



Star Fundraising Toolkit

Meet your fundraising goals faster.

Greetings 2021 Stars! Congratulations on being selected to participate in this truly special fundraiser. Aside from raising money for two super rad nonprofits, the stars, pros, committee members and volunteers that put this event together gave a TON of fun. When you 'virtually' walk off stage on March 6, you'll experience feelings you've never felt before. When the curtain closes you'll know you have a new family. Until then, we know you have your work cut out for you.

As you embark on your journey, the DWTWS committee has assembled this toolkit to help you with one important aspect of your commitment - fundraising. In the pages that follow, you'll find ideas on how to raise more money faster from the seasoned Stars who were in your dancing shoes in years past and experienced digital marketing and fundraising professionals. We've also included some sample emails that are designed to get your colleagues, family and friends to give more money.

At the outset of your personal campaign, keep in mind that the early days of your effort are the most important. The more you raise early on, the easier it will be to reach your goal. Now, without further ado, here goes.

Top 12 Peer-to-Peer Fundraising Tips

1. **Don't just ask for donations, ask for specific amounts.** When speaking directly to potential donors or when asking online, let them know that "every dollar counts," but encourage them to give at a benchmark you set. For instance, you could say "a donation of \$100 would go a long way toward helping me reach my goal."
 - a. We need to raise \$1,250 more by Friday. That's 20 donations of \$60. Can you donate \$60?

2. **Give to your own campaign and tell everyone you did.** Leading by example isn't just a cliché, it's an effective tool for drumming up support for your effort. If you plan to make a contribution to your own campaign, do it early and share your personal contribution on social media.
3. **Ask donors to share on your behalf.** Did someone already donate? Ask them to help amplify your message by sharing on their platform. (And maybe nudge them to buy a ticket if they haven't already. ;))
4. **Tell everyone why this is personal for you.** Have you had an experience that makes this cause near and dear to your heart? People *love* stories, so tell your own.
5. **Thank your donors early and often.** Your donors could be a great source of new donations. When you thank donors for their contribution, ask them if they know someone who might also be willing to support the cause.
6. **Facebook rules.** To date, 83% of donors gave after clicking on a link on Facebook. We've included some tips on asking for support through Facebook later on in the toolkit, but the most important thing you need for success is a plan. Start assembling yours now.
7. **Don't like asking for money? Ask for advice.** Ask your Facebook friends for their ideas about how you can raise more money faster; you'll likely get donations as well as some cool ideas you may not have thought of on your own.
8. **Update your fans on your progress.** From now until the moment you walk on stage, be sure to send emails to your supporters and post regularly on social media how much money you've raised and how much more you have to go. Not everyone will see all of your posts on social media, so posting more frequently will ensure that everyone sees your effort.
9. **Identify a rival.** Okay, so we're all in this together, but there's nothing like a little healthy competition to keep you and another star motivated. We've seen some of this already in this group and it's driving some serious cash.
10. **Video wins.** A little video can go a long way. Stars in years past have posted videos of themselves practicing their dance and purchasing their wardrobe. Your Facebook friends will pause when they see your smiling face and you'll generate more in donations if you keep it up.
11. **Use Incentives** - Get gift cards or vouchers and offer a chance to win to the next 15 people who donate \$50 or more. Giving your friends and family a chance to win a prize can increase the opportunity to raise more. Reach out to a local business (brewery, coffee shop, bakery, etc) and ask if they would give you a gift card or voucher.
12. **Have fun!** Everything about this is fun and it's a win for everyone. Don't let the pressure of fundraising or the dance practice get in the way of enjoying the journey.

Facebook Fundraising Tips

1. Plan several **Facebook live videos** updating your fans of your progress (dancing and fundraising) and appeal for support.
2. Always be sure to **include a link** to your fundraising page.
3. **Include photos** with every written post. Photos get more visibility.
4. **Thank donors/fans publicly** and **tag them** in the post.
5. Like our page and **share our posts!** We will post team photos, fundraising updates, ticket info, etc.
6. Use **Emojis** 🐱 🐱 ♀ to get more visibility to your posts.
7. Remember, videos get the most visibility, followed by photos, followed by plain text posts. Try to avoid posting without a video or photo.

Virtual Fundraising Event Ideas

1. **Virtual Zoom Game Night:**
 - a. Charge a price of admission and host a game night!
 - i. [Among Us - link -](#) mobile version is free; great to learn about together
 - ii. [Jackbox.tv - link -](#) Jackbox Games Everyone gathers around the television and grabs whatever smartphone or tablet they choose. Using those devices, they go to "Jackbox.tv" on their browser and enter the four-letter room code displayed on the screen. Once you enter a display name, your device is synced up with the game.
 - iii. Scattergories [- link -](#) Fun online game, create a game for friends and see who wins!
 - iv. Other Virtual Game Options:
 1. <https://www.realsimple.com/work-life/entertainment/virtual-games>
 2. <https://www.goodhousekeeping.com/life/entertainment/g32098665/best-games-to-play-on-zoom/>

2. **Virtual Class:**

- a. If you or anyone in your organization has any strong skillset, offer a class! You can also recruit a professional to volunteer to host a class. Set up a private event, charge admission, and teach your skill! Ideas for classes:
 - i. *Ideas:* Cooking, Yoga, Photography, Dance, and Drawing/ Painting

3. **Virtual Concert:**

- a. Do you know a local musician? See if a band or an ensemble that is willing to perform in a virtual concert and charge for tickets. You can even ask the talent to do a special Q&A session after their performance or take requests to add to the live experience.

Sample Communications

Text/ Social Media messages

2/10 - Joe H.

Hi there! To help with fundraising we'll be sending you a "Tip" each Wednesday. Easy to share with your team. Here you go and let me know if you have any questions. - JOE

Here's a sample text for you to ask each team member to send out to 3 people. They can copy/paste it as a text. Have them fill in a dollar amount that they think is appropriate for the recipient. Asking for a specific dollar amount is much (much!) more effective.

TEMPLATE

Hey - Did you hear that I am dancing in this year's Dancing with the Williamsburgs Stars? 🕺👯 It's going virtual and the show is on March 6th. My team is currently in **X** place, and every dollar counts as a vote to the Fan Favorite Award for 2021. Can you help me get our team to first place by making a contribution of \$50?

You can donate here: <url link to team page>

O'Neil (sent 2/10/21)

Hey - Did you hear that I am dancing in this year's Dancing with the Williamsburgs Stars? 🕺👯 It's going virtual and the show is on March 6th. My team is currently in 1'st (First!!!) place, and every dollar counts as a vote to the Fan Favorite Award for 2021. Can you help me keep our team to first place by making a contribution of \$X?

You can donate here: <https://williamsburgstars.com/campaigns/oneils-angels/>

Patti (sent 2/10/21)

Hey - Did you hear that I am dancing in this year's Dancing with the Williamsburg Stars? 🕺💃 It's going virtual and the show is on March 6th. My team is currently in 5th place, and every dollar counts as a vote to the Fan Favorite Award for 2021. Can you help me get our team to first place by making a contribution of \$50?

Donate here: <https://williamsburgstars.com/campaigns/tooth-troup/>

Whitley (sent to Linda 2/10/21)

Hey - Did you hear that I am dancing in this year's Dancing with the Williamsburg Stars? 🕺💃 It's going virtual and the show is on March 6th. My team is currently in 4th place, and every dollar counts as a vote to the Fan Favorite Award for 2021. Can you help me get our team to first place by making a contribution of \$50?

You can donate here: <https://williamsburgstars.com/campaigns/dance-posse-gals/>

2/17 - Diane B.

Hey - thank you so much for donating to my team (TEAM NAME). Just wanted to let you know, the proceeds are going to two great, local nonprofits; Big Brothers Big Sisters and Literacy for Life. Would you share with your friends and family about this event? Would love to have more people cheering us on - you can buy tickets for \$10. The event is Saturday, March 6.

<url ticket link>

2/24 - Jackie

Myself and five (update) colleagues are about to embarrass ourselves to raise money for two great organizations in the Greater Williamsburg area. Click more to learn more more about them and find out how to watch us on Saturday, March 6!

<url ticket link>

3/3 - Sheri

Like movies? 🎬 Come see my team star in a flashback to one of your favorites on March 6. Vote early for Fan Favorite and find out how to get tickets soon!

<url ticket link>

Have you ever seen me dance? 🕺💃 You may not know it, but I have serious dance skills. Come cheer me on as I get footloose and fancy on Saturday, March 6 during the 2021 Dancing with the Williamsburg Stars live stream.

<url ticket link>

I'm going to be doing a thing. 😬 Can you help me? I'll be dancing on the world wide stage on March 6 to raise money for two great local nonprofits. I'd love it if you can attend the virtual show, but each dollar donated is also a vote for our dance team and I'm currently lagging behind 1st place. Anything you can contribute would be awesome.

<url ticket link>

Email (Make it Personal)

Goal of Email: Donate to my team

Subject Line:

Hi **xxx**,

Did you know that I dance?

Myself and **five (update) colleagues** are about to embarrass ourselves to raise money for two great organizations in the Greater Williamsburg area.

You can help us take home the coveted Fan Favorite award, by voting for our team <team donate url>. Every dollar is a vote, so every dollar counts!

Help my team take home the first ever virtual Fan Favorite award by donating <donate url>.

My team is _____. Include blurb about why your team should win. Every dollar is a vote, etc. Do you have an incentive for donors to donate by a certain date?

ADD A PHOTO/VIDEO

Hope to "see" you there!

Goal of Email: Ticket Sales

Subject Line:

Hey there **xxx**,

Thank you so much for donating to my team (**TEAM NAME**). I wanted to let you know, the proceeds are going to two great, local nonprofits; Big Brothers Big Sisters and Literacy for Life. Would you share with your friends and family about this event? We would love to have more people cheering us on!

Help my team take home the first ever virtual Fan Favorite award by donating <donate url>.

- Date: Saturday, March 6

- Time: 7PM - virtual doors open at 6:30PM
- Ticket: \$10 - get yours now [<url link>](#)

My team is _____. Include blurb about why your team should win. Every dollar is a vote, etc. Do you have an incentive for donors to donate by a certain date?

ADD A PHOTO/VIDEO

Hope to "see" you there!

Subject Line: **Tickets are selling fast.**

And this year the event will be streamed live, so everybody will have a front row seat to the dance party!

SHOW DATE: Saturday, March 6, 2021

TIME: Stream opens at 6:30 pm, Show starts at 7:00 pm

COST: \$10 per individual

WHERE: Dancing with the Williamsburg Stars will be a virtual event. The show will be live streamed and can be viewed anywhere with an internet connection.

TICKET FAQ:

- Ticket holders will receive access to the virtual live stream and will be entered to win door prizes on the night of the event from the entire pool of ticket holders.
- Each attendee will be issued a pdf ticket, via email, upon completion of your purchase. Tickets have a unique code that will be utilized for door prizes on the night of the event. Save your ticket.
- A link to access the stream will be emailed to ticket holders ahead of the event.
- For more information, visit <https://williamsburgstars.com/ticket-faq/>

[Purchase Ticket](#)

Consider supporting our show with a sponsorship, star vote/donation or ticket purchase.

As always, thank you for your continued support of Dancing with the Williamsburg Stars, Big Brothers Big Sisters, and Literacy for Life.

For more information, visit: www.williamsburgstars.com