

## Step-By-Step Instructions to Become a Fundraiser for ANEW Place's RPS2019 Campaign

Follow the instructions below to set up your own fundraising page or let ANEW Place set one up for you by contacting Kathryn Nunnelley at [kathryn@anewplacevt.org](mailto:kathryn@anewplacevt.org) or 802-862-9789 x1003.

1. Go to the following link: [RPS2019.com](http://RPS2019.com).
2. Click on the "Become a Fundraiser" button.
3. Sign up through your Facebook account or sign up with your email.
4. Upload or drag your profile picture. You may choose to use the ANEW Place logo downloadable at [RPS2019.com](http://RPS2019.com).
5. Read the terms and conditions and click the "Sign Up" button.
6. Leave the Personal Campaign Title as it is or personalize it as you like.
7. Enter your set fundraising goal. Suggestions: \$100 (get 10 friends/colleagues to give \$10), \$250 (10 friends/colleagues give \$25), \$500 (20 friends/colleagues give \$25), \$1000 (20 friends/colleagues give \$50), etc.
8. Set your campaign end date as October 16, 2019.
9. Fill in the Personal Campaign Story.
10. **Option 1:** If you are fundraising as an individual, make sure the "Individual (No Team)" icon is highlighted and click the "Get Started" button.  
**Option 2:** If you know a fundraiser and want to join his/her fundraising team, click on the "Join a Team" icon, select the team you want to join and click the "Get Started" button.  
**Option 3:** If you want to create a fundraising team, click on the "Create a Team" icon. Fill in the needed information and upload or drag your profile picture. Click the "Create a Team" icon. Then click the "Get Started" button.  
You will receive an email with your fundraising page information including how to login (to view and edit your page), the link you and your potential supporters can go to in order to see your page, and next steps.
11. Click on the "Share" button(s) to share on your social media platforms (under the "View Your Page" and "Edit Your Page" buttons and at the top right of the page next to the "Menu" and "Support" buttons). You can use the following scripts with your information filled in or create your own to communicate with your friends and associates throughout the campaign.
12. Send an email out to people you know using the provided script or create your own.

Create a friendly competition or make a team and set a giving goal for your company, church, or organization. You can invite team members to join you in raising money or they can create their own individual or team pages.

## EMAIL SAMPLE TEXT

**Subject line:** I'd love your support to achieve raising \$30,000 for ANEW Place.

Dear [name],

**Together we can raise \$30,000 to help our homeless neighbors!**

Thanks for taking a few minutes out of your busy day! I'm writing because I have committed to raising [personal fundraising goal \$] as part of ANEW's Rock Paper Scissors Tournament and Fundraiser goal of \$30,000. I've seen firsthand Place's work with our homeless neighbors. [Share your personal fundraising story here: why you've decided to support this work and your personal connection to the cause].

It would mean a lot to me if you could provide your support, and donating is easy. Simply follow the link to my campaign page: [link].

We can't do it alone!

Please don't hesitate to reach out with any questions.

Sincerely,

[Your name]

#chartANEWpath

## **SAMPLE SOCIAL MEDIA POSTS**

I'm excited to support ANEW Place by raising [\$ amount]. Will you join me in helping our homeless neighbors? [peer page link]

Generosity makes change possible. ANEW Place is relying on generous donations to support their group home and transitional housing program. I've launched my own fundraiser and would love your support: [peer page link].

I'm halfway to my goal! Will you help me raise [\$ amount more] to support ANEW Place? [peer page link]