



Givebutter

Setting up Your Profile and Page to Become a Team Member of A Campaign (A Responsibility of Board members and Co-Executive Directors for all fundraisers)

1. Go to: <https://givebutter.com/kacSXR>
2. Click the link that says “Join a Team”
3. You can either choose to join an existing team or create your own.
 - a. Decide the **amount** you would like to raise.
 - b. **Tell your Story:** Why are you getting involved and want your friends to give?
You can... explain why you joined the Board, why you want to support children who are underserved; why you want to make radical change, and therefore need radical money; that TLS is the first charter school in St Louis County and is scraping together every penny to help it succeed....
4. Copy the link provided to share with at least ten (10) friends, explaining the Skating for Change event is to help raise funds for The Leadership School, a K – 4 charter school and the first in St. Louis County so that we can move to 1-1o-1 computing. See sample message here.
5. You could ask for at least \$25/person or leave it open ended.
6. Follow up with a phone call, if needed
7. You will receive notifications if you receive any donations. Follow up on the spot with a thank you.
8. You can login to Give Butter with the link <https://givebutter.com/kacSXR> and check your progress toward your goal.

How **Promote your Business** by Sponsoring an Event

1. Click the green button
2. Use your business account to donate \$250.
3. Send your business logo to Carmen Ward (cward@tlsstl.org) who will acknowledge the sponsorship by creating a shoutout with your logo on the Give Butter platform, LinkedIn, and Facebook.

How to Encourage Donations via Email

1. Click: <https://givebutter.com/kacSXR>
2. Click: **Campaign Update**
3. Fill in the email template and send to your network with a progress report.

How to Buy Tickets to Attend the Event

- Click the **blue “Purchase Now” button** at the link above.
- Tickets are **\$25 each**. Select the number of tickets desired.
- Follow directions for payment.

- In addition to having friends/associates donate, each Board member and Co-Executive Director should aim to **sell at least 10 tickets**. Invite your family and friends!
- Share the link to the event on your Social Media. Encourage participation!

How to Buy Tickets **if you are a Teacher**

1. Click the green button
2. Click promo code: Type in "Teacher Discount"
3. Tickets are **\$15 each**. Select the number of tickets desired.
4. Follow directions for payment.

How to Donate

1. Click the green button
2. Click "No thanks, I just want to donate."
3. Follow directions for payment.

From the Development Committee

- **Board Expectations**
 - The Development Chair/Board Chair invites each board member
 - Each member is expected to accept the invite and setup their event page
 - Each member commits to selling 10 tickets/\$250 (if the member owns a business, consider sponsorship through the business to the event)
 - Board Members/committee members specifically ask friends and families to donate a specific amount in addition to sharing information about the event across various platforms. Consider doing this multiple times until November 30th / the date of the next event.
- **Executives Expectations**
 - Co-executives commit to getting other schools to purchase **bundle packages** for staff to attend. Bundles are \$75
 - Email Brandi Chinn
 - Request that she sponsors each school in her portfolio, with a school bundle of 5 tickets for \$75 each
 - Establish your page on the event site
 - Ensure that each TLS teacher sets up a page
 - Commit to selling 10 tickets each

<https://givebutter.com/skating4changeteachersedition>