

How to be a fundraising champion for BTI

- 1) **Create champion account:** Go to <https://www.givegab.com/campaigns/unrestricted-futures-2017> and click "Start fundraising". You will need to create a GiveGab user account if you don't have one already.
- 2) **Profile:** Complete your full champion profile to better connect with donors:
 - a. **Navigate to "Fundraising Toolkit"** – should be visible in bar across bottom of your screen after completing step 1.
 - b. **Tell your story** – Why are you fundraising? Why does BTI matter and what about BTI are you really proud of? Many organizations need money, what makes BTI unique?
 - c. **Outreach** – Compile a list of your closest friends and family and craft a personal appeal to them that can be repurposed for everyone. Consider adding a unique line for each person at the end, just for a personal touch. This is the group you will be writing to frequently throughout the campaign. On average, to raise \$500 requires emailing at least 20 people, 4-5 times over a 30 day period. Stick with it and try to have fun with the solicitations.
(See sample letter at the end)
- 3) **Share socially** – Conversion rates through social media are far lower than direct emails, but it's important to use social media to create awareness for your campaign. Feel free to give friends and family shout-outs on social media when they make a gift. When your campaign posts a new update, share that with your social followers.
- 4) **Make your own contribution** – Donors like to see that the person who is asking for money is also financially invested in their own cause. A modest donation to your own campaign is a great way to break the ice and it ensures no one comes to your page and sees \$0.
- 5) **Say thank you** – This can be done many ways: a personal email reply, and hand-written card, or even a brief video shout-out on your facebook page. Stewardship through social media is a great way to publicly thank someone, while simultaneously attracting more eyeballs to your campaign. Remember, if people see others giving to you and enjoying the experience, they'll want to get in on it. Everyone wants to do the cool stuff. Make your campaign look like a worthy cause AND an enjoyable experience.
- 6) **Any questions?** Email bti_comm@cornell.edu

Sample Letter:

Hi Friend,

Whether we talk all the time, occasionally on social media, or you don't remember meeting me at all, I'm reaching out to because when people are asking for money, they ask everyone they know. So, yeah, I'm asking for money. BUT, it's not for me...it's for YOU!

*I'm fundraising for the Boyce Thompson Institute, a research institute that works tirelessly to makes discoveries that benefit agricutlutre, the environment and human health. The research is complicated, but the results matter to all of us who plan on sticking around Earth for the next 50+ years, not to mention our children and future grandchildren. Here are some videos I produced that explain our science in under a minute:
<http://bit.ly/2h73kWU>*

So why does research like this need your help? Quite simply, because it's an increasingly bad time to get gov't funding for science. Federal investment in science continues to decline and with it comes the likelihood that we'll fail to make the necessary discoveries needed to face a changing climate, increasing population, and new diseases.

I'm standing up to support the people conducting the research that will help us address these issues. IF you give ____ I'll do ____:

\$25 - thank you via a Facebook status update

\$50 - record a 60 sec video praising your generosity and why you're an amazing human being and uploading to Facebook.

\$100 - above video AND an a signed headshot from when I was a 23 year-old Hollywood starving artist.

\$250 - Everything above + I host a FB LIVE in which I'll perform a poem I wrote just for you.

Thanks for reading even if we haven't spoken in over a decade and especially if you never really cared for me. I hope you'll join me in stepping up for science!

Yours truly,

- Keith