

Search Inc.

Crowdfunding Packet

Giving Tuesday 2020



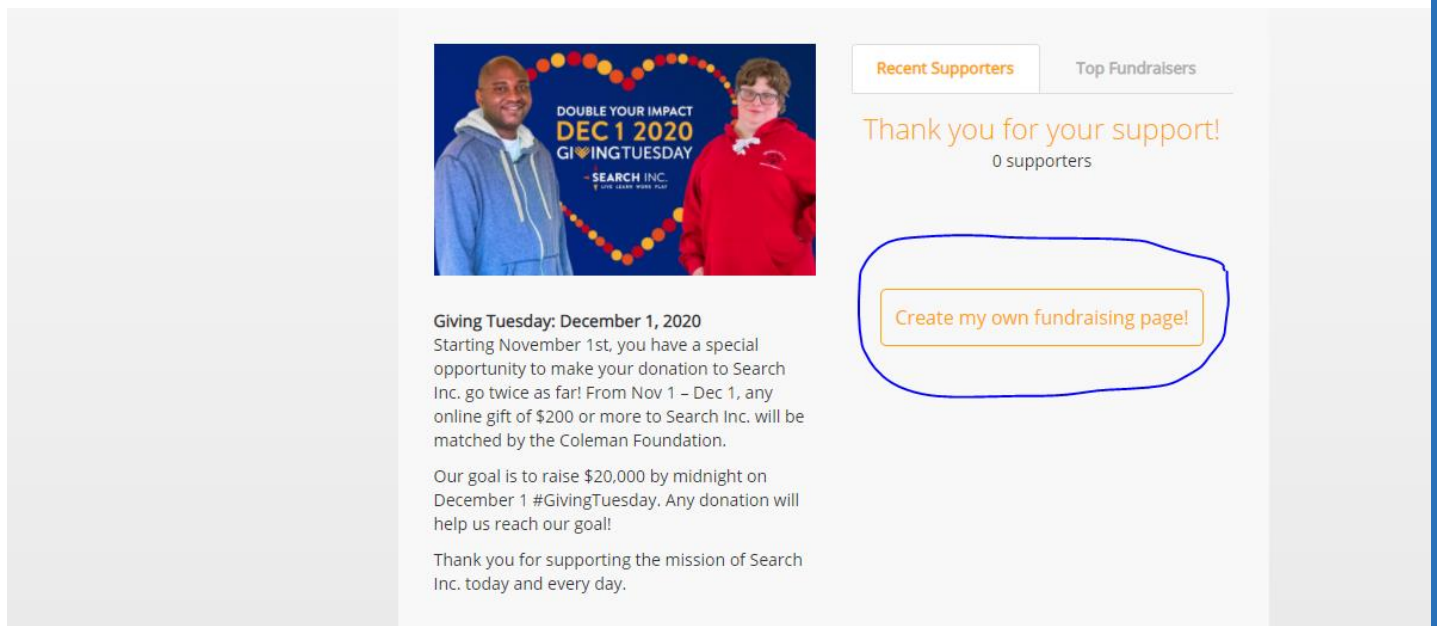
Thank you for your interest in being a #GivingTuesday Crowdfunder for Search!

Below you will find instructions on how to start your own Crowdfunding page. Additionally, you will also find resources to support your communications with friends, family and loved ones once your individual crowdfunding page is live. Please feel free to utilize these or create your own – these are simply suggestions and meant as helpful tools. Get as creative (or not!) as you like.

Contact Grace Lipscomb at glipscomb@search-inc.org or 773-305-5000 x55 with any questions or concerns. Also feel free to reach out to Grace with any questions you may have at any time!

Create Your Own Fundraising Page Step-By-Step Instructions

1. Go to Search's #GivingTuesday fundraising page:
<https://interland3.donorperfect.net/weblink/WebLink.aspx?name=keystone&id=32>
2. Click on the button that says "Create my own fundraising page!"



Recent Supporters | **Top Fundraisers**

Thank you for your support!
0 supporters

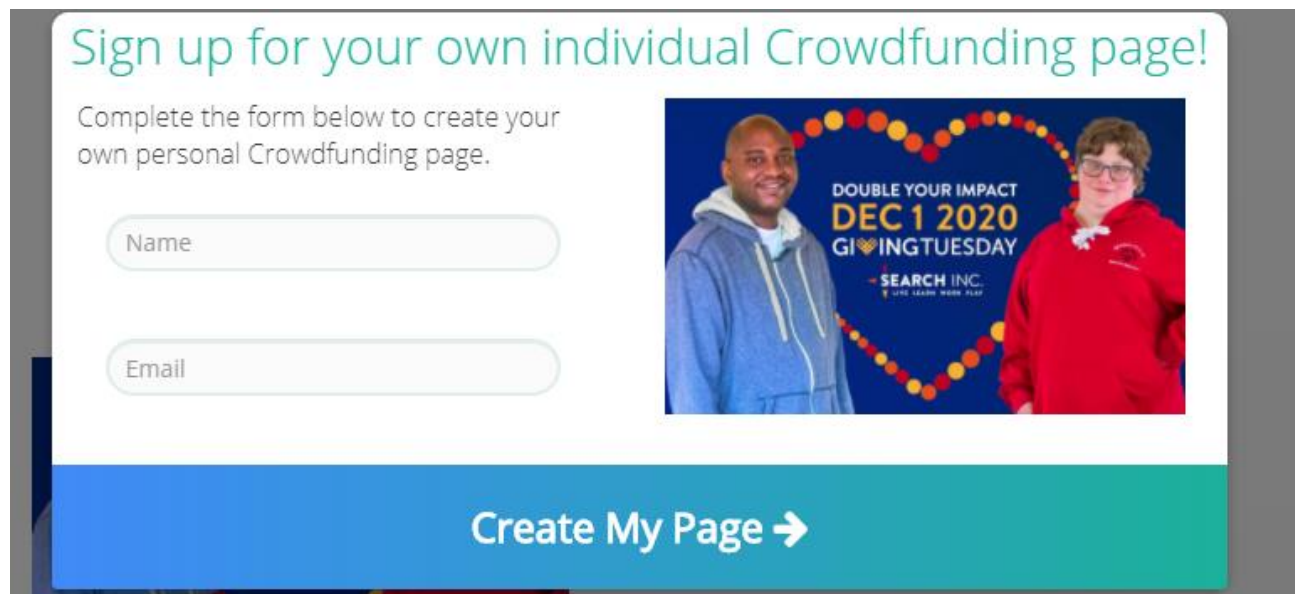
Create my own fundraising page!

Giving Tuesday: December 1, 2020
Starting November 1st, you have a special opportunity to make your donation to Search Inc. go twice as far! From Nov 1 – Dec 1, any online gift of \$200 or more to Search Inc. will be matched by the Coleman Foundation.

Our goal is to raise \$20,000 by midnight on December 1 #GivingTuesday. Any donation will help us reach our goal!

Thank you for supporting the mission of Search Inc. today and every day.

3. A box will pop up that says “Sign up for your own individual Crowdfunding page!” When prompted, enter your name and email:



Sign up for your own individual Crowdfunding page!

Complete the form below to create your own personal Crowdfunding page.

Name

Email

DOUBLE YOUR IMPACT
DEC 1 2020
GIVING TUESDAY
SEARCH INC.
LIFE LEARN HOPE PLAY

Create My Page →

4. **Success!** Keep an eye out for an email with instructions to create your own page. The email will be titled “Personalize your Crowdfunding page – do not share link”.

Important - save this email! Make sure you are able to easily find it again as you will need it to edit your page

5. **Personalize your page!** Tell your story in your own words as much as possible – the more genuine you are, the more meaningful it will be to your family and friends. Here are some tips:

- a. **Your Story** - Why are you supporting Search? Has Search made a difference in your life, or in the life of someone you care about? If so, describe the impact Search has had.
- b. **Photo** – Add a photo of yourself or an image that will be meaningful to family & friends
- c. **Set Your Goal** – Choose a goal
- d. **Make A Donation** – People are more likely to donate when they see others give

6. **Share!** A second email with subject line “Support my fundraising effort” will also be sent to you. This email should be forwarded to family and friends.



Woo hoo! You’re off to a great start! Thank you so much for fundraising on behalf of Search.

Sharing Your Campaign

Looking for advice on how to share your campaign? You're in the right place.

Sharing Your Campaign

Looking for advice on how to share your campaign? You're in the right place:

Email Templates

Send to family, friends, colleagues, and other contacts

Email #1

Send the email below a few days after you create your personal fundraising page. Delete the text in **yellow highlights** and replace it with your own words:

Subject Line: Join Me This Giving Season

Dear **FIRST NAME**,

I hope you're doing well during these difficult times. **Personalize here as much as possible**

As you (may) know, I have a personal connection to the mission and programs of Search Inc., a nonprofit that provides essential services for adults with intellectual and developmental disabilities. **Add 2-3 sentences here to tell your story:**

- **What is your connection to Search?**
- **How has Search made a difference in your life? Be as personal as possible and speak from the heart...**

I have set a goal of raising **\$XX (your personal goal amount)** for Search this #GivingTuesday. Search has a matching grant that will double your impact this holiday season! All gifts of \$200 and over will be matched from Nov 1st – Dec 1st thanks to the Coleman Foundation.

Search has a goal of raising \$20,000 by midnight on Dec 1, #GivingTuesday! This year has brought on many unprecedented challenges, but your donation, **of any amount**, will help Search's critical mission.

#GivingTuesday is the biggest giving movement in the world. Donors around the world come together and give back on #GivingTuesday - December 1, 2020.

Will you consider supporting Search this Giving Season?

Click here to give: **INSERT LINK TO YOUR PERSONAL FUNDRAISER HERE**

Thank you so much! Stay safe.

Your First Name

Email #2

Send approx. one week prior to Dec. 1

Subject Line: Almost There #GivingTuesday

Dear **FIRST NAME**,

Wishing you and yours a Happy Thanksgiving! **Personalize here as much as possible**

I'm **\$XX** away from my goal! Are you able to help me get closer to the finish line?

CLICK HERE TO GIVE – INSERT LINK TO YOUR PERSONAL FUNDRAISER HERE

As a reminder, I am raising money for a cause I care deeply about this holiday season – Search Inc., a nonprofit that provides essential services for adults with intellectual and developmental disabilities. **Copy and paste your personal story from the original email**

I am raising money for Search this #GivingTuesday. Search has a matching grant that will double your impact this holiday season! All gifts of \$200 and over will be matched from Nov 1st – Dec 1st thanks to the Coleman Foundation.

Search has a goal of raising \$20,000 by midnight on Dec 1, #GivingTuesday! This year has brought on many unprecedented challenges, but your donation, **of any amount**, will help Search's critical mission.

Will you consider supporting their important mission?

Click here to give: **INSERT LINK TO YOUR PERSONAL FUNDRAISER HERE**

Thank you so much! Stay well and healthy.

Your First Name

Email #3

Send on Tuesday, Dec 1

Subject Line: It's #GivingTuesday – Donate Now!

Dear **FIRST NAME**,

Today is #GivingTuesday! It's a day where people around the globe come together to give back. Today is also the last day to match your gift to Search and double your impact!

As a reminder, I am raising money for Search, Inc. this #GivingTuesday. Search is a nonprofit that provides essential services for adults with developmental disabilities. **Copy and paste your personal story from the original email**

I'm **\$XX** away from my goal! Are you able to help me reach my goal today?

Click here to give: **INSERT LINK TO YOUR PERSONAL FUNDRAISER HERE**

Any amounts helps Search meets its goal of raising \$20,000 to support its critical services.

Thank you for your generosity! Best to you and yours this season. Stay well.

Your First Name

Giving Thanks

A prompt, heartfelt **thank you** to anyone who has donated to your fundraising page will be extremely meaningful to them!

We also send out acknowledgement letters from Search for every donation made.

Social Media Templates

We recommend sharing **1-2x weekly** to your social media accounts leading up to Dec. 1. On the day of #GivingTuesday, Dec. 1, we recommend posting on social media at least 2-3 times!

Follow along with our social media channels for updates on our #GivingTuesday campaign and feel free to reshare any posts to your personal accounts as well.

For posts, use our main image or your own photo that you used for the crowdfunding page.

Facebook & LinkedIn

- This #GivingTuesday, I'm giving to Search because **add your personal story here and share why Search is important to you – 1-3 sentences**. Click here to donate & double your impact: **insert link to your personal crowdfunding page here** #ILgive #searchspirit @search.inc
- This #GivingTuesday, Give Love. Give Friendship. Give Safety. Give Opportunity. Give Back. Give to Search. With your donation, you can give to Search's critical mission. Click here to donate & double your impact: **insert link to your personal crowdfunding page here** #ILgive @search.inc
- I'm **\$XX** away from my goal! Double your impact for #GivingTuesday and support people with disabilities to live without boundaries. Click here to donate: **insert link to your personal crowdfunding page here** #ILgive #SearchSpirit #SearchStrong @search.inc
- I'm showing off my #unselfie for #GivingTuesday! Will you join me in supporting people with disabilities? You can make a difference and double your impact. Give here: **insert link to your personal crowdfunding page here** #ILgive #SearchSpirit #SearchStrong @search.inc

Twitter & Instagram

- This #GivingTuesday, I'm giving to @searchinc1968 because **add your personal story here and share why Search is important to you – 1 short sentence**. Click here to donate & double your impact: **insert link to your personal crowdfunding page here** #ILgive #SearchSpirit #SearchStrong
- This #GivingTuesday, Give Love. Give Friendship. Give Safety. Give Opportunity. Give Back. Give to Search. With your donation, you can give to Search's critical mission. Click here to donate & double your impact: **insert link to your personal crowdfunding page here** #ILgive @search.inc
- I'm **\$XX** away from my goal! Support @searchinc1968 and help people with disabilities live without boundaries in the community. Click here to donate: **insert link to your personal crowdfunding page here** #ILgive #GivingTuesday #SearchSpirit #SearchStrong
- I'm showing off my #UNselfie for #GivingTuesday! Will you join me in supporting people with disabilities? You can make a difference and double your impact. Give here: **insert link to your personal crowdfunding page here** #ILgive #SearchSpirit #SearchStrong @searchinc1968

Tag Search in your posts:

- Facebook: <https://www.facebook.com/Search.Inc/>
- Twitter: <https://twitter.com/searchinc1968>
- Instagram: <https://www.instagram.com/searchinc1968/>
- Twitter & Instagram handles: @searchinc1968