

Getting publicity for your fundraising efforts

Tips for promoting your firstgiving.com fundraising page



At the end of the day, fundraising is all about maximizing contributions for a cause. By telling your story through the website—and using basic techniques to maximize publicity opportunities you can bring in more funds in for your cause.

Firstgiving.com is the leading social platform for fundraising for any cause, any time, any place. With the personal fundraising pages, Firstgiving.com gives everyday people and non-profit organization simple tools and resources to raise money and awareness for a cause that has driven them – people just like you – to do something extraordinary.

What do I do first?

The first step in the process is designing your Firstgiving.com Fundraising page. The more you personalize the information and make it your story, the stronger your case for people to donate becomes. Tell people why you are raising funds for your particular organization, how their assistance impacts those that are in need of charity and what your goal is for the fundraising effort. Use numbers as much as possible.

Once you have this set up and you have sent the invite to your personal acquaintances (via email/Facebook/twitter or any other method) you can follow some simple steps to getting more visibility in your local community.

How do I tell people I don't know?

The best way to do this is by reaching out to local newspapers and publications that write about where you live. Research who writes either general human interest or philanthropy for the publication — pick up a paper or check online to see who is writing about fundraising in your community.

Once you identify an individual to speak with, look up the general editorial contact information online — and either email them with details about your fundraiser or call with some basic details about the fundraiser.

Try to do calls earlier in the day—most papers are on a 3 pm deadline.

You may get a response – or get directed to others at the publication – but it is the best way to tell your story. If they are interested, they may write something by adapting what you wrote in your fundraising page — or they may want to do an interview.

What should I know about doing an interview?

If an interview is scheduled, there are a few basic tips that can help you. These are:

- ❖ Start interviews with a very brief overview of what you are raising money for and the “Who, what, where” details of the particular fundraiser.
- ❖ Keep in mind that all information is on the record. You should always keep the conversation friendly and open, even if the reporter challenges your premise. You can disagree with a point, but never seem hostile or defensive in response.
- ❖ Brevity rules. Try to think sound bites and headlines. You will likely have only 15-30 minutes for most of these discussions, so you should be aware and prepare a list of

the few points that are critical for you to discuss prior to the call. This will also serve as a guideline for the how to keep the interview on track.

- ❖ Check in with the reporter throughout the interview to see if points are resonating with him/her. Listening to what they need is as critical as what you say during an interview.

What if a reporter wants to know details about Firstgiving.com?

If the reporter also is interested in further information about Firstgiving.com or its approach to creating a social platform for fundraising, you can reach out to David Karp, Director of Marketing at Firstgiving.com. He can be reached at either 617-591-2121 x 1021 or david@firstgiving.com and he will give you information for your media follow up information or speak with the reporter about the fundraising process.

What should I do next?

Work with the reporter to coordinate any other information that is needed (pictures or other people involved in the process) and help finalize the information in a timely manner. Once this is complete, all you need to do is wait to see the article appear.

What about speaking at conferences? Can I do that too?

If you have a cause that you are passionate about and will be at various industry/community conferences you can also reach out to conference coordinators about how Firstgiving.com helped you in the fundraising process. However, there is a very long lead time for these conferences--- you often need to reach out to the coordinators five or six months in advance. Let Firstgiving.com know if you need any additional background information for the presentation if your speaking request is accepted.

Does Firstgiving.com need anything from me?

Only one thing is needed, for to share your story. Please, tell us your successes! Send feedback@firstgiving.com links to any stories that appear – and highlight how those articles helped you in raising funds for your cause. Tell us in your own voice what impact this tool has had in your goal to do something to improve the world.

