



#Ride4Malawi



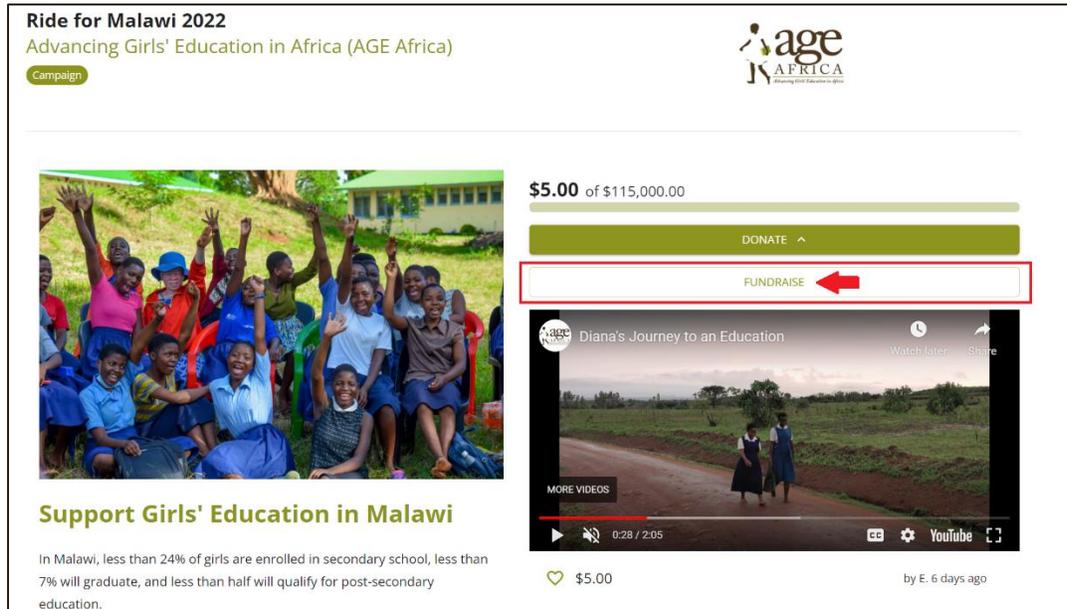
## SETTING UP YOUR FUNDRAISING CAMPAIGN

This guide will help you set up your campaign on SimplyK to fundraise for AGE Africa!

# Setting Up Your Fundraising Campaign on SimplyK

Zikomo (thank you)! You've decided to change the lives of girls in rural Malawi! This step-by-step guide will help you make the most of your fundraising experience.

We're here to help if you have any questions! You can email Emily Hall at [ehall@ageafrica.org](mailto:ehall@ageafrica.org) for assistance with setting up your fundraising page.



## STEP 1 – CREATE YOUR FUNDRAISING CAMPAIGN

Visit the Advancing Girls' Education in Africa (AGE Africa) #Ride4Malawi 2022 fundraising page: <https://bit.ly/Ride4Malawi2022>

1. Click the white “FUNDRAISE” button located on the right side of the page above the video
2. Choose to either **create a team**, **join an existing team**, or **fundraise as an individual**.

The screenshot shows a 'Create a fundraising team' form. It has three tabs: 'CREATE A TEAM' (selected), 'INDIVIDUAL FUNDRAISING', and 'JOIN A TEAM'. The form includes the following fields: 'Team name', 'Campaign target' (with a '\$' symbol), 'Email', 'First name', and 'Last name'. There is a 'Photo' upload field with a 'Photo (ratio 1:1)' label. A 'CREATE' button is located at the bottom right of the form.

**TIP:** Creating a team is a good choice for a group of people fundraising together. This could be with coworkers, family, classmates, sports team members, and others. You can then join the team and make your own page.

**3. Decide your fundraising goal, enter your information, and upload a photo** (this can be a photo of you, a logo for your team, or whatever image you'd like displayed on your page).

Fundraise individually

CREATE A TEAM INDIVIDUAL FUNDRAISING

Campaign target 1000.00 \$ Email example@gmail.com

First name Emily

Last name Hall

Photo (ratio 1:1)

CREATE

**TIP:** When creating your campaign, you will have to decide on your fundraising goal. Think about AGE Africa's total campaign goal of \$115,000, and then decide how much of an impact you want to make. Consider how many of your friends and family will likely donate and how much you will be donating yourself. Make sure your goal is realistic. If you don't think you can achieve your goal, you won't be motivated during your campaign. Make the goal within reach, but still a bit of a challenge. You want that feeling of accomplishment when your thermometer reaches the top! And don't worry, you can always edit it later.

**4. Click "CREATE"**

Your campaign was successfully created!

Now, you can share your campaign link to start collecting donations:

<https://app.simplyk.io/en/team/c4ee81c2-c18f-4466-83d1-19>

EDIT MY FORM SEE MY FORM

Congrats! You have officially created your campaign. Once it's created, you will receive a confirmation email with a link to make your Simplyk account. On your account, you will be able to customize your campaign page. This is an important step because by personalizing your campaign, you demonstrate how important the cause is to you, which will compel your friends and family to donate.

## STEP 2 – CUSTOMIZE YOUR PAGE

Express *why* you are choosing to fundraise for AGE Africa. AGE Africa's main fundraising page will copy to yours by default. Copy and paste the text below and add your own story with a thoughtful, personal message that will touch your loved ones and compel them to give!

Help me fundraise for Advancing Girls' Education in Africa!

I'm raising funds to support girls' education in Malawi with Advancing Girls' Education in Africa (AGE Africa). This cause is important to me, (because...) and you can create a big impact by donating to my page.

Donations will directly support high school and college scholarships for Malawian young women, after-school girls' clubs, and AGE Africa's girls' empowerment radio show.

If you have any questions, please let me know. I hope you can support my efforts to make a difference. Thank you!

-Your Name

**TIP:** Want to add more photos to your page? Check out our [Social Media Toolkit](#) and spice up your page with captivating images!

## STEP 3 – DONATE TO YOUR OWN CAMPAIGN

Those who donate to their own campaigns raise about **10 times more** than fundraisers who don't. Set a positive example and build momentum for your fundraiser by making your first donation.



## STEP 4 – SHARE YOUR CAMPAIGN

Now it's time to get the word out to the whole world – or at least your whole world. Send a personalized message to all your friends and loved ones (using your story!). Let them know how much it would mean if they donated. Don't be afraid to share with people that aren't in your inner circle. If your messages are positive and confident, people will be willing to give. And of course, don't forget to include the link for your campaign!

Creating your messages can be as easy as “copy and paste!” Reference AGE Africa's [Fundraising Email Toolkit](#) and [Social Media Toolkit](#) for pre-written content!

## STEP 5 – SHARE AGAIN!

Keep sharing your campaign on your platforms and sending it individually to your friends.

Check back in with those who said they would donate but haven't yet by sending them a friendly reminder. Repost when the campaign is halfway over or when there is only a week or a day left.

Don't be afraid of posting too much. Your friends may forget about your campaign. They will appreciate the reminder. Also, those close to you will want to support you and maybe get involved themselves. Your campaign may be so compelling that you convince some to start their own!

## STEP 6 – CELEBRATE YOUR CAMPAIGN'S PROGRESS

Whether you make it halfway to your goal or reach it, be sure to celebrate! Congratulate and thank those that support your campaign when you reach milestones in it.

Post when you make it halfway to your goal. Post again when the campaign finishes, thanking all your supporters and mentioning your campaign's impact on the organization. For example, “We raised \$100, which will provide 500 meals to children in need. Thank you for making this possible!”

Don't forget to thank each of your donors personally. As you did with sharing, send them each an individual message, email, or give them a call. It will mean a lot and set the stage for your next campaign.



## SUPPORT

Got questions? Need inspiration? We're here to help!

### AGE Africa Contact

Emily Hall – [ehall@ageafrica.org](mailto:ehall@ageafrica.org)

