



HOBY Founder's Day Fundraising Guide

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Part 1 of 4: Getting Started

Welcome to the Founder's Day Campaign Guidebook! This document will include critical information to equip you with tools and tips to make your fundraiser successful. In this guide, we'll explore what it takes to drive success in peer-to-peer social media fundraising, what tools you'll use throughout the campaign, and how to find help when you need it.

Review the Information Page and Frequently Asked Questions

If you haven't yet, please review the [HOBY Founder's Day Information & FAQs](#).

Sign Up to Participate

To get started as a Team Captain, you'll need to sign up here:

https://fundraise.givesmart.com/join/hoby/Hugh?parent_id=794025&vid=xkl6t

- After entering your information and clicking "Become a Fundraiser", click "Join or Create Team" to create a team for yourself and your fellow fundraisers.
- All Team Captains will receive a follow-up email from HOBY HQ to confirm your chapter/affiliate information and fund allocation.
- If you are participating as a Team Fundraiser, you will wait to sign up directly via GiveSmart under your designated team.

Below are some items you'll want to have ready while completing your team page:

- Team Display Photo - Leadership Seminar photos or other group photos work better than HOBY logos. Dimensions are 200 x 200 pixels. File size must be less than 5MB and is displayed as a square. (PNG or JPEG files work best)
- Team Page Email - This email will be used to set up the GiveSmart team page and can be used to edit the team page.
- Team Impact Statement - This statement will be featured on your team's donation page and should communicate your team's "Why". Why are you fundraising? If you aren't sure what to write, HOBY's default impact statement will be used.
- Team Captain Name and Mobile Phone - Every GiveSmart team page is managed by the captain.
- Team Captain Headshot - Dimensions are 200 x 200 pixels. File size must be less than 5MB and is displayed as a square. (PNG or JPEG files work best)
- Where the money raised will be allocated - You have a few options available, which are listed below:
 - Option 1: Team funds allocated to your designated affiliate/seminar/alumni organizations (minus a 5% processing fee).
 - Option 2: Team funds allocated to the Global Scholarship Fund that supports the WLC Financial Assistance Program.
 - Option 3: Team funds allocated to HOBY.

Anyone can sign up to be a Team Captain or Team Fundraiser - you do not need to be an active HOBY volunteer or alum to participate.

Who are Team Captains?

Team Captains will serve as the CEOs (Chiefs of Enthusiasm and Optimism) for their teams! Your team might be made up of volunteers from your affiliate, seminar, or alumni organization; friends you've made through HOBY over the years, alumni from your HOBY seminar year; or local supporters excited to help you reach your goal. Team Captains will build their own teams of individual fundraisers and then encourage, inspire, and empower them to meet the team's fundraising goal together. We'll provide some additional guidance and tools at the end of this document for Team Captains. Team Captains could be individuals who:

- Want to gather fellow alumni, volunteers, or others to collaboratively raise money for your local affiliate/seminar/alumni organization, the World Leadership Congress, or HOBY.
- Serve in a leadership position at your affiliate/seminar/alumni organization, such as Leadership Seminar Chairs, Corporate Board Presidents, Alumni Advisers, Directors of Fundraising, Directors of Marketing/Public Relations, and/or Directors of Junior Staff
- Are a volunteer, alumni, partner, or friend of any other HOBY program and want to help contribute to this campaign.

Who are Team Fundraisers?

Team Fundraisers can be anyone! You do not have to be an active HOBY volunteer or alum to participate. If you have a network of peers you are willing to reach out to and share your story with, you can be a Team Fundraiser.

Fundraisers don't have to have a team to sign up to participate in the Founder's Day Campaign. You can sign up and indicate that you'd like to join a team, and we'll assign you a Team Captain to help support you throughout your fundraising efforts.

Part 2 of 4: Understanding GiveSmart and the Campaign Structure

The Founder's Day Campaign will begin on March 19th and will culminate with a Founder's Day Celebration in honor of Hugh O'Brian on his birthday, April 19th.

Hugh's dream was to see young people leading the charge in shaping a better world. Since the first HOBY seminar took place in 1958, HOBY programs have been educating, motivating, and activating HOBY ambassadors to make a difference in their communities through a life of leadership, service, and innovation. This campaign's efforts will go towards supporting these dynamic HOBY programs and the student leaders they serve.

There's no better way to celebrate Hugh's life and legacy than by inviting our families, friends, and communities to join us in doing what Hugh did every day for nearly 60 years: supporting youth leadership development in our home communities and around the world!

What is Peer-to-Peer Fundraising?

In a peer-to-peer fundraising campaign, fundraisers are appealing directly to their personal networks to solicit their support of a specific cause. These appeals happen primarily through email, social media, and direct messages to friends, family, coworkers, colleagues, and other community members. Some peer-to-peer campaigns even include handwritten notes, phone calls, or text messages to let your network know how important the cause is to you and how they can help you reach your fundraising goal. A successful peer-to-peer campaign showcases your personal connection to the cause.

Understanding GiveSmart and Your Fundraising Page

To help all of our Team Captains and Team Fundraisers lead successful campaigns and track their progress, HOBY will be using GiveSmart, a peer-to-peer fundraising software. GiveSmart allows users to create unique landing pages for fundraising campaigns and view their progress directly from their unique page. ***You can view the Founder's Day Campaign GiveSmart page here:***

<https://app.GiveSmart.com/vf/Hugh>

View and Update Your Team Page

Our campaign allows for teams as well as individual fundraisers to participate. HOBY will be setting up each team's page using the information provided in the sign up form under the "GiveSmart Assets" section. **Team Captains** - See the following checklist to ensure your team page is set up correctly:

- Ensure that the email on file for your team is active. This is how Team Captains will be able to edit or update their team's pages during the campaign.
- Check your email for a confirmation of the page's initial set up. A link will be provided by GiveSmart for accessing and editing your page.
- Go to the Founder's Day Campaign homepage and select the "Teams" tab to find and view your team.
- Once everything is correct, Team Fundraisers can then sign up under the team page following the directions below.
 - Team Fundraisers: Go to your team's page and find your Team Captain's page; from there, select the "Join My Team" button. Follow the prompts to set up your individual page; then upload a headshot and set a goal amount. You'll be able to edit it after receiving your confirmation email.

- **View GiveSmart's tutorial for setting up fundraiser pages here:** <http://bit.ly/GiveSmartsetup>
- **View GiveSmart's tutorial for logging into and editing fundraiser pages here:** <http://bit.ly/GiveSmartedit>
- **Dimensions for photos:**
<https://support.givesmart.com/help/image-sizes>

Tracking Progress

Each team page and fundraiser page shows a progress bar of the current total amount fundraised by that team and/or fundraiser. This is how Team Captains and Team Fundraisers will track their progress. You can also view donor names and the amount they donated (if not anonymous) by clicking on the "Donor" tab. Be sure to save your page's unique text code and bookmark the link to your donation page to share.

How to Donate

Once your GiveSmart team and/or fundraising page is set up, you'll have both a direct link and unique text code you can use in emails, social media posts, and other online mediums where donors can make donations directly to your GiveSmart. Donors will either text the code to the number or visit the direct link to your donation page and click the "Make a Donation" button to proceed.

Offline Donations

For individuals fundraising on behalf of HOBY, you may accept offline donations and submit them to HOBY for processing. We recommend holding all donations until they can be mailed together and filling out the [Offline Donation Form](#) as you receive the donations.

For affiliates/seminars and alumni organizations, we recommend collecting and processing your offline donations as you would any other fundraising campaign; you do not need to mail payments to HOBY. Please report the offline donations so we may include them in GiveSmart and properly thank your donors at the conclusion of the campaign.

Please reach out to Michael Carter, Chief of Finance & Administration at carterm@hoby.org with any questions about offline donations.

Chapters should direct any checks or cash to:

Hugh O'Brian Youth Leadership
Attn: Founder's Day; [insert your name]
P.O. Box 8478
Pasadena, CA 91109-8478

- Please have your donors include "Founder's Day - [insert your name]" in the memo line of the check, as well.

Sharing Your GiveSmart Page

Currently, GiveSmart allows for direct sharing via email, Twitter, and Facebook using the icons at the top right of the webpage. For other social media platforms, you will need to provide your audience with either the text code or the direct link to your page. All of these tools will allow your donors to make fast, easy donations and contribute to your fundraising goal. You may also find it beneficial to include your donation link in the profile/bio section of your social media accounts. We've created a short [Linktree Tutorial](#) for linking to multiple URLs.

Have a Plan

Remember that Founder's Day is a campaign; as such, we recommend that you make a plan for who you're going to contact, how much you'd like to ask them to donate, and how you're going to communicate with prospects and donors.

Donor Identification and Cultivation Guide

To help you identify your network and cultivate donors, we've created a [HOBY Donor Identification and Cultivation Guide](#) that includes a network connections worksheet and tips for success. Using the worksheet provided, do your best to identify 6-10 prospects in each category listed below. That will produce a list of 36 - 60 prospects for your Founder's Day Campaign! That means you'll only have between 9 and 15 people to contact directly each week - or 1 to 2 people each day. Generally speaking, you should identify connections in the following categories:

- Family & Friends
- School/Education
- Professional
- Community
- Faith
- Volunteer Groups
- Shared Interest Groups

Founder's Day Media Kit

HOBY has compiled and created various media tools in [Canva](#) that can be used to help you manage your peer-to-peer fundraising campaign. If you've never used Canva before, start by creating a free account and then watch Canva's training video here: <https://youtu.be/PeOuHe0czfE> Then, download the [Founder's Day Media Toolkit](#). In the kit you'll find the following:

- **Social Media Guide & Best Practices**
 - Getting Started
 - Creating Variable Content
 - Posting Content
 - Best Times to Post

- Best/Worst Days to Post
- Posting on official HOBY pages/accounts
- Hashtags
- Engagement
- **Campaign Assets**
 - Graphics
 - Templates
 - Other Content
- **Samples**
 - One-Month Content Calendar
 - Captions
 - Email Template
 - Personal Ask & Follow Up Asks
 - Thank You Letter

Ideas for Gratitude

Once someone donates to your campaign, you'll be able to see their donation on the 'Donors' tab on your GiveSmart page. (Please note: Donors can elect to give anonymously.) Make time to thank these individuals personally and promptly. Ideas for expressing gratitude are below:

- ***Send a handwritten note or thank you card***
 - You can make your own thank you cards with colors and scrap paper, brown paper bags, recyclable materials, etc.
 - Note: You'll need to request their mailing address to do this.
- ***Send an ecard***
 - Canva has tons of templates which you can customize, animate, save, and send via email, text, or direct message.
- ***Record a video of yourself personally thanking them for their contribution and DM, email, or text it to them.***
 - Note: You could also record a voice memo/message
- ***Call them and thank them personally***

In addition to the above, you can also acknowledge your donors at the end of your campaign by creating a post for social media and tagging them in it.

Part 3 of 4: How to Run a Successful Digital Peer-to-Peer Campaign

The best advice you'll receive when it comes to fundraising is this: People give to *people* that they know and trust. HOBY's mission is powerful and engaging, but connecting that mission to your individual voice and passion makes the difference! Peer-to-peer campaigns are built on personal connections. The key to your success will be using consistent messages and varied content to tell your HOBY story, and presenting clear, easy-to-follow calls to action to your network.

Identifying Prospective Donors in Your Network

Think broadly about all of the people you know, and review lists of social media followers or friends (as well as other networking tools) to get a sense of the people in your network who might be willing to donate. Think about people in your life and their connection to you in your personal, education, and professional spheres. Remember that every individual you know is like a single node in a giant matrix, connected to tons of other folks who might be willing to support your fundraising goal. Even acquaintances or mutual friends can be inspired to give with the right message. Your best potential donors, sometimes called prospects, are three or fewer degrees of separation from you. Remember that you're not asking these people to give you money; you're asking them to support a worthy cause that you believe in and has already been changing the world for more than six decades. Below, you'll find a great resource to help you identify your network and cultivate donors for your Founder's Day Campaign. Generally speaking, you should identify connections in the following categories:

- Family & Friends
- School/Education
- Professional
- Community
- Faith
- Volunteer Groups
- Shared Interest Groups

Cultivating Your List of Prospective Donors

A detailed strategy for cultivating donors is outlined in the [HOBY Donor Identification and Cultivation Guide](#), but we'll provide the basics here. In general, there are four stages of the donor cultivation cycle: Prospecting/Identifying, Soliciting/Asking, Closing, and Stewarding/Thanking.

- **Prospecting/Identifying**
 - During the Prospecting/Identifying phase, you will make a list of all the individuals whom you think could be convinced to give to your campaign. Be sure to make a plan for who you'll ask for support and how much you think they would be willing and able to give. Take prospecting/identifying your donors one step further by planning out how you'll communicate with each of them - will you reach out by phone call, text, email, or social media? It can be helpful to create a spreadsheet or other document to track your prospects, but even a jotted list on notebook paper can help you keep organized and plan your approach.
- **Soliciting/Asking**
 - After you've identified your prospects, it's time to make the ask! Review the [Founder's Day Media Toolkit](#) for examples of direct messages, emails, and other templates that might be helpful. Remember the tips from "The Power of the Personal Ask" section above as you communicate with your donors. By directly contacting

your donors, you are increasing the chance of a donation by as much as 600% over putting out a generic social media post! Schedule your communications and set reminders for yourself to follow up with a thank you note or closing ask 4-7 days after your initial ask. As you're communicating with donors, remember to make it easy to donate by including direct links or text message shortcodes for your donors .

- **Closing**
 - If you don't receive a donation after your first ask, that's OK - move to the closing phase of your donor cultivation strategy. Sending a follow-up message can be a helpful way to remind your donors and create a sense of urgency as you close in on your goal and the end of your Founder's Day Campaign. You can also send a follow-up message at important milestones of your campaign, or if you decide to fundraise beyond your original goal. Your closing message should include a reminder and a strong appeal.
- **Stewarding/Thanking**
 - Finally, you want to do a good job of thanking your donors - often referred to as stewarding or stewardship. This means following up with a prompt thank you message and, when possible, a handwritten thank you note. It also means letting your donors know the impact of their gift - like how it helped you meet your goal and how it will help young people develop leadership skills and make a difference in their communities. Gratitude and stewardship are crucial to making sure that your donors feel appreciated and will be willing to give again in the future. You can find sample thank you notes in the [Founder's Day Media Toolkit](#) as well.

The Power of the Personal Ask

While your posts on social media are designed to invite your community at large to donate, the best way to raise money is to directly ask people you know or to whom you are connected. When it comes to crafting the right message, don't overcomplicate it! Genuine, natural conversations and communications are much more important than a polished donation letter. When you're making asks for donations, sometimes called soliciting donors or soliciting donations, keep these key tips in mind:

- **Keep it short**
 - Attention spans are short in the digital age. Make sure your message is concise and your ask is near the top of the communication.
- **Make it personal**
 - Be sure to mention HOBY's impact on your personal life by sharing a story or example of how you've used HOBY's lessons to make a difference in your community.

- **Center the message on impact**
 - Let your donors know how HOBY empowers young leaders and builds leadership skills to make a difference. When you can, mention the impact of the donor's gift on the mission and your campaign.
- **Make it specific**
 - Change your message from "Will you donate?" to "Would you donate \$10, \$25, or \$50 to meet my goal?" Always include your overall goal and give your donor targeted suggestions for donation amounts.
- **Continue the conversation**
 - If you can engage your donors in a conversation, you're much more likely to secure a donation. Lead with a question and respond promptly to your prospect. Offer to tell them more about your HOBY experience over the phone or on Zoom.
- **Make it easy**
 - Include links to online donation options, shortcodes for text donations, and other tools that make donating money fast and easy.
- **Be responsive**
 - If your donor wants to give by check or some other method, contact your Team Captain to get support and make giving convenient.

Using the Media Toolkit for Your Peer-to-Peer Campaign

HOBY has created and compiled various media tools that can be used to help you manage your peer-to-peer fundraising campaign. Download the [Founder's Day Media Toolkit](#).

- **Generating Content**
 - The Founder's Day Campaign is 30 days long, but that does not mean you will need to post the same content across all platforms for 30 days straight. In fact, we specifically recommend that you NOT do that. Posting the same content every day with a general call for donations may lead to your audience ignoring your posts, and could even cause your account to be shadow banned. (This means that your content will be flagged as spam, and will not show up on the platform's news feeds.) To prevent this, we've compiled some best practices for managing a peer-to-peer campaign to ensure your efforts are diversified, meaningful, and appealing to your audience.
- **Sharing HOBY Stories**
 - Consider what personal stories about HOBY's impact can be shared and who you might contact to help cultivate those stories. Volunteers, fellow fundraisers, and/or alumni are excellent starting points for collecting stories. Once you've collected these stories, make them a prominent feature of your campaign by showcasing seminar/event photos, headshots/selfies (either of yourself or other people), or other personal images that can connect people to this

campaign. If you can, avoid just posting graphics with quotes. As much as possible, try to direct attention to real human beings and their stories.

- ***Using Your HOBY Experiences to Make Personal Connections***

- You can also choose to center your campaign around your personal connection to HOBY and the leadership development opportunities that you've helped cultivate in volunteering for HOBY. Focus each of your posts around one or more themes, and adjust your direct outreach to reflect that theme. See below for potential themes/topics to feature during your campaign:

- How you became involved with HOBY
- How you've grown since becoming involved with HOBY
- Professional and personal achievements that stem from leadership skills developed at HOBY
- Favorite service projects and their impact
- Favorite alumni events and their impact
- Connections you've made through HOBY
- How you're actively working towards leadership initiatives today
- Where you see yourself in the future because of HOBY (long term goals and aspirations)
- Personal experiences with Hugh

- ***Sharing Your GiveSmart Fundraising Page on Facebook***

- GiveSmart allows for direct sharing to Facebook, which makes it an ideal tool to utilize when posting your content. You can start a private group or event and invite your friends to contribute to your campaign. If other groups/pages allow, consider sharing your page there as well. The toolkit has templates for landscape and portrait photo sharing as well as a Facebook Cover template. Since Facebook users tend to be older, direct contact is usually the best way to solicit donations. You can also utilize live videos or use the Stories feature to share your campaign.

- ***Using Instagram to Drive Donations***

- Instagram is an excellent platform for reaching younger audiences who are capable of engaging with your content and making small donations. Several square and story graphics have been provided in the media toolkit, but don't rely solely on these canned images for your campaign. Consider sharing multiple photos at once and using the graphic as the first or last image. Since Instagram is also pushing their Reels element heavily, you might consider generating your own Reels content to reach a wider audience. Instagram is also great for sharing memories. Add the link for your donation page to your profile bio ([or add a Linktree; see tutorial here](#)). Instagram Stories is also a great way to share and engage with others' content by featuring their posts in your story. You can use Instagram's post

syncing feature to post to Facebook and Facebook's Stories simultaneously. Tag fellow fundraisers and/or alumni to ask them to share their stories, and use your DMs to reach out to people on an individual basis.

- ***Connecting with Your Professional Network on LinkedIn***

- If you have not added your HOBY volunteer experience to your LinkedIn profile, you should! LinkedIn is a great place to connect with a professional network of individuals interested in the leadership development skills HOBY provides. Highlight how HOBY has affected your professional career and list your volunteer experience on your profile. Make personal asks of your 1st-level connections, and ask them to share with their own 1st-level connections. Share your stories about how HOBY helped you find your professional/academic career.

- ***Bingo Cards/Donation Grids***

- A bingo card totaling \$97 has been created for everyone to use (Hugh would be turning 97 this year). The starting amounts are as low as \$1 and as high as \$15. Share this on any of your social media accounts to generate small donations each day and fill your bingo card. You can shout out your donors by marking out the amount they are donating and covering it with their name. Use your Instagram or Facebook stories to post the donation grid as it gets filled up and let your followers and friends know what amounts you're still looking for.

- ***Launching an Email Campaign for Direct Solicitation***

- If you are not currently running an email or outreach campaign to your various audiences, now is not the time to start. Engaging with your alumni or past contributors just to ask for money never comes off well. Instead, consider reaching out for stories, testimonials, or just to see how they're doing, and encourage them to share your campaign with their networks. If your seminar is already engaging with an audience (via alumni newsletter, donor or partner list, etc.), then you can solicit the individuals on your listserv in a creative way. Be sure to email recipients in small batches and use the BCC feature if not using a digital marketing campaign software (such as MailChimp, Constant Contact, etc.). Use the sample email in the media toolkit, or write your own based on what you are fundraising for and how that particular audience can help. You can also use email to reach out to your personal networks. Consider using the personal ask sample provided in the media toolkit and attaching a picture of you at a HOBY event. Don't forget to make your ask specific and personal.

- ***Reaching out to Friends, Family, and Others by Mail***

- A letterhead is provided in the media toolkit as well. For those not on social media, you may find it better to do direct mail outreach to

your network. Remember to consider the audience you're writing to. If possible, hand write the letter or use the HOBY letterhead. The more you can do to tailor each letter to its recipient, the better. This can be time consuming, so be sure to plan enough time to write the letters and mail them. You might find it easiest to request that they use the 'text to give' feature. Don't forget to follow up with a thank you letter. If you can, send along a printed photo of you volunteering or attending a HOBY event.

Part 4 of 4: Team Captain's Guide

In addition to fundraising, Team Captains' duties include supporting your team as well. Set aside some time each week to check in with your team and work through any potential problems or roadblocks. It will take the collective work of everyone to help reach our goal!

Working Together with Your Team

Your team should be a highly collaborative group of folks who are all committed to your team's singular cause. Staying connected during the campaign will ensure that if any issues or common problems arise, the team will be able to work through them together. Below are some recommendations for working together as a team:

- ***Decide on a communication platform***
 - Start a Slack workspace or create a new channel in an existing Slack
 - Start a group chat on any other messaging platform
 - Start a private Facebook Group for your team
- ***Coordinate your posts around singular themes***
 - Use the templates or graphics provided and split them amongst team members
 - Generate your own content by using the photo templates or by simply posting your own photos with the campaign logo
- ***Share when you'll be posting so others can engage with your content***
 - Work off a Google Calendar or shared calendar/spreadsheet
 - Use the media toolkit's content calendar template to schedule posts

Checking In with Your Team

Throughout the campaign, Team Captains should provide encouragement and resources to help the team make the most of their fundraising efforts! You might also decide as a team to have weekly social hours or brainstorm some other way to stay engaged and connected with your teammates. Joining and working together on a team is all about sharing success, tackling challenges, and driving support for your team's mission. It may also be beneficial to make collective decisions about who will post which graphics or photos to avoid duplicating each others' efforts or posting redundant content.

Bringing It All Together

This guide has provided a plethora of resources for both Team Captains and Team Fundraisers to run a successful campaign. It can be a lot to consider, so here is the short version:

- If you haven't yet, sign up and have your team captains sign up for the Founder's Day fundraising campaign.
 - https://fundraise.givesmart.com/join/hoby/Hugh?parent_id=794025&vid=xkl6t
 - After entering your information and clicking "Become a Fundraiser", click "Join or Create Team" to create a team for yourself and your fellow fundraisers.
 - All Team Captains will receive a follow-up email from HOBY HQ to confirm your chapter/affiliate information and fund allocation.
- Make it personal. Connect with your audiences about why this is important to you.
 - The key to your success will be sharing consistent messages with your network using varied content to tell your HOBY story, and presenting clear, easy-to-follow calls to action.
 - Use our [Donor Identification and Cultivation Guide](#) to help identify your nodes of connection and how to steward donors.
 - Use our [Founder's Day Media Toolkit](#) to help manage your social media, communications, and access graphics, templates, and samples.
 - Ask for specific amounts or indicate whenever possible what your fundraising goal is and what you are fundraising for.
 - The Donor Identification and Cultivation Guide (linked above) shows a sample donor journey.
- Drive your audiences to your unique donation page.
 - You can find your team's page by visiting the main GiveSmart page.
 - **Link to GiveSmart:** <https://app.GiveSmart.com/vf/Hugh>
 - Each page lists the unique text code at the top; each code will be some variation of '2023Hugh' plus one or two additional numbers. Ex: 2023Hugh3
 - Share your donation page directly via Facebook, Twitter, or email.
 - Use a Linktree in your bio for multiple links: [See tutorial here](#).
- **THANK YOUR DONORS PROMPTLY AND PERSONALLY**
- Train your team using our [slide deck](#)!
- Stay in contact with your team; don't give up!
 - Check in weekly and plan a mid-campaign social night for your team to push through the slump.
- Engage with fellow fundraisers to boost their chances for success.