

GENERAL FUNDRAISING TIPS

Getting Registered

Sign up for #ShowerStrike early at showerstrike.org so you can have plenty of time to plan your fundraising strategy and hit the ground so you can crush your goal!

Getting Set Up Once You're Registered

Here are some steps to help you get organized:

- **Set up and customize your page** to make it more authentically "you". Add a profile photo, connect your social media, and add a personal message to let everyone know why you're joining Shower Strike.
- **Set your fundraising goal** - you can set any amount you feel comfortable with, but we recommend you aim high! We've found that a goal of \$1,000 for an individual Striker, and \$5,000 for a team, is a great place to start.
- **Check out our fundraising toolkit** - asking for money can be nerve-racking! But don't worry, we want this to be as easy for you as possible. That's why we created the [Shower Strike Fundraising Toolkit](#), complete with email & social media templates, fundraising tips, pictures, and so much more.
- **Tell your network why you're participating and invite them to join you!** Recruiting your friends and family to fundraise with you is a great way to put more fun in fundraising. Share on your social media that you've joined the campaign, and send out personal invites to your network (emails, texts) asking if they'll consider joining you.

Start Fundraising Before Shower Strike

As soon as you're registered, you can start fundraising! You don't have to wait until April 19th to start making an impact.

- Start gathering your outreach list, and deciding how/when you want to reach out to people. The more people you ask, the more you are likely to raise! If you have a Facebook account, we recommend you set up a Facebook fundraiser right from the Shower Strike website to further amplify your efforts. Facebook is a VERY easy way to fundraise for this campaign and it links to your personal fundraising page so your progress stays up to date!
 - ****note, you should create this within the Shower Strike platform, not on Facebook, to enable your Facebook and fundraising pages to connect).**

- This is a great time to look through our email and social media templates, and start to plan out what exactly you want to send/post each day.
- We also have a ton of facts about the Global Water Crisis, water scarcity, and other important information on our website, feel free to use any of these in your outreach!

Week of Shower Strike: April 19- 25, 2023

Pro tips:

- When you're reaching out to people via email, keep in mind the time you're sending emails. People tend to pay more attention to emails sent in the morning or over a lunch break
- Remember to thank your donors as soon as you can after they donate! This can be an email, thank you card, social media direct message, phone call, etc.

Day 1, Wednesday April 19th: First social media post explaining your participation in Shower Strike; send the first round of emails in the late afternoon/evening.

Day 2, Thursday April 20th: Social media post in the morning with water facts; second round of emails around 12pm.

Day 3, Friday April 21st: Time to post an update on your fundraising page! It's not required, but it's always great to let people know how you're doing in the fundraiser, and how long it's been since you took a shower (if that's the way you're participating). This is a great way to keep your audience engaged, and once they find out how long it's been since you've showered, they might be more likely to donate!

Day 4, Saturday April 22nd: Social media post in the morning and/or evening -- including a water fact about water scarcity. Keep those emails going! This is where your plan comes in handy. Things can get crazy during the week, so having that plan will help you stay organized.

Day 5, Sunday April 23rd: You've got this! Let your friends know there's only a couple more days for you to reach your goal. Don't be afraid to email / text the same people you already have reached out to earlier in the week. People are busy and often forget! It never hurts to send reminders (people usually appreciate a reminder nudge!).

Day 6, Monday April 24th: Focus on personal emails and texts! Follow-up is key in the final stretches of the campaign. Don't be shy -- people want to support you and are usually grateful for a meaningful cause to contribute to. The worst that can happen is they say no! And, it's always a no if you don't ask. :)

Day 7, Tuesday April 25th: FINAL STRETCH! Don't let up. Text / call / post on socials, and get yourself to that goal! Even if you haven't reached your goal yet, people want to help you get there. Lots of donations come through on the last day!

CELEBRATE!! You just achieved something incredible. Whether you reached your goal or not, you still raised funds that will contribute to lasting access to clean water in East Africa. Consider posting on social media about final updates, when you took your shower, and a general thank you to everyone who donated and encouraged you!

Keep in mind that this is our recommended timeline for Shower Strike. You by no means have to follow this closely-- if something has worked for you in the past, or if you want to come up with your own plan, **this is your Shower Strike!**

If you have any questions about registering or fundraising, email info@wellawareworld.org and we would love to help you have a successful Strike.

Happy Striking, everyone! Let's make this the most impactful Shower Strike to date!