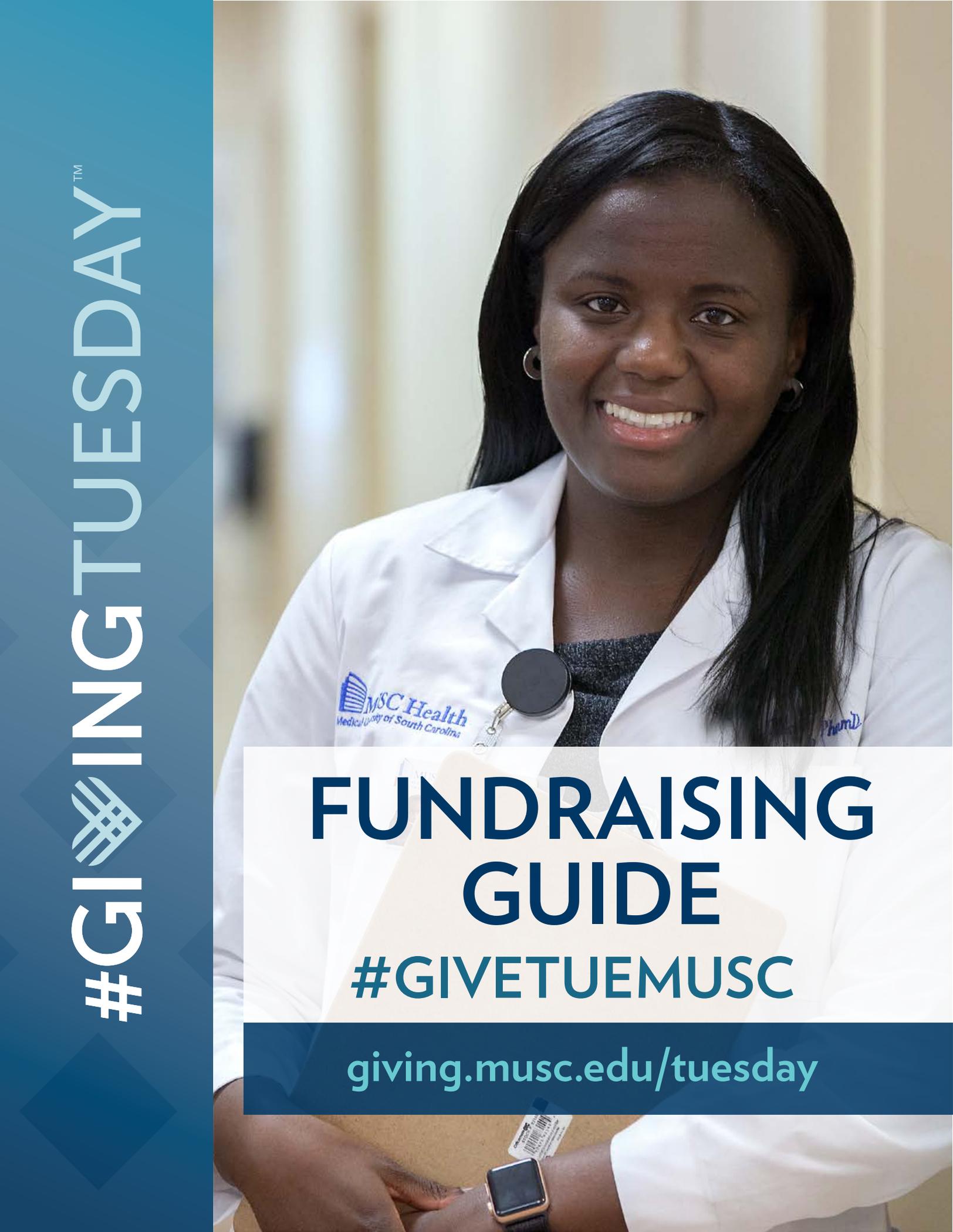


#GIVINGTUESDAY™



FUNDRAISING GUIDE

#GIVETUEMUSC

giving.musc.edu/tuesday



WELCOME

Thank you for joining us to #GiveTueMUSC on #GivingTuesday, Dec. 1, 2020, a global day of giving!

As an MUSC Foundation fundraiser, you play a vital role in our mission to save lives, advance research, and teach the next generation of caregivers. Thank you for using your time, energy, and resources to support our mission on #GivingTuesday and every day. Together, we are changing what's possible!

Whether you're a first-time fundraiser or veteran, we hope you find this guide helpful! It's designed to get you started quickly, help you ask for donations, and give you specific steps to fundraising success.

Thank you for everything you do!

The MUSC Foundation team



About us

The Medical University of South Carolina Foundation is a 501(c)(3) tax-exempt organization that manages charitable gifts to all MUSC hospitals, colleges, programs, and centers.

[#GiveTueMUSC](#)

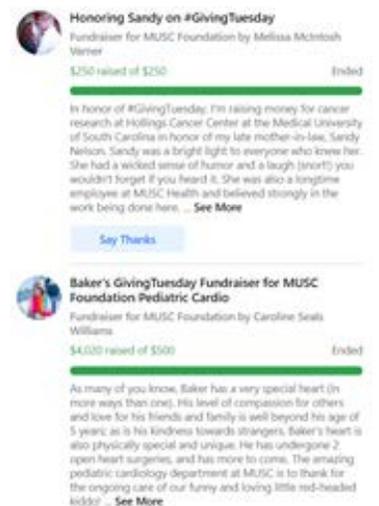


GET STARTED

The MUSC Foundation has used Facebook as its fundraising platform since 2018. Facebook does not charge a fee to verified nonprofits like the MUSC Foundation, so 100% of donations made to your fundraiser will go to the hospital, college, or program you choose.

Create your fundraiser

1. Log in to Facebook. Copy and paste [facebook.com/fund/MUSCFoundation](https://www.facebook.com/fund/MUSCFoundation) into your address bar.
2. Click + Raise Money.
3. Fill in the basics. Set your fundraising goal at \$250 (or higher!) and set your fundraiser to end Dec. 1, 2020.
4. Tell your story. First, change the title of your fundraiser to include #GiveTueMUSC. Then update why you're fundraising and make it about you. Why is this important to you? How does MUSC impact you and the people you love?
5. Change the cover photo to a picture of yourself or whoever inspired your fundraiser. You can also choose a graphic from our available downloads.
6. Click Create.



More questions about Facebook fundraisers? Please visit the Facebook Help Center at <https://www.facebook.com/help>.

#GiveTueMUSC



HOW TO ASK FOR DONATIONS

It can be scary to ask for donations, especially if it's your first time. Try thinking about it like this: You're sharing something that's important to you and giving your friends and family an opportunity to make a difference. You also never know who may have a personal connection to MUSC!

Get the party started! Nobody likes to be first. That's why it's always a good idea to get your fundraiser started by making your own contribution first. Donating to your own fundraiser shows your commitment and makes it easier to ask for support from others.

Invite your inner circle. Those who love you most are most likely to support your fundraiser. Tell them why fundraising for MUSC on #GivingTuesday is important to you, then ask for help reaching your goal!

Invite your social network. You wouldn't plan a party and then not bother sending invitations! On your Facebook fundraising page, there's a box on the right that allows you to invite people. Make sure you invite everyone and not just the people you think will be interested.

Reach out to your groups, like neighbors, co-workers or members of your church. Copy the link to your fundraiser and email or text it to them with a personal message. Does your neighborhood have a Facebook page or group? Add a post asking for donations.

Downloads, email samples, and post templates



#GIVINGTUESDAY™
Teaching. Discovering. Healing.
Changing what's possible because of YOU.

Hi Martin family,

I'm writing to let you know that I'm fundraising for the MUSC Hollings Cancer Center for Giving Tuesday on Dec. 1. As some of you know, my best friend Sarah was just diagnosed with breast cancer, so this cause is close to my heart...

Go to: giving.musc.edu/tuesday/samples

#GiveTueMUSC



GET ATTENTION AND BUILD MOMENTUM

The Rule of 7

The Rule of 7 is a basic marketing principle that it takes seven “touches” before someone will internalize and/or act upon your call to action. Some marketing experts say that the number may now actually be more like 13 given how inundated we are with devices and platforms. That’s why we recommend you use a combination of calls, email, and posts across all your social media networks.

How often should you post?

You should be most active on your Facebook fundraising page. Post three times a week (or more!) using this formula: Ask, update and thank!

Post 1 – Share why you’re fundraising and ask for donations.

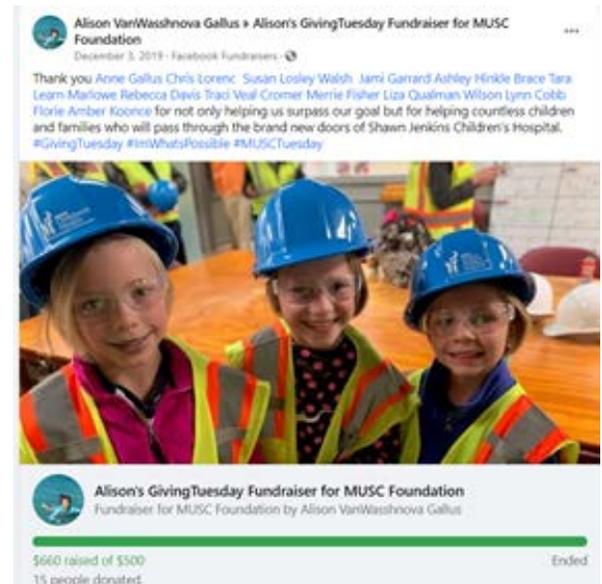
Post 2 – Share an update and ask for donations again.

Post 3 – Tag and thank your donors!

Level up

Use these two tips to make your donors feel good and get seen in their newsfeeds.

1. Each time you post an update to your fundraising page, take a few seconds to copy, paste and post it on your Facebook timeline too. **DON'T SHARE IT.** Copy, paste and post it. Why? Everyone you invited to your fundraiser will get an alert when you post on your fundraising page. (Most of them will ignore the alert.) If you also post on your timeline, it will show up as your friends scroll their newsfeeds, giving you **TWO** chances to get their attention. Don't forget to include the link to your fundraising page!
2. Thank each donor three times. When a donation posts to your fundraising page, tag your donor and thank them in a comment. Then post a brief thank you note on their timeline. This makes them look good and will be seen by others as they scroll through their newsfeeds. Finally, post a shoutout every few days that tags all your donors.



THANK YOU



giving.musc.edu/tuesday

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