



## AMPLIFY AUSTIN 2020 FUNDRAISING GUIDE

Adapted from I Live Here I Give Here [Peer-to-Peer Fundraising Playbook](#)

*Thank you for being a Literacy First fundraiser during Amplify Austin 2020! Your support truly means the world to all of us at Literacy First and the students we serve. The 5 easy steps listed below are all it takes to be a fundraiser, and you'll find each one explained in detail in this guide.*

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**Step 1. Activate your fundraising page.**

**Step 2. Customize your page.**

**Step 3. Share your page via email.**

**Step 4. Share your page via social media.**

**Step 5. Thank your donors!**

### Let's get started!

#### Step 1

##### Activate your peer-to-peer fundraising page

A. Starting your own Peer-to-Peer Fundraising page

To begin a fundraising page for Literacy First, follow these steps:

1. Head to <https://www.amplifyatx.org/organizations/literacy-first>
2. Select the "Fundraise" button to the right of the "Donate" button.
3. You'll be prompted to log in if you have an existing GiveGab account. If you haven't used GiveGab before, you will need to create an account.
4. Upon successful completion, you should be taken to a page titled "Your Name's fundraising toolkit for Amplify Austin". If you're taken to your Amplify profile page instead, click the "Manage Fundraiser" button at the top right to go to your fundraising toolkit.

#### Step 2

##### Customize your fundraising page

While your fundraising page will have components of Literacy First's giving day profile, you can customize key sections to convey your goals and personal connection.

A. Select the "Tell Your Story" tab and complete the following sections:

1. Explain your connection to Literacy First and why you're a passionate supporter. For example:

- a. Why do you love reading? “I Love Reading So Much” is the theme for Literacy First’s Amplify Austin 2020 campaign.
  - b. What made you decide to make your first gift or get involved with Literacy First?
  - c. What do you wish everyone knew about this cause?
  - d. Why do you enjoy being involved with Literacy First?
  - e. Since you’ve been supporting this cause, is there a moment that stands out to you where you truly felt your impact?
  - f. Former tutors: how did your experience with Literacy First/ACE/ACEE change the trajectory of your career/life?
2. (Optional) Set a monetary fundraising goal. This can be used as a motivational tool during your campaign! Aim your goal according to what you think you can reach. A common fundraising goal for past Literacy First fundraisers is \$500 per campaign.
3. Add a personal image for your story. You can [print this poster](#) and use it to take a selfie. Or, you could add a photo of you reading. [Here are some photos](#) from the Literacy First Amplify Austin 2020 campaign you can also use.
4. (Optional) Include a video in place of the photo. Here are some Literacy First options:
- a. [A Brother and Sister Dream](#): The story of two siblings in the Literacy First program.
  - b. [Bright Futures Ahead](#): Students share what they want to be when they grow up.
  - c. [A Reading Start](#): A story about the impact of our program on one amazing family.
  - d. [A Day in the Life](#): A student describes a typical day for Literacy First tutors.
- B. (Optional) Select the “Make a Donation” tab. You can add a seed donation to your campaign. Setting an example for other donors by donating shows you’re committed to the campaign.

## Step 3

### Share your fundraising page through email

Contact your family, friends, coworkers and additional peer networks about Amplify Austin and why you choose to support Literacy First.

- A. Expand the “Reach Out” tab.
- B. To enter email addresses in for your supporters, select the “Send Email” button. Enter in emails for the individuals you want to contact (you can enter in multiple email addresses).
- C. To import your contacts in order to email a larger group, click on the “Import Contacts” button.

- D. Once you've selected your method for entering your contacts, you'll be prompted to create your message. This messaging feature is in plain text, so there aren't additional formatting options.
- E. YOU CAN ALSO SIMPLY USE YOUR OWN PERSONAL EMAIL TO SHARE YOUR FUNDRAISING PAGE LINK.
- F. Suggested emailing schedule:
  - 1 email before Amplify Austin.
  - 2 different emails on Amplify Austin day
  - 1 Thank You email after Amplify Austin

**A personalized email message straight from the heart is what appeals most during Amplify Austin. Your friends and family want to know why YOU support this organization. [To help you get started, we've provided some sample language here.](#)**

## Step 4

### Share your fundraising page through social media

Reach beyond direct connections and inform your social networks that you're supporting Literacy First during Amplify Austin!

- A. Expand the "Share Socially" tab.
- B. Facebook and Twitter buttons are readily available for easier posting.
- C. You'll also find your Fundraising Page's unique URL to share on additional social media platforms.
- D. Suggested posting schedule:
  - 1-3 posts before Amplify Austin
  - 3 posts on the giving day (include progress updates)
  - 1 Thank You post after Amplify Austin

**[We've provided some Literacy First-specific sample social media language here, but feel free to customize as you see fit!](#)**

## Step 5

### Thank those who donated through your fundraising page

This is your opportunity to thank your network of supporters directly. Donors will also receive an automatic message and a personalized thank you message from Literacy First.

- A. Select the "Give Thanks" tab in your P2P Toolkit.
  - 1. A full list of all donors who gave through your page will appear.
- B. Select the donors you want to thank. Segmenting your thank you messages allows you to send tailored messages to your supporters.
- C. Select the "Thank Selected Donors" button to create your plain text email. **[We've provided some Literacy First-specific sample thank you language here, but feel free to customize as you see fit!](#)**
- D. Once you're done, mark the donors you have thanked. This allows you to keep track of who you've thanked.

***THANK YOU AND GOOD LUCK!!!***

## **About Literacy First**

**<https://www.literacyfirst.org/>**

**Our mission:** We place highly trained AmeriCorps members in low-income schools to deliver intensive and effective tutoring that advances K-2 students to grade level in reading by 3rd grade.

Across Austin, we are in 25 schools with over 80 reading tutors working every day one-to-one with students in low-income schools, to help them learn to read.

On average, each tutor teaches 20 students each year.

One-to-one sessions are the most valuable and effective form of instruction, and our tutors conduct nearly 100,000 one-to-one sessions in a year's time.

Since 1994, Literacy First has taught over 20,000 children how to read.

Literacy First is attacking the root cause of so many of our community's struggles. Children who can't read by 3rd grade are much more likely to experience poverty, homelessness, unemployment or underemployment, prison...the list goes on. Literacy First sets children on a path to success in school and in life!