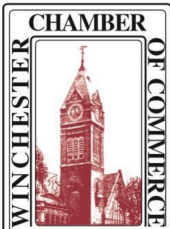
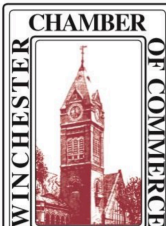


# Raise Funds Online For Support




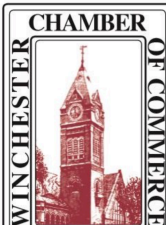
# Raise Funds Online For Support

- Overview of “fundraising for a cause” platforms
- Examples of Covid-19 small business fundraisers
- Tips for creating a fundraiser
- Hands on GoFundMe & Facebook



# Online Fundraising Options

- Multitude of platforms online for crowdfunding for small businesses & nonprofits. Shortlisted for today: “Fundraising for a cause”
  - **GoFundMe**: 2.9% & \$0.30 per donation (inc. prev. youcaring)
  - **Fundly** utilizes Stripe & WePay as its payment processors - sign up for a merchant account Fundly platform fee 4.9% + credit card processing fee 2.9 % + \$.30/transaction
  - **FB**: Standard FB Fundraising / Live Fundraising (donate button) 2.60% + \$0.30 USD  Fundraisers
  - **Paypal**: 2.9% + \$0.30 per trans.
- Note FB has delays in reviewing personal fundraisers due to increased number covid-19 (except for non profit)
- More options for non-profits (fees raised on FB, “gofundmecharity” prev. crowdrise)



# Support Our Amazing Employees!



DONATE NOW

f SHARE ON FACEBOOK

61  
DONORS

\$3,291  
RAISED (USD)

Goal: \$8,000

Days Left: 70



## From Matching Half

Matching Half is raising donations to support our staff while we pare down our operations in accordance with the guidelines set forth by the city of San Francisco. Spread the love, be safe! Thank you for your support!



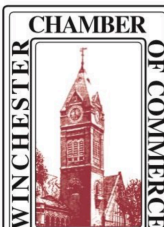
San Francisco, CA

Disaster Relief

fundly.com/support-ol



♥ Support this campaign  
Subscribe to follow campaign updates!



# Westford Barber Shop



Jacob Sicard is organizing this fundraiser.

Created 2 days ago



Business & Entrepreneurs

As you all know we had to close the doors of our humble shop. We are asking for your help to keep us going. Mark and Jacob, we both have families and depend on our shop. Since the state and CDC imposed a 6 ft clearance for social distance, this impedes us on providing our services. And keeping all of us safe as well as our young families.

We've been opened since July 1st 2019 and its been a lot of fun and a barrel of laughs. With each and everyone of our guests, friends and family that have come over for services and just to hang out.

We are now asking you guys to help the shop stay open. So we can keep providing

[Read more](#)

**\$4,395** raised of \$6,000 goal

**54** donors   **136** shares   **54** followers

[Donate now](#)

[Share](#)



**30 people just donated**



Theo Carmone  
**\$20** • 2 hrs



Bruce Gamblin  
**\$50** • 9 hrs

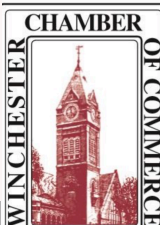


Olivia Quakenbush  
**\$100** • 10 hrs



Anonymous  
**\$100** • 19 hrs

[See all](#)



# A Gift Card to Fox & Falcon!



## TEAM FUNDRAISER

Benny Campa and Sarah Klein are organizing this fundraiser on behalf of David Massoni.

Created 5 days ago



Business & Entrepreneurs

We are doing everything we can to keep The Fox & Falcon alive during these trying times of the corona virus outbreak...one way we think we'll make it is through is selling our friends Gift Cards for future use.

### HOW IT WORKS:

Make a dollar contribution in any amount you can spare and we will get you a gift card IN THAT EXACT AMOUNT. Help out with \$25, you'll get a gift card for \$25!

Our business is on the verge of closing for good. This would be truly devastating not only to everyone that works here, but to this amazing community that has built a home and tribe here at F & F. So, we're asking for your help! Buy a gift card NOW, in any amount you wish, and use it later when it's safe to come out again and mingle! We get the emails of everyone who contributes, so we'll contact you on how to deliver your gift card.

**\$19,166** raised of \$20,000 goal

**192** donors   **250** shares   **192** followers

[Donate now](#)

[Share](#)



**10 people just donated**



Anonymous  
**\$100** • 8 hrs



Candice Sheehan  
**\$50** • 1 d

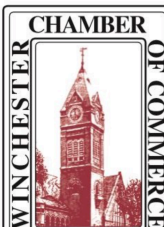


Arden Canecchia  
**\$200** • 1 d



Enid Winikoff  
**\$100** • 1 d

[See all](#)



# Online Fundraising Tips

- Set a realistic Goal – not too low as people like to help achieve, like to believe their donation is making an impact - you can increase later (go over)
- Picture – use either team / logo / product something people relate to – otherwise free pictures (Pixabay.com, unsplash.com)
- Description – express how you feel
  - Ask to “**donate & share**”
  - Ask for “free donation” - Not everyone will be able to donate ask to still share
  - **Incentive** for people who are ok to publish their name (ex: restaurant – your first meal when we reopen is on us, free desert for a year, gift card of the same amount...) Send them also a personal message, outside the fundraiser.
- **Promote it:** Post it on all your social media and website, shorten link (bitly.com – ex:bit.ly/supportustoday), txt the link, newsletters, post on patch & wickedlocal link it to a virtual event in eventbrite - **Invite everybody you know** - Post Updates

