

# How Do I Raise Money?

## Tips for Successful Fundraising

- *People give to people they know.* So, don't be afraid to ask! BrightStone serves a great mission and fulfills a need for those families who have a loved one facing the challenges of living each day with a developmental disability.
- There are two ways in which you can raise money:
  1. Personal Fundraising (face to face asks and letter writing)
  2. Online Fundraising—at [www.firstgiving.com/BrightStone](http://www.firstgiving.com/BrightStone)
- To be the most effective in reaching your fundraising goal, use a combination of both of these methods. Tailor the method best suited to the person you are asking. And remember to start as early as you can!
- Dedicate your personal fundraising effort in honor or in memory of a person with a developmental disability. Your honoree can be a current BrightStone student, friend or family member who is living with a developmental disability. Putting a face with the cause helps donors realize the impact of their contribution.
- Arm yourself with facts about BrightStone (we will provide you with a “Quick Facts Guide” about BrightStone). Let donors know that their donations will help further the mission to provide meaningful, productive work and training to those living with a developmental disability. Visit [www.brightstone.org](http://www.brightstone.org) to learn more about what we do and how you can help. Contact BrightStone about giving your donors a very special tour!
- Be enthusiastic about your participation. Your enthusiasm will be contagious and others will want to support you.
- Remember to ask your donors if their employer offers a matching gift program. You can easily double your fundraising through matching plans!
- Once fundraising begins, remember to say “Thank You”! Even though every identified donor will receive a thank you from BrightStone, you may choose to write personal notes, send an email, or write a standard letter to thank your donors for their support.
- Be sure to develop a fundraising plan!
  - Set your personal goal. Just 10 friends each giving \$10 fulfills your commitment, but the sky's the limit! Prizes will be awarded for top fundraisers.
  - Use a variety of fundraising activities to meet and exceed your goal.
  - Publicize your fundraising activities to raise awareness for BrightStone by using email, webpages, company communication resources, social media, and any other means you can creatively come up with.
  - Encourage and applaud other bowlers and teams.
  - Report success stories to BrightStone!

# Online Registration & Fundraising

Our online fundraising tool for bowlers provides the ability to simply and easily use your personal computer, tablet, or mobile phone to manage your fundraising campaign. It's as easy as this:

1. Go to [www.bowlability.com](http://www.bowlability.com)
2. Click on the "Register Here" link. Follow the instructions to sign up as a team or individual.
3. Personalize your participant web page hosted by "FirstGiving".
4. Use the "Communication Center" or your own preferred method to send e-mail invitations asking friends, family, and colleagues to visit your page.
5. Watch the donations come rolling in! You will be automatically notified when someone donates to your online personal webpage.

*Find our "FirstGiving Start Guide" at [www.bowlability.com](http://www.bowlability.com) for additional setup help.*

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## Participant Web Pages

Each participant gets their own "Personal Web Page" where you can easily edit the text and the photo on this page. Bring your enthusiasm to life by sharing your reasons for supporting BrightStone with every site visitor.

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## Communication Center

Send e-mail invitations to prospective donors. A link back to your personal web page will be automatically included in the outgoing e-mail. Follow the instructions to post your webpage link to your FaceBook, LinkedIn, or other social networking sites. Please contact Daniel Bradley at [daniel.bradley@brightstone.org](mailto:daniel.bradley@brightstone.org) for help or tips.

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## Convenient Online Donations

Make it safe and convenient for donors by encouraging them to donate online. It's fast and simple. None of their personal data will be shared and the donation process is secure. Most people will say 'yes' no matter where they are in the country. It just takes one ask.

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## Other Great Features

**Tell a Friend:** Encourage your donors to become a support partner and raise funds too! Anyone can have their own page to raise funds or assist you in spreading the word about your efforts. There is a simple and easy process that they can use to spread the word.

**Donation Tracking:** View a report that details all online donations that you have collected.

**Donor Appreciation:** Donors see their name in lights! During the edit mode of your participant page, be sure to leave the Donor Appreciation area "On" in order to show the list of donor names and to show their encouraging message. If they so choose, their donor name can be kept anonymous.

**Goal Setting:** Use the goal-o-meter to set your personal goal and to track your progress against this goal. While editing your participant page, if you leave the goal-o-meter on, your donors will be able to see how close you are to achieving your goal. This can inspire them to tell their friends to help you reach that goal or donate more!

**Note:** Please note that funds raised through FirstGiving will be subject to a modest processing fee (which includes credit card charges). Donors may optionally choose to cover this fee, which we greatly appreciate!