

**THE
MOVEMBER
FUNDRAISING GUIDE**
BY **EFUNDRAISING**.com



ONLINE FUNDRAISER

40% PROFIT*

Sell 1500+ items including popular magazines and gift items through a secure, online store. Open 24/7 and accessible to supporters worldwide, your fundraiser can be personalized with photos and a personal message for maximum impact - and easily shared anywhere online!

- Upload photos
- Feature your members
- Set your goal
- Give props to supporters



- Rally your troops
- Pitch your cause
- Shop & Share
- Offer popular titles

HOW IT WORKS

Sign up in just minutes, personalize your page, and receive a unique URL that's easily shareable on Facebook, Twitter, Pinterest – anywhere! Supporters visit this URL to purchase any of the amazing 1500+ items available and you receive a monthly profit check.

WHY THEY'RE AWESOME

- High impact supporter appeal thanks to personal touches like photos, logo and a welcome message.
- Increases earning potential with literally hundreds of popular items – all ready for gifting!
- Spreads word of your campaign to the squad and potential supporters by importing your contacts and scheduling reminder emails.
- Motivates teammates and group members to participate with an integrated Prize Program featuring movie tickets and more.
- Organizes all facets of your fundraiser through a dynamic Campaign Manager, allowing access to important stats and reporting.

SET-UP COST: FREE



#FUNDRAISING.com

SAY HELLO TO THE CUSTOM MOVEMBER DUO!

Heavy on profits and hugely powerful
..OUR MOST DYNAMIC FUNDRAISING DUO!



OUR CUSTOM SCRATCHCARDS, priced at just \$20 per card, earn a whopping \$100 EACH. Perfect for on-the-go fundraising, they're the ideal program to “**grow**” your Movember campaign!

Now, for the month of November, receive **ONE FREE CUSTOM TEE** for every custom Scratchcard purchased*. Just think of how stylin' you'll look while you fundraise! **Create your own design or choose one of ours.** Either way, you WILL get noticed.



*Minimum order 25 Scratchcards. Offer ends November 30, 2013 at 6pm EST. T-shirts by Gildan, white w/ 1-color imprint. Additional t-shirt options, like style or additional imprint colors will incur a surcharge and all surcharges will be covered by the customer. (Each additional color imprint: +\$1/tee (up to 5-color imprints per), Surcharge for colored tees: +\$1/tee, Surcharge for women's fit: +\$0.50/tee, Surcharge for long sleeves: +\$2/tee)



SCRATCHCARDS

UP TO \$80 IN PROFIT PER SCRATCHCARD
+ UP TO \$100 FOR EVERY FREE SCRATCHCARD

Personalization powers profits!

HOW IT WORKS:

Each squad member receives one Scratchcard and invites supporters (friends, family members) to scratch off one or more dots. The supporter contributes the total of the donation amount(s) revealed and in return, receives a coupon sheet with discounts at national vendors.

CHOOSE

30 dot card: Scratch-off donations from \$1 - \$5

60 dot card: Scratch-off donations from \$0 - \$2.50

COUPON OFFERS INCLUDE

- eMusic: 35 free downloads
- AMC Theatres: 35% off movie tickets
- FTD.com: \$10 off floral + gift items
- Jiffy Lube: \$3 off a Signature Service OilChange

WHY THEY'RE AWESOME

- Scratchcards can be personalized with your image/logo/motto
- No product to sell or deliver
- Each card raises up to \$100
- 1 free card for every 10 ordered
- Fast, 5-day delivery within the United States

DELIVERED COST: \$20 per card





CUSTOM T-SHIRTS



PROFIT IS UP TO YOU!

Easily our mosty stylist fundraiser that gets your 'staches noticed! High quality Gildan t-shirts personalized with your one-of-a-kind design idea.

HOW IT WORKS

You send us your logo, finished design or idea - and we make it happen! Like one of the tees above? Give us a call and tell us which one you fancy!

WHY THEY'RE AWESOME:

- Priced as low as \$3.25/tee
- Low minimum order
- High quality Gildan tees in a wide array of colors
- Free design creation
- Quick turnaround time



FUNDRAISER MUST-DO'S



BREAK IT DOWN

Break your total fundraising goal into digestible, equal portions over time. \$1000 all at once may feel like a lot, but shooting for \$500 this month then \$500 next doesn't feel quite so daunting, does it? Meeting mini-goals along the way will also highlight your progress and give you the motivation you need to keep moving forward.

MAKE IT ROUTINE

Set aside time every day – whatever time you feel most productive – to further your fundraiser. Whether it's sending another round of emails, writing thank you's to those who've already contributed, or updating friends on your progress through Facebook, you're keeping your cause fresh and alive by making it a daily priority.

CALL ON YOU

We're big fans of calling on friends and family to be your big supporters, but there's nothing like drawing on your own unique talents to bolster your fundraising efforts. Are you a Photoshop whiz? Handy with video editing or a palette of paints? Call upon the strengths you already possess to create compelling collateral to promote your campaign.

KEEP IN CONTACT

Your early supporters jumped on board early because they care, so be sure to keep them in the loop on your progress. Did you have a particularly good day earning? Share the news! Did someone do something especially generous? Name names! Fundraising isn't just about asking people for help, it's about making them feel appreciated and a part of something meaningful.

BE AN OPEN BOOK

While it's key to be professional and put your best foot forward when asking for support, don't be afraid to let your personality shine through. Engage in small talk with potential supporters and share anecdotes about both your fundraising successes and setbacks. People will be impressed with your candid, confident, demeanor and feel inclined to help you achieve your goal.



CUSTOM T-SHIRTS

FLEX YOUR POPULARITY MUSCLES

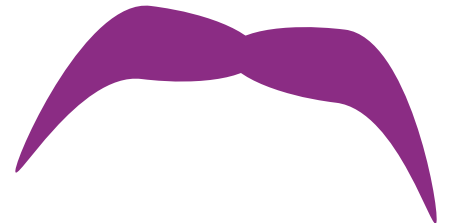
One of our handiest features is the integrated email tool, allowing you to automatically upload your contacts and communicate with everyone connected to your campaign all at once. Input as many email addresses as you can: Mom and Dad and the grandparents are givens, but what about your neighbors, your teachers, your friend's parents, or even your brother's basketball buddies. The more people you contact, the better chance you have of reaching \$1K.

EMAIL LIKE A SUPERSTAR

Once you've entered all your contacts, review the dates your pre-written and pre-scheduled reminder emails are set to go out. We've set them five days apart by default but you may decide that every three, or maybe every 7 might work better for you depending on your timeline. You want to keep your fundraiser on the top of their minds, but you don't want to inundate them with reminders, either.

DELETE OUR WELCOME MESSAGE

We've created a standard welcome that appears at the top of your fundraising page to help you get your campaign kicked off quickly, but we encourage you to add to it, or better yet, scrap it and write your own from scratch. A thoughtfully -written message in your own voice is more personal and sincere. Again, visitors will appreciate the extra time and attention you're putting into the details.



SHOW OFF THAT BEAUTIFUL FACE

Why do Unicef and WWF ads work so well? Because they show the faces of the people and the animals you'll be impacting with your support – and seriously, how can you then say no? So, upload at least one photo of yourself to start, and then add more throughout your campaign. Visitors will feel personally connected to your cause and will notice that you're putting a lot of effort into the details of this fundraiser – every single day.

CALL IT QUITS

Um, what...? What we mean here is that it's important to officially end your campaign when you've reached your goal or your deadline has been reached. Why? An online campaign one-ups the emails you schedule by sending automated messages on special occasions to remind contacts of your cause. So once you've deemed your fundraiser done, simply click 'End Campaign' in the top right of your Campaign Manager. This will let our over-achieving platform know it's done a fine, fine job but now it's time to take a break.



DOWNLOAD OUR FUN PRINT-OUTS!

