraising page. As soon as you build your Battle fundraising page, you can begin inviting people to donate. Use the 4 small action tools to launch your campaign. Don't forget to jumpstart your fundraising efforts by donating to yourself — others will follow your lead!
2. Personalize and share your fundraising page. People want to know why YOU are supporting Carnegie Library of Pittsburgh. Update your page with a video, photo and story to tell them. Share the link via email and on social media. Remember to tag us on Twitter (@CarnegieLibrary), Facebook (CarnegieLibraryofPittsburgh) and Instagram (@CarnegieLibrary). We might share your post or retweet you!
3. Ask for donations! Want to be a top fundraiser? Tell people you're participating and ask for their support. It's really that easy. **The more people you ask, the more donations you will receive.** Using your fundraising page and social media, it's easy to send messages to many friends and family and ask for donations to help support the Library. Use the sample email and letter provided in this toolkit to ask for donations.

How to Raise \$400 in Five Easy Steps

The reason people give is because they are asked to support a great cause. You and your teammates have many people in your life, from family and friends, to co-workers who will be willing to help you raise funds to support the Library. Work as a team and use these steps to reach out to everyone in your life.

Have each team* member:

1. Show your commitment to the Library and donate \$20 to your own campaign to get your fundraising kick-started. **\$80**
2. Ask a family member for \$25. (They probably owe you money, anyway!) **\$180**
3. Post your campaign on Facebook and/or Twitter and ask your friends to donate \$15. **\$240**
4. Ask someone who has asked you to support their cause for \$25. (Think of all those cookies you bought.) **\$340**
5. Ask a friend to donate \$15. Send them an email from your fundraising page so they can do it easily online. **\$400**

Don't stop there! If you reach your goal, take it to the next level and keep asking! **Your fundraising helps a good Library become a great Library!**

*Based on a team of four

Top Fundraisers.....

Start Early

Develop a list of potential donors and how much you will ask from each person. Who do you give to? Include friends and family members from your holiday card list and personal vendors: dry cleaners, day care provider, banker, physician, dentist, hair stylist, car dealer, real estate agent, etc.

Raise Money Online

Build your page on fundraising page with a photo, video and story as to why it is important to raise money for Carnegie Library of Pittsburgh. Add your personal touches and craft a compelling email to send to friends and family. They are much more likely to respond to a personal and passionate story. Try to email five new people each week. The key is to be constantly reaching out to more people (and following up with them) as often as possible.

Send a Fundraising Letter

Use the sample letter to send to your donor list. Make sure to add your personal story and motivation for being involved. Include a self-addressed, stamped envelope with your letter to make it easy for your donors to contribute. Place a follow up call to all friends and family who have not responded.

Set Aside Time to Call

Refer to your potential donor list and identify those individuals you want to call and ask for a donation. Let them know that they can send a check, give you cash or donate online on your fundraising page.

Ask in Person

Identify those individuals you will see in meetings, at the soccer field, or place of worship and ask them for a donation. Let them know where to send a donation if they don't give it to you then.

Use Social Media

If you stay in touch with your friends and family on Facebook, Twitter or any other social media channel, then social media can be one of your greatest assets as you work toward your fundraising goal. It allows you to quickly and easily share your fundraising progress and ask for donations. You never know who might support you! Post about your involvement and efforts often. Your friends probably get a lot of posts in their newsfeeds. The more you share, the more likely they are to see one of your posts. Expand your reach by asking others to share or retweet your posts.

(continued)

(Top Fundraisers..... continued)

Say “Thank You!”

Tell your donors “thank you.” Send them a thank you card. Do something nice for them. After all, they did something nice for you! And, donors who are thanked quickly are more likely to give again, so you will be priming them to give next year! Consider sending an email or letter after the Battle telling all your donors how much money you raised and about your experience. And of course – thank them again!

Social Media Post Examples

Tweet:

I’m participating in the Battle of the Books to support @CarnegieLibrary!
Help me reach my fundraising goal: *(insert your fundraising page link here)*

Facebook Post:

I’m participating in the Battle of the Books to help raise money for my favorite cause, Carnegie Library of Pittsburgh! Help me reach my fundraising goal and in turn, help support the Library in your community. Donate at: *(insert your fundraising page link here)*

Other Fundraising Ideas:

Happy Hour: Host a happy hour at your favorite bar (make sure they are okay with it – they may even want to help). Charge a \$20 cover, and let guests know that 50% will go to the charity and the other half will provide the drinks. You could even do a giveaway to boost your income!

Party: Whether it is a wine-tasting, dinner party, or BBQ, parties make for a great opportunity to raise money for your campaign! Take a brief minute, whether individually or as a group and let people know you are participating and why, and your fundraising goals. Oh – and ask for their support!

Make a Promise (you can keep!): Tell your friends and post on social media that you will do something fun, once you hit a certain fundraising goal (or goals). Here are some ideas:

- Agree to wear a silly costume/hat/outfit at the Battle of the Books
- Do a chore for the person that puts you over your fundraising goal.
- Do a physical challenge and post it on Facebook (100 jumping jacks while reading your favorite quote from a book or movie).

Birthdays/Holidays: When a family member or friend asks what you would like for your birthday – direct them to your fundraising page and ask them for a donation instead of a gift.

General Letter of Support to Mail or Email

A highly personalized letter or email that fits your personality and audience is one of the best tools you have for fundraising. Below is a sample letter that you can edit to make your own. Here are a few ideas that might help:

- Handwritten notes at the bottom of a printed letter increase results.
- All contributions are fully tax-deductible.
- If sending your ask in an email, a catchy subject line will help make sure your message is opened.

Dear Family and Friends,

I am writing to ask you to support Carnegie Library of Pittsburgh, an organization that is close to my heart. So many people use the Library for so many different things, whether it's free Internet, computer access for job hunting or research, children and teen's educational programs, or for a good book, CD or movie.

This year, I will be taking part in the Library's Battle of the Books at their Spring After Hours event. I will be working as part of a team to read from a book list of 10 titles and competing against others in a trivia contest. I am asking you to support my efforts in raising money for this special cause. Your gift will help me reach my fundraising goal and in turn, help the Library in our community.

It is fast and simple to donate. Please visit my fundraising website at *(insert your fundraising page link)* to donate online. If you prefer, you can mail a check to the address listed below. Please make your check out to **Carnegie Library of Pittsburgh** and include my name in the memo line.

Development Office
Carnegie Library of Pittsburgh
4400 Forbes Avenue
Pittsburgh, PA 15213

Any amount of money you contribute will help me reach my goal and support Carnegie Library of Pittsburgh. Thank you for your generosity and for your commitment to make Carnegie Library of Pittsburgh a great library!

Sincerely,

(Your Name)
(Your Address)