Fundraising Toolkit
Welcome, Bat Champion!

We're thankful for your committed support of Bat Conservation International and are thrilled that you've decided to make an even bigger impact by becoming a fundraiser on our behalf.

Supporters like you make a huge impact by sharing our message of conservation and reaching new bat advocates.

Peer-to-peer fundraising is an opportunity for those with a deep commitment to BCI to raise awareness and funds for our mission in new and creative ways. This easy-to-use toolkit will guide you on your way.

We know you are here because you are passionate about conserving bats and we thank you for opening your network to us. Fundraising is rewarding and with a little bit of effort, you can truly help BCI protect bats around the world.
Introduction

Whether you’re new to nonprofit fundraising or are a social fundraising master, this Fundraising Toolkit will help. We want your fundraising journey to be easy and fun, so this guide is designed to walk you through creating a successful supporter-powered fundraising campaign.

Get ready to raise some funds for bats!
GETTING STARTED:

Choose your fundraising platform

There are several platforms you can choose from to create your fundraiser. Where do you have friends, family, or followers who are likely to give? Which platform do you find is the easiest to use? Do you need to have a social media presence to raise funds? The following descriptions should help you decide the best platform for you to use.

MobileCause
Want your own fundraising page that you can share through email, text, Twitter, or Facebook? Need a way to raise funds in-person? MobileCause is a text-to-give platform that fosters easy peer-to-peer giving through a variety of platforms with easy set-up, including suggested text and graphics, and fundraising and donor tracking. You’ll even have a dedicated keyword that donors can simply text to make a gift. Text Oct4Bats to 71777 then click the link provided to get started.

Facebook
If you’re frequently on Facebook, want to track your fundraising goal and see who has supported your efforts, then Facebook is an easy way to go. Facebook’s fundraising platform is easy to use with suggested text and photos that you can also customize. Facebook gives 100% of donations you raise for Bat Conservation International directly to BCI without taking out processing or other fees. Get started at www.facebook.com/fund/BatCon/

Tiltify
For those who want to raise funds while streaming your games or other content on Twitch, YouTube Live, or Smashcast, Tiltify is a fun way to gain support for bats from your followers or subscribers. You can create a livestream campaign or a dashboard to share through the channels of your choice. In addition to enabling goal and donor tracking, Tiltify allows you to set milestones, offer incentives, and make it yours to make it fun. Start your setup at https://tiltify.com/bat-conservation-international

FUN TIP: MobileCause makes event fundraising easy. Encourage friends to text your keyword and make an immediate donation without you having to handle cash. Add a yard sign to encourage your neighbors to give. Include your keyword on other signs to collect donations.
GETTING STARTED:

Set Your Goal

Setting a goal for your fundraiser is your first step. Research suggests that an initial goal of $200 is a good place to start. Once you've reached your goal, you can increase it and raise more funds.

TIP: To jumpstart your campaign, be the first one to donate! Showcasing that you're not only a supporter but also a donor will encourage your network to give.

During the month of October, when you raise $100, $250, or $500 for BCI, you'll earn fun Bat Champion prizes. Email donations@batcon.org at the end of your fundraiser to make sure we have your mailing address.

GETTING STARTED:

Tell Your Story

Your story is the first thing people will see when visiting your fundraising page, so your goal is to make it as impactful as possible. We love to see fundraisers use personal stories about why you feel bats deserve protection and photos from experiences you’ve had with BCI or various bat-watching sites. It's important to communicate how our organization's mission has impacted your life in a meaningful way and why you've decided to fundraise on our behalf. And don't hesitate to pull at their heartstrings; people are more likely to give if there's an emotional connection.
Fundraising Best Practices

Fundraising leverages the power of your social network to meet fundraising goals and helps Bat Conservation International carry out its mission.

The success of your fundraising campaign depends heavily on the amount and ways that you’re sharing your campaign with friends, family, and colleagues. Social media, email, text messaging, and word of mouth are some of the best ways to get your request noticed.

What’s the best way to share?

Sharing your fundraising campaign via your Facebook page, Twitter, Instagram, or LinkedIn, in addition to your own personal email list, is at the heart of every campaign. Leveraging these networks is how you’ll meet—and hopefully exceed—your fundraising goals.

You won’t have the phone number of all of your network contacts, but choose a few that you know will respond well to a more intimate request: text messaging. Avoid group texting; take the time to send individual (copied and pasted) texts to each one.

TIP: Get personal and select a handful of your closest family and friends to reach out to as you announce your campaign. Close friends and family are more likely to donate, so getting them on board will let the rest of your network see that people are already supporting the cause.
How often/when should I communicate with my network?

There are five times you should communicate with your network during a fundraising campaign:

1. Campaign launch
2. Midway goal
3. Final push
4. Campaign end or goal reached
5. Thank you

TIP: During the final push phase of your campaign, increasing your frequency to a few social posts a day has proven to be highly effective, so go for it!

Privacy & Consent

When communicating with your networks, please respect their communication preferences and adjust accordingly. This includes making sure you have permission to contact your peers, particularly if you're sending text messages.

Hashtags

Hashtags are used as a way to connect social media content around a specific topic. They make your content easier to discover and help you to take part in a conversation on that social media platform about that topic, leading to greater engagement. Some suggested hashtags include:

#SaveBats
#OctoberIsForBats
#WeNeedBats
#BatWeek

#LoveBats
#BatsForThePlanet
#Batty
#BatAppreciationDay
Shortlinks

When sharing links to fundraising pages or donation pages through social media (especially twitter or text), consider using a shortlink. You can create a shortlink using a number of different free online services such as Bitly or TinyURL.

Organization Name

When mentioning Bat Conservation International in your social media posts, please use the appropriate name for that channel to tag us.

Twitter: @BatConIntl
Facebook: @BatCon
Tiltify: @bat-conservation-international
Linkedin: @bat-conservation-international/
YouTube: @BatConservation
Instagram: @batconservationinternational/
Ready, Set, Fundraise!

Now that you've learned all the fundraising tips, tricks, and best practices, it's time to jump into it with confidence!

We've included pre-written communications for you to use at every major campaign milestone to make fundraising as easy as possible.
Announcement #1: Campaign

_Send: Once you've completed setting up your fundraising page._

The purpose of this announcement is to let your online network (IRL & social media friends, family, peers, colleagues, neighbors) know that you’ve signed on to raise funds for BCI and that you need their help. Basically, you've got to get the word out to everyone you know to help you reach your fundraising goals. The goal is to share, share, share!

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**EMAIL**

**SUBJECT LINE:**

Let's raise some funds together for a good cause

**BODY:**

Hey, _[Name]_! I hope this finds you well. I've got great news! I've signed on to become a supporter of Bat Conservation International and could really use your help. I'm committed to raising _[$Goal]_ for BCI to protect bats and their habitats for a healthy planet. Every donation, large or small, makes a difference for bats. While they're most often unseen, bats are extremely important to the planet. That is why I signed up to help. I care deeply about BCI’s work around the world and their success matters to me. I am wondering if you can help by making a gift today at my fundraising page _[Campaign Site Link]_. If you want to make an even larger impact, you can sign on as a supporter, too,

If you are not comfortable donating at this time, would you consider sharing my personal page, commenting on social media, and/or forwarding this email to your friends and family?

Thank you for your support as I work together with Bat Conservation International to make a lasting impact.

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**SOCIAL MEDIA**

I've signed on to help _[orgname]_ raise funds to help save bats around the world. Visit my page to find out more. _[Campaign site shortlink]_ _#inserthashtaghere_

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**TEXT**

Hey! 😊 I want to share with you something I am passionate about. I’ve supported Bat Conservation International for a while and this year I decided to take it a step further and volunteer to fundraise for them to protect bats and their habitats for a healthy planet. If you are able, would you consider donating or sharing my page? _[Campaign site shortlink]_
Announcement #2: Midway Goal

Send: When you're halfway to reaching your fundraising goal.

The purpose of the midway announcement is to share that you're halfway to meeting your fundraising goals and still need help to get to the finish line. The tone should be excited in nature and get your network to feel motivated to help you reach your goals.

EMAIL

SUBJECT LINE:
Ohhh, we're halfway there—$XX more to go!

BODY:

(Name), a few weeks ago, I let you know I signed up to be a volunteer fundraiser for Bat Conservation International. I am excited to tell you that I'm halfway to reaching my personal fundraising goal of ($Goal)! Pretty awesome, right? All the money raised will help BCI protect bats from extinction. Will you help me move the needle forward with a donation? Visit (Campaign Site Link) today.

If BCI's mission is near and dear to your heart like it is mine, consider becoming a supporter and starting your own fundraising page to help them reach their goal more quickly! Plus, it's a great way to leverage your awesome social media networks for a good cause.

Thank you!

SOCIAL MEDIA

Ohhh, I'm halfway there—only $XX more to go to meet my fundraising goal to help @orgname fight bat extinctions. Who is going to help me get 100% by donating/sharing today? (Campaign site shortlink)

TEXT

(Name), guess what? I'm halfway to meeting my fundraising goals for Bat Conservation International! Please help by donating today: (shortlink)
Announcement #3: Last Push

Send: One (1) day before the fundraiser ends.

The purpose is to inform your network that time is running out and they can help you reach your goals by donating and/or sharing your fundraiser with their network. These messages create a sense of urgency with a time-sensitive deadline so your network knows they only have a little time left to help you reach your goals.

EMAIL

SUBJECT LINE:
I'm close to my goal—will you help me reach it?

BODY:
Hi [Name]! Believe it or not, I've raised [Amount Raised] for Bat Conservation International to protect bats around the world and I'm only ($XX) away from reaching my fundraising goal. If you haven't donated yet, please donate now!

If you've already donated, consider one more gift: share this link [Campaign Site Link] with your family, friends, and social networks. Imagine how much more can be accomplished if everyone joins in.

Thank you for sharing my page, making donations, commenting on social media, and cheering me on!

SOCIAL MEDIA
I've already raised $XX to help @orgname and my goal is almost reached. There's one day left and I need your help. Donate now! [shortlink] #inserthashtaghere

TEXT
[Name], I've already raised $XX to help Bat Conservation International and my goal is almost reached. There's one day left and I need your help. Donate now! [shortlink]
Announcement #4: Goal Reached or Campaign End

Send: When campaign ends or when you’ve hit your goal.

The purpose of this announcement is to let network know that the campaign has ended and/or you’ve reached your fundraising goals. The tone should be congratulatory and should thank your network for their contributions of donations/shares.

This is also a great way to share the impact of their support.

EMAIL

SUBJECT LINE:

We did it!

BODY:

(Name), with your help and support, I raised ($XX) for Bat Conservation International. I can’t thank you enough. I hope you feel good about your contribution because I sure appreciate it and I’m sure the bats of the world do too. I hope we can continue to help organizations like BCI reach their fundraising goals. World change happens one person at a time, and I’m happy we were able to make a difference together. Thank you.

SOCIAL MEDIA

We did it! Thank you all who helped me reach my fundraising goal of $XX for @orgname. I’m thrilled we were able to make a difference together. Look what we did: (shortlink)

#inserthashtaghere

TEXT

(Name), thank you! I’ve reached my fundraising goal of $XX for Bat Conservation International. I’m thrilled we could make a difference together. Look what we did: (shortlink)
Announcement #5: Thank You Letter

Send: No more than one (1) week after the campaign has ended.

The purpose is to thank everyone who helped support you in reaching your fundraising goals with a personal message.

LETTER

Dear [Supporter Name],

We did it! Thanks to your support, I met my fundraising goal of $XX for Bat Conservation International.

It felt so good to have my friends and family join me in raising money for such a great cause.

Bats provide vital ecosystem services including pest insect consumption, plant pollination, and seed dispersal, making them essential to the health of our planet. But they’re under unprecedented threat from habitat destruction, hunting, climate change, invasive species, and other stresses. That’s why supporting BCI is so important to me – when we protect bats, we protect the environment and make the world a healthier place.

Reaching this goal is a testament to the power of social fundraising and what we can achieve if we all work together toward a common goal. I hope you feel great about your contribution because I couldn't have done it without you, and I know that bats around the world stand a fighting chance against extinction because of you.

Thank you!
Thanks for Being a Fundraising Superstar!

Thank you so much for taking the time to spread the word about Bat Conservation and for fundraising on our behalf. You’ve truly earned your batwings! Every dollar raised moves us closer to fulfilling our mission and helps us continue to make a lasting impact. We appreciate you and look forward to continuing this meaningful partnership for years to come!

Adapted from The All-You-Need-To-Know-About Fundraising Toolkit from funraise.org and the DIY Supporter Toolkit from Blackbaud