



## Fundraising for AMIGOS Toolkit

Thank you for helping raise funds for AMIGOS! Your voice and network are unique. By fundraising, you can spread your AMIGOS story to new and larger audiences while also connecting the organization to monetary support. Your fundraising does make a difference for the organization, our mission, and our students.

### Step 1: Create your Fundraising Campaign on CauseVox or Facebook

Option 1: Create a CauseVox fundraising page

- Go to <https://www.amigosfundraising.org/>
- On the right-hand side of the page, click on “Join the Campaign”
- Follow the prompts to create your fundraising page
  - Fundraising Goal- Set your goal to a level that will challenge you
  - Create your content. Speak from the heart and keep it short and inspiring. Show why the work that AMIGOS does is so important and how donations will make a difference
  - Use pictures, inspirational quotes, song lyrics—whatever inspires you!
- If you run into issues or have questions, reach out to Sam Waters at [swaters@amigosinternational.org](mailto:swaters@amigosinternational.org)

Option 2: Create a Facebook Fundraising Campaign

- Log on to your Facebook account
- Go to <https://www.facebook.com/Amigoslink/fundraisers>
- On the right-hand side of the page, click “Raise Money”
- On the left-hand side of the page, fill in the fundraiser details/your content and choose a cover photo
- Click “Create”

### Step 2: Contact your networks!

When your CauseVox page or Facebook campaign is ready, start sharing it! The best way to share your page is by **creating a short, personal message to send out to individuals or small groups and including the link to your page or campaign in that message.**

#### Social Media Sharing

**Share Directly from CauseVox!!** When you are viewing your personal CauseVox fundraising page, you can click the “Share” button at the top of your page. This will give you the option to share your page on Facebook, Twitter, Pinterest, Google, LinkedIn, and via email!

**Facebook-** Even though Facebook does not limit characters, try to limit your posts to substantive and succinct content only. Do not ramble on! You want to make it clear in your message that there is a **call to action**, stating exactly what you want your audience to do.



Share a quote or your AMIGOS story to entice your network to give. Simply copying and pasting your individual fundraising page link will not be as effective as including personal pictures, videos, image quotes, stories, etc.

**Twitter-** Twitter limits you to 280 characters. If you add a picture to your post, it decreases your character limit by 24 characters. Please keep this in mind while planning your messages. You can edit the web link using bit.ly if the link is extremely long.

**Instagram-** It is all about the visual! This would be a great place to use any of the content examples below or some personal throwback photos on throwback Thursdays!! Links are only live in your bio. So, make sure to update those using bit.ly.

**Adding a filter to your picture** – Twibbon (<http://twibbon.com/Support/amigos-out-of-your-element>) allows you to add a filter and the AMIGOS logo quickly and easily to your profile picture on Twitter and Facebook. You can then save and resize these photos for your other social media platforms or individual fundraising pages.

**Changing your banner to an AMIGOS pic** – If you want to highlight AMIGOS on your social media, try using [one of these cover pictures](#) on your profile as the banner.

### Step 3: Do not forget to thank your donors!

#### Additional Resources:

- [How to Create Your Personal Fundraising Page on CauseVox](#)
- [How to Share your CauseVox Personal Page on Social Media](#)
- [Fundraising Tips](#)