



# GivingWay Ambassador Kit

The Fundraiser's Guide to Success

Thank you for signing up to become a GivingWay Ambassador!  
As an ambassador you help nonprofit organizations by:

- ✓ Getting more exposure and awareness for their cause.
- ✓ Growing global networks and community of supporters for nonprofits.
- ✓ Raising money.

To help you succeed in your fundraising effort, we created a short guide with tips on how to get things going!

## Step 1 - Choose a Cause You Care About

We find that the most successful ambassadors are the ones that truly believe in the cause they are promoting.

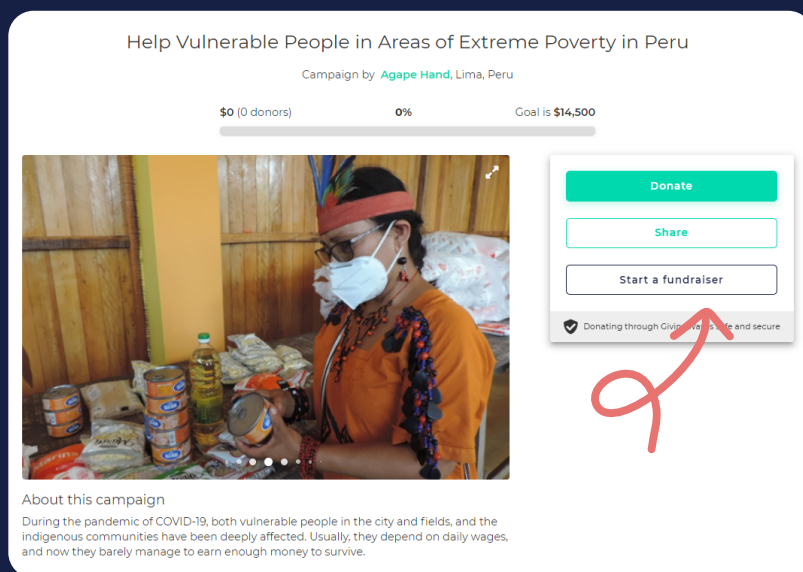
Whether you are a human rights activist, an environmentalist, or an animal lover, find a nonprofit you can relate to and feel passionate about.



## Step 2 - Create a Fundraiser Campaign

Creating a fundraiser on GivingWay is super easy and takes less than 2 minutes!

- ➔ After clicking on your chosen nonprofit and reaching its campaign page, click on the “start a fundraiser” button.



- ➔ Signup to the GivingWay platform, or login if you already have an existing user.
- ➔ Edit the name and description of your fundraiser, or leave them as is. You can always edit this later. Then add the goal amount you wish to raise.

### Create a Fundraiser

for Agape Hand

**Name**

**Description**

**Goal**

\$ How much do you want to raise out of the total amount the organization wishes to raise (\$14,500)

**Save** **Cancel**

- ➔ Your fundraiser page is ready to share!!!

### TIPS

#### Choosing a Goal

The goal is the total amount of money you aspire to raise, out of the total amount the nonprofit wishes to raise.

The goal should be something you believe you can achieve. Keep in mind that a goal that is too high might scare people off.

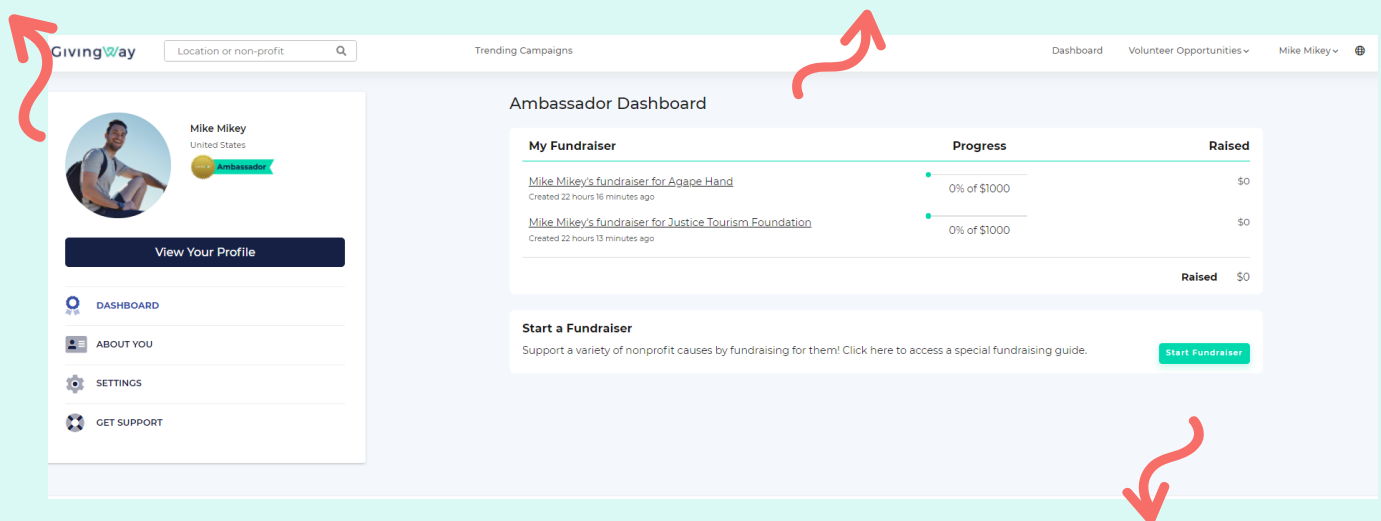
In general, you might want to try a goal that is about 25% of the original campaign goal. You can always edit this later too.

# Your Ambassador Dashboard

Your dashboard is where you can see all of your activity on GivingWay - your fundraisers, your settings, and your benefits.

Add your photo to your profile to help gain trust for your fundraiser.

As you create more fundraisers, you will be able to see them and their results on your dashboard.



Click here to return to the list of causes you can support

After you successfully raise your first donation, you will see on your dashboard the options to download your fundraising certificate, to request a recommendation letter and ask for a thank you letter.

## Step 3 - Promote Your Fundraiser

There are plenty of ways to help the nonprofit you chose to branch out. Keep in mind that even by connecting your nonprofit to one supporter, you are already helping them out!

Here are some ideas to help you raise awareness and money for your cause:



### Start with your immediate friends and family.

Ask them for their donations and ask for their help in spreading the word as well.



### Promote your cause on social media

Your social network is a great way to reach new supporters and raise awareness even if you don't have hundreds of followers.

- Post about your fundraiser on your personal profiles on Twitter, Facebook, Tiktok, Instagram, Telegram, Youtube or whatever it is you have going on.
- If you choose not to share your fundraiser on your own personal stream, you can still send the link to select friends and family via private Facebook messages and by tweeting directly to people.
- Search for relevant groups and forums. For example, if you are helping a nonprofit that advocates for LGBTQs rights, look for groups where LGBTQ people connect. They are a great target audience for your fundraiser. If you are helping save elephants, search for groups for animal lovers, wildlife activists, even people travelling or volunteering in Africa/India.
- Get creative! Create a social media challenge among your friends and see how many people you can get to join.

## Pyramid Effect

A fundraiser has a pyramid effect.

If every person you share your fundraiser with, shares it with just 2 people who share it with 2 more people and so on, you can help increase the network and awareness for your cause by infinity!

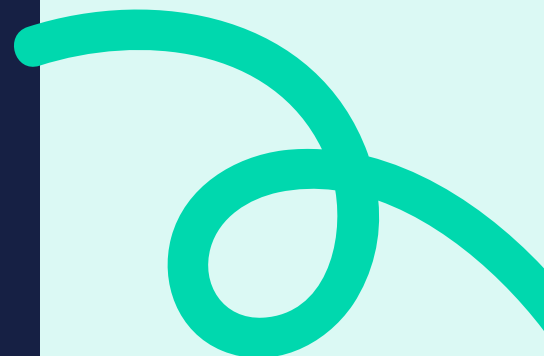


### Sharing on social media

When posting the link to your fundraiser, it's not enough to copy and paste your link.

Add a description, a photo, a video -

Try being creative, think what would grab your attention and make you click on someone else's post.







### **Reach out to your local community.**

Find supporters in a social or sport club you belong to. You can also ask for support from your church/synagogue/mosque members. Perhaps you can even recruit your community or team mates to raise money and awareness with you.



### **Create a fundraising event**

Team up with some friends and create a fundraising event such as a bake sale / garage sale / carwash / game night / concert or any other great idea you can come up with.



### **Know any influencers?**

Know someone famous or with many followers on social media? Ask them to put in a word with their followers and participate in your fundraising efforts.



### **Hold a Birthday/Holiday Fundraiser**

Organize a fundraiser for your birthday or holiday. In lieu of gifts, friends and family can leave a donation.



### **Ask local businesses for help**

Is there an organization or business who would support your mission?

Reach out to them and ask if they'd be willing to "donate" their social media account to you for a few hours.

This means that they'll be posting content on your behalf – stories about the people or animals you are raising money for, information about the nonprofit, and why more funds are needed.

For the business, it's a chance to showcase their social corporate responsibility and elevate their brand. If they have a loyal following, their customers and clients will be more than willing to donate to a cause they support.



## **Support**

For any questions, problems, great ideas, feedback or assistance, GivingWay's support team is here for you!

[community@givingway.com](mailto:community@givingway.com)

## Keep in Mind

As an ambassador you represent a nonprofit, its brand and reputation.

Always be kind and courteous, and refrain from using profanities. Bullying of any kind isn't allowed, and degrading comments about things like race, religion, culture, sexual orientation, gender or identity will not be tolerated.

If you are caught up in a controversy, step away and ask for guidance from your nonprofit or from GivingWay.

And finally don't spam. 😊



## Want to help in more ways than fundraising? This is what you can do.

1. **Get your friends to sign up as GivingWay ambassadors.** Our nonprofits are always looking for more people to help them raise awareness for their cause. Know someone that might be interested? [Send them our way!](#)
2. **Connect your school with GivingWay.** By connecting your school to Givingway, you help more students know about the ambassador program, and if your school allows it, you and your friends can start getting school credit for your fundraising efforts.
3. **Volunteer online** - Our nonprofits need help in various ways other than fundraising. Help them with social media management, content writing, community management, website maintenance, online teaching and more! To see all the online volunteering opportunities [click here!](#)

GivingWay

<https://www.content.givingway.com/ambassadors-causes>