CRUSH FUNDRAISING

How to Raise Funds for Boston Youth through the Tenacity Grand Slam Cup
CHAPTER 1

Get Started

People care about YOU and what you care about - the education and future of underserved youth in Boston. So, give them an easy opportunity to make a donation in your honor. They will want to help if you give them the chance. By mobilizing your friends and family through peer-to-peer fundraising, you can help Tenacity reach more people, raise more money, and make a bigger impact in the lives of Boston youth.

The first step is an easy one: create your individual fundraising page. Visit https://fundraise.tenacity.org/grandslamcup and click “Become a Fundraiser”.

A pop-up window will present the option to fundraise “As an individual,” “Join a team,” or “Create a team.” Choose “As an individual.” A new pop-up window will ask you to “Create your page.” This is where you can set your personal fundraising goal, customize your page’s headline or set up a custom URL if you like.

Never Fear, Help is Always Near!

The team at Tenacity is readily available to answer questions or help get things set up. Reach out to Brandon Andrusic at brandonandrusic@tenacity.org or (207) 232-6379, Brendan McCue at brendanmccue@tenacity.org or (617) 562-0900 x26 or Philip Milburn at pmilburn@tenacity.org or (617) 562-0900 x22.

By participating as a player in the Tenacity Grand Slam Cup, you are committing to raise at least $2,500 but we encourage all players to shoot for higher goals. For example, Tenacity Boston Marathon Team runners each raise at least $5,000 every year. Remember that all of the money raised helps provide the tools and support necessary to ensure a brighter future for less advantaged students in Boston.

If you like the pre-scripted page headline, you can leave it as-is, but feel free to customize it.

Setting your Fundraising Page’s Short URL is optional, but if you wish to personalize it, just type in what you want it to be. For example, if you want it to be “YourName” type “YourName” (minus the quotes) in the box. The result will be https://fundraise.tenacity.org/YourName. Keep in mind that you cannot use spaces but you can use dashes and underscores. Have fun with it, be cheeky if you like, but please keep it family friendly and appropriate.

Once you are happy with your customizations, hit “Next.”

Your page will come branded with the Grand Slam Cup’s colors and logo, but you can (and should!) personalize it. You can do this by adding your own pictures or videos to the page. This is your chance to tell everyone why supporting Tenacity students is important to you.
What Should Your Goal Be?

While players commit to raising at least $2,500, we encourage everyone to think big and be bold. For example, Tenacity Boston Marathon Team runners consistently raise more than $5,000 each year.

Don’t be afraid to be ambitious. You can always change your goal if you need to.

Through peer-to-peer fundraising, many people have raised tens of thousands of dollars. Keep in mind, many small donations are just as impactful as a few large ones.

You can also use your page to explain the significance of your fundraising goal and/or ask people to give a specific amount. For example, if you’re fundraising to celebrate your 40th birthday, you might ask your friends and family to donate $40 each.

Or you could break your overall fundraising goal into chunks that support specific aspects of the Tenacity program. For instance, you could share that your first goal is to raise $1,000 which will provide fitness and tennis equipment for one Tenacity Middle School Academy program.

Once you reach that goal, you could share that your second goal is to raise $2,500 which will provide student transportation to and from activities for one semester. While transportation may not sound sexy, it is key to providing students with opportunities like high school and college visits, trips to museums, hiking and camping in the White Mountains, and even day-to-day access to Tenacity programming.

If you are feeling especially ambitious you could set a goal of $5,000 which would provide academic and literacy supplies for four Middle School Academy classrooms for a year.

Even small donations can have a big impact. $50 provides paperback summer reading books for one Summer Tennis & Reading Program site. $100 provides healthy snacks for one after school site for one month.

Don’t feel tied to any of these suggestions - you are welcome to be as creative as you wish in making your page and your appeals reflect your personality and voice.

These personal touches help your potential supporters feel more connected to you and the cause you’re supporting.

With these elements in place, your page is ready to start accepting donations.

Next we will identify all the people in your personal network you can ask to contribute.

CHAPTER 2
Outline Your Audience

Your network of willing donors is bigger than you might think.

The power of fundraising is in mobilizing your own personal network of family, friends, and business associates. Rather than making one gift by yourself, you can get all the people you know involved. You get to share your passion, and Tenacity gets much-needed support from a wider community.

Even if you’re not a “social butterfly”, odds are, you have dozens if not hundreds of contacts who might be willing to help. Some of these friends are closer than others, but you never know who might be moved by your story or feel compelled to support Tenacity.

Your Inner Circle

When it comes time to ask people to make donations, it’s best to start with the people closest to you. Your inner circle is made up of the people you know will be happy to hear from you and want to support you. People like your family and close friends. You can brainstorm a list of these people first.

Your Social Network

Your broader social network will be much larger than your inner circle. Nowadays, we’re connected to hundreds of people through social media. Half of all adults using Facebook have more than 200 friends on the platform. Add Twitter, Instagram, and LinkedIn and you’ve got a huge audience for your fundraising campaign.

Some of this group will be reachable by email or phone, but social media will also be very important when appealing to this audience. By posting personal updates about your fundraising campaign, you can hopefully inspire some people in your networks to visit your fundraising page.
Other Groups

The third tier of connections is with groups or organizations to which you belong. Are you on a recreational sports team or do you attend church regularly? When you reach out to these groups you can reference what you all have in common before asking for a donation. For example, if you play in a recreational tennis league, you could reference an upcoming match in an email and also let everyone know about your fundraising goal. You can also mention it at the match.

Other groups you should appeal to include:

- Coworkers
- Neighbors
- Former Classmates

If you’re hesitant to ask all these people for help, remember that you share things in conversation and social media all the time. This time, you’re doing it for a good cause. You’re showing people your passion and giving them the opportunity to make a difference.

You also never know which of your friends or acquaintances have a personal connection to Tenacity or might care deeply about tennis, youth development, or education. This is why it’s worth promoting your fundraising page and appealing to all of your various networks, on- and offline.

Email

When it comes to asking people for help, the more personal you can get, the better. If you ask a big disconnected group of people all at once, you can fall victim to the bystander effect. When you make a very general ask, people are less likely to act because they assume someone else will take care of it. This is why we targeted more specific groups of people in the previous chapter.

Start your fundraising campaign by approaching the people closest to you first. These are the people who are most likely to donate. By asking them to give first, you can start moving the bar on your fundraising page before you appeal to your entire social network.

If you regularly talk on the phone with some people in your inner circle, tell them about your campaign directly. They may even ask you to send them the link. Email, however, is the easiest way to reach out to the whole group. Plus you can include a link to your fundraising page.

Consider writing a few personalized emails for the people in your inner circle. For example, you might compose one message for family and another for close friends.
Be sure to include the following information in your email:

- That you are fundraising to support Tenacity students and programs through the Grand Slam Cup
- Why you are motivated to fundraise for Tenacity, e.g. “…that 95% of Tenacity students graduate from high school and more than 75% graduate from a post-secondary program.”
- The fact that you’re starting with your closest family and friends before opening up to your larger network
- What you want them to do: “Will you help me reach my goal by making a donation?”
- A link to your fundraising page

Take a few minutes to email your inner circle first, and then move on to your office, your softball team, your church congregation, etc.

As a resource, Tenacity will provide some sample email templates that you can use as-is or customize to reflect your personality and voice. There is no obligation to use the templates - feel free to get creative.

Social Media

Posting to your social media profiles is an important step to reaching as many people as possible. After you’ve reached out to your inner circle and are ready to open your campaign up to everybody, announce that you’re fundraising by posting links to your fundraising page. While most people use social media regularly, they don’t all check the same platforms. This is why you should post to Twitter, Facebook, Instagram, LinkedIn and any other networks you have.

A social media appeal won’t be as long and detailed as an email, but you can start by simply telling people about your campaign. We’ll be posting great content on Facebook, Instagram, and Twitter that you can repost with your own comments and will also provide some social media post templates that you are free to use if you wish.

Some tips for social media posts:

- Posts with video or images tend to get more engagement - Tenacity’s social media channels are a great resource
- Include the link to your fundraising page
- Ask people to share and retweet
- Use related hashtags to make your post searchable (#GrandSlamCup, #TenacityBoston, #DreamBigPlayHard)
- Tag people who have already given and thank them. This gets the campaign in the feed of their friends as well, and also shows the momentum of your campaign.
- Don’t make every post an “ask.” Share inspiring stories and positive anecdotes about Tenacity too.

Don’t worry about coming off as annoying or bothersome. Social media moves so fast that a single post can easily get lost or ignored. This is why you should post multiple times to each platform. To keep your appeal fresh, you can change up each post with slightly different information. You can reference how much progress you’ve made toward your goal or include details about why Tenacity matters to you.

Here are some guidelines for how often to post.

- Twitter: Once or twice per day
- Facebook: At least once every two or three days
- LinkedIn: Twice per week
- Instagram: Twice per week
Hopefully, sending out emails and posting to social media will get you well on your way to hitting your fundraising goal. But after the initial interest and excitement, you may find that your campaign slows down. Fortunately, there are some ways to keep people engaged and motivated to help throughout your campaign.

Weekly Goals

To reach your overall fundraising goal, it helps to break up the amount over however many days or weeks you’re fundraising. For example, if your goal was to raise $1,000 in four weeks, you could try to raise $250 each week. This means there’s always an upcoming goal that your friends and family can help you reach.

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**WHICH OF THESE TWO APPEALS SOUNDS MORE COMPELLING?**

The first appeal has a big goal and a far-off deadline. Someone reading might think, “I’ve got plenty of time. I’ll do it later” or “My small donation wouldn’t make a difference.”

In the second appeal, there’s a sense of urgency and the goal is within reach. Breaking up your fundraising goal can help encourage people to take the plunge and make a donation to your page.

**Highlight Your Donors**

Another way to maintain energy and excitement around your campaign is to publicly thank donors to your page. This shows your gratitude and celebrates the donor while also promoting your campaign and keeping it top of mind.

**Promote the Organization**

Educate your audience about the impact Tenacity’s programs have on the lives of thousands of Boston youth. You can also talk about the excitement and challenge of participating and playing in the Grand Slam Cup. Show your friends, colleagues, and family why this particular nonprofit deserves their attention.

Share a great blog post or some awesome pictures from Tenacity’s website or social media channels. Are you doing anything in particular to sharpen your game before the tournament? Is your Grand Slam Cup team planning any training or social activities? Describe your efforts and make it more interesting by including pictures or video.

**Countdown to the Deadline**

A countdown of the final days of your fundraising campaign can help get people’s attention. When you point out that time is running out, your appeal becomes more urgent and compelling.

Be sure to emphasize how close you are to your goal. People are especially willing to give when you’re just shy of your goal because it feels like their gift is especially meaningful. It’s kind of like scoring the game-winning goal. It has the same impact on the score as any other goal, but it feels special to clinch the victory.
CHAPTER 5
Time to Celebrate!

Reaching the end of your fundraising campaign is like crossing the finish line of a marathon.

Whether you hit your overall fundraising goal or blew past it, you’ve done more for the students and families served by Tenacity than you would have if you’d just sent a one-time donation. You’ve likely surpassed the amount you could have donated on your own and you’ve helped spread the word about an important cause.

Say “Thank You” to Your Supporters

Your donors will be receiving thank you messages from Tenacity, but take the time to tell them that you appreciate their help in reaching your goal. Whether it's through social media, email, a phone call, or in-person, update them on the final results. Showing them how their gift contributed to a larger purpose will strengthen their connection to your efforts and may even turn them into new long-term Tenacity supporters.

Keep in Touch for Next Time

Now that your campaign is over, you can pat yourself on the back. By taking the time to reach out to your colleagues, friends, and family, you’ve not only raised money for a cause you care about, you’ve helped the people you know connect with an awesome social impact organization.

To see how the money you raised makes a difference, stay on Tenacity’s email list, follow us on social media, or become a monthly donor. This way, you’ll continue to see the impact your work made possible. You can even update your donors with new success stories over time.

Now that you’re a seasoned fundraiser, consider lending your talents to next year’s Grand Slam Cup and consider joining us on a visit to a school or summer program site. We’re here to service your interests. Please contact Ned Eames at (617) 562-0900 x14 or nedeames@tenacity.org, Philip Milburn at (617) 562-0900 x22 or pmilburn@tenacity.org or Brendan McCue at (617) 562-0900 x26 or brendanmccue@tenacity.org.