

Grower Reference Guide

m4kblueridge.org



Do you like kids? Do you like having fun? M4K is for YOU! This guide will show you how we have a great time while raising money to help kids in our community that really need our help!

First: Register

Sign up on our website! It's easy, go to m4kblueridge.org and click on Register. Fill out the information and pay your \$25 registration fee. You will be asked to set a fundraising goal. Start with at least \$1,000. You will be surprised how many other people want to help kids in our community.

Second: Setup your webpage

You will be set up with your personal fundraising page on our website (www.m4kblueridge.org) where you can:

- Allow people to donate to you directly online
- Upload pictures of your personal growing progress
- Track and display your fundraising progress

Below are more detailed instructions on how to access and maintain your personal fundraising page.

Log In using the email and password you established when registering:

Username *	Password *
<input type="text" value="Username"/>	<input type="password" value="Password"/>
<input type="button" value="➔ Login"/>	

[Forgot password](#)

Click on the profile tab to update any of your profile information including your goal, profile picture, and contact information:

Profile

Goal: 30000

Url *: https://m4krichmond.org/donate-to-a-grower/ keefer

Personal information

First name *: Ben & Doug

Last name *: Keefer

Email: ben.keefer@gmail.com

Update your profile page with a personal message of why you are doing what you are doing:

Sample:

Yes, I am actually growing mustaches. And yes, I will look a little ridiculous for the next month. But it is for a great cause. This year I am trying to raise money to help local children in need through M4K Blue Ridge.

M4K Blue Ridge improves the quality of life for local children through individual fundraising, partnering with local charities and businesses, and having a little bit of fun with facial hair. Basically we grow mustaches for a month as a marketing tool to raise money for a local children’s charity.

Click on the link to learn more about how they help local Richmond area children and their families deal with heartbreaking situations such as child abuse, cancer, and other childhood ailments.

To donate please click on the "Donate Now" link below or you can mail checks directly to our charity headquarters at:

*Blue Ridge CASA for Children
119 W Frederick St.
Staunton, VA 24401*

Send out emails to your friends and family with links to your personal page or post links to your page on Facebook and watch the donations roll in!

Disclaimer about posting pictures and other content to your page:

You are not permitted to post content that violates someone else's intellectual property rights, including copyright rights. The best way to make sure that what you post doesn't violate someone's copyright is to only post content that you've created yourself. If you post content created by someone else, you must obtain permission to use that content; written permission is best.

By posting content to this website, you are warranting that you have all necessary permissions and are sublicensing M4K Blue Ridge to display this content. If you do not have the necessary rights to use any content you post, by posting the content you agree to indemnify M4K Blue Ridge against any claims or demands for violations of intellectual property rights.

Third: Fundraising

The goal is to raise money for local children's charities while having fun growing mustaches. So have fun but let's raise some money.

Find your personal connection to the cause

We are raising money for kids! Who doesn't love kids! Who doesn't want to help abused and neglected kids? Do you have kids? Do your friends have kids? Everyone has a connection to kids. We are helping an organization in the Valley that is helping kids when they need it most. Do you know of a child that has been abused? So many kids need these services. Either you already know someone or you may know someone in the future. We are helping kids here in our community. This is all you need to talk about to get donations. WHO DOESN'T WANT TO HELP KIDS?

Craft a Compelling Message

The fundraising letter must be impactful. It must explain why you are raising money for the charity and why the charity deserves it. If you're raising money for a second year in a row, tell people about last year's campaign and tie it to your motivation for this year.

Share Your Story With the World

All successful fundraisers stress the importance of sending the message to everyone you possibly can. Ask anyone and everyone...you never know who will give. It's impossible to predict who will relate strongly to your cause. People will surprise you. Also send to any association, network, or congregation to which you belong or used to belong. Frequently, they will forward the request to their entire membership list.

Week 1

- set up your website
- send an email to all family and friends letting them know what you are doing and why you are doing it. Everyone loves kids!
- Post what your doing with a link to your webpage on social media
- Don't be shy about telling people in person what you are doing and why. Face to face donations are the best. Make specific and direct asks for money.
- Seek out businesses and families that would like to support you and help you fundraise.
- Invite your friends to the stache check in and tell them about the Stashe Bash if they donate.

Week 2

- Update your website with a picture of your sweet stache
 - Sent an updated email to family and friends with an updated picture and some details about the organizations that you are raising money for and why.
 - Post to social media about your progress
 - People are going to start commenting on that stache, don't be shy about asking for donations. Make specific and direct asks for money.
- Invite your friends to the stache check in and tell them about the Stashe Bash if they donate.

Week 3

- Update your website with a picture of your stache.
 - Send an updated email with a picture and invite everyone that donates to the Stache bash. All are welcome and it's a great time.
 - Make specific and direct asks for money.
- Invite your friends to the stache check in and tell them about the Stashe Bash if they donate.

Week 4

- This is the big push. Update update update. You may even want to do it daily at this point.
 - Send an email reminding everyone this is the last chance to make a difference in a child's life.
 - Make specific and direct asks for money.
- Invite your friends to the stache check in and tell them about the Stashe Bash if they donate.

Make Specific and Direct Asks for Money

People give because they are asked—if you don't ask, the answer will always be *no*. It can be tough to look someone in the eyes and ask for money, but somewhere in your pitch, some variation of the words "I'd like to invite you to donate \$50 to help children in

our community" need to find their place, ideally followed by as long a pause as it takes to get an answer. For fundraisers, you can't make the mistake of not asking because you feel greedy or you think they will know what you want. Ask with pride for the cause you are so committed to raising money for, and be honored to be the potential bridge for that donor from need to impact, donation to solution. Be sure to *ask for a specific amount (something that's a stretch, but not unrealistic)*. Tell the story of someone who has been impacted by the organizations that we are. Practice this type of asking. Don't be shy, you have a mustache on your face for a reason!

Don't wait

Start fundraising on Day 1. Don't wait until the week before the Stache Bash to reach out for donations.

Keep People Updated in a Savvy Manner

Let people follow your progress. As Abramson put it, "People want to live vicariously through you." You should create a blog or a Facebook page with lots of pictures that people can access when and how they want. Post photos on that page that show you training and participating in races. There was some discrepancy in the feedback about how to get people to keep coming back to your page. Some, like Jossem, advise against sending update emails beyond the original message with a link to your blog . Abramson sent two to three emails to her contacts over the course of her campaign. A few other fundraisers sent notes every other week. Everyone agreed that the frequency needs to be right for the group you're targeting and you shouldn't flood people with emails.

Send a Personalized Thank You Note to Every Contributor

Last but not least make sure that everyone who makes a donation, whether large or small receives a personal word of thanks from you. Some people send thanks via emails, some make a point of sending handwritten notes. The style is ultimately up to you, but the core message must convey the gratitude for and impact of their contribution.

LET'S GROW THIS THING!