



The Guide to a successful Good Deeds Day Fundnation Campaign



Create your campaign at any time:
signup.fundnation.org/good-deeds-day

Introduction

This guide has been crafted to equip you with everything you need to launch and run a successful Good Deeds Day (GDD) campaign.

We will walk you through the fundamentals of crowdfunding and peer-to-peer donations, introduces you to the Fundnation platform, and dive into the strategic planning of your GDD campaign.

From crafting compelling narratives to leveraging social media and measuring your campaign's impact, this guide is your roadmap to maximizing your fundraising efforts and making a tangible financial difference this Good Deeds Day.





Empowering communities and organizations to make a larger impact through innovative fundraising solutions.

Expand your donor pool and reach new people.



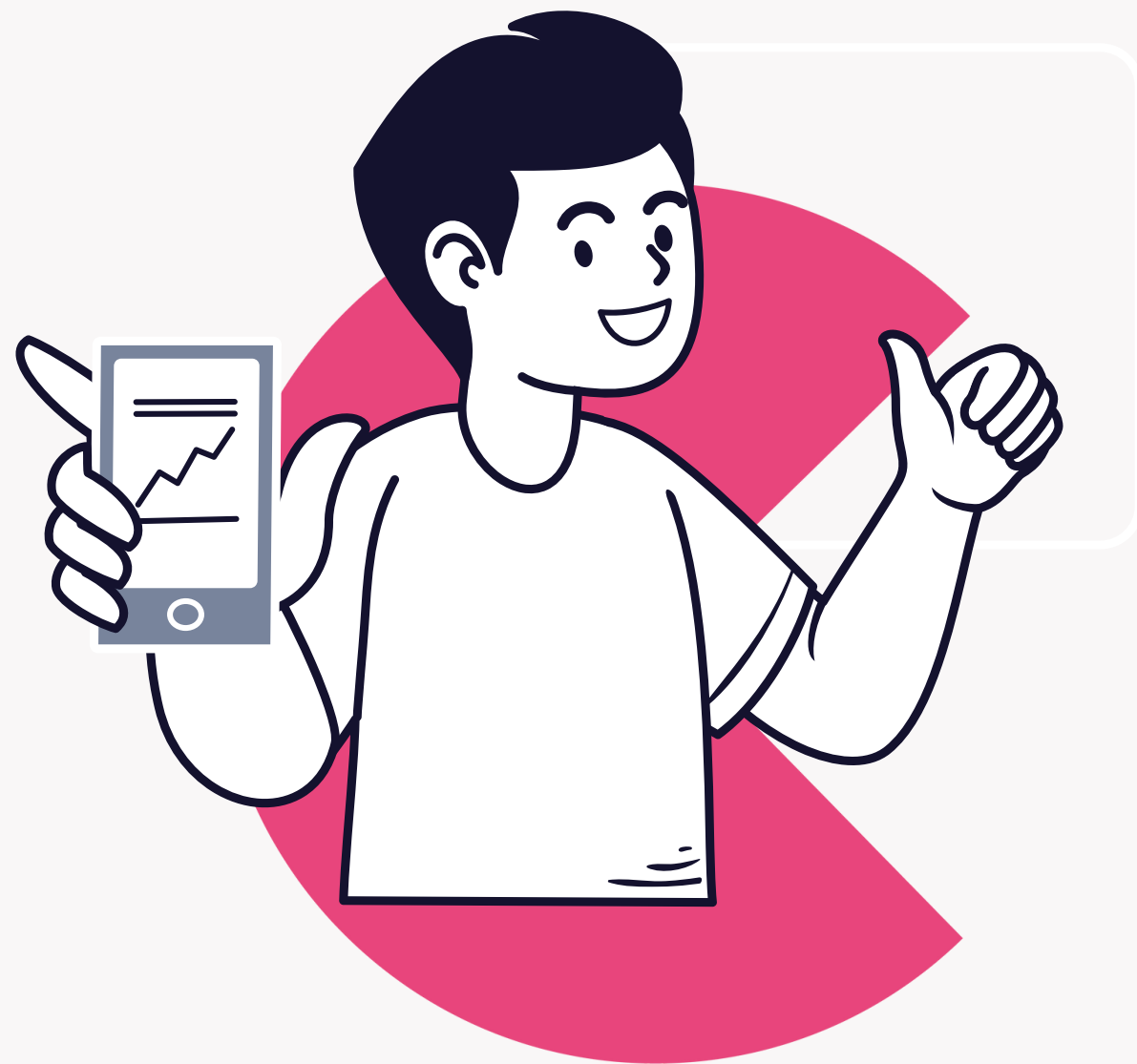
Ready to launch your campaign?
[Click here](#)



What is Crowdfunding?

It's a method of raising funds by raising **small amounts of money** from a **large number of people**.

It's a collective effort that leverages the power of social networks.



What is peer-to-peer?

Subset of crowdfunding, involves **individuals raising money on behalf of an organization.**

Donors contribute to the **personal fundraising efforts** of individuals who become **ambassadors** for the cause.

Why use this method?

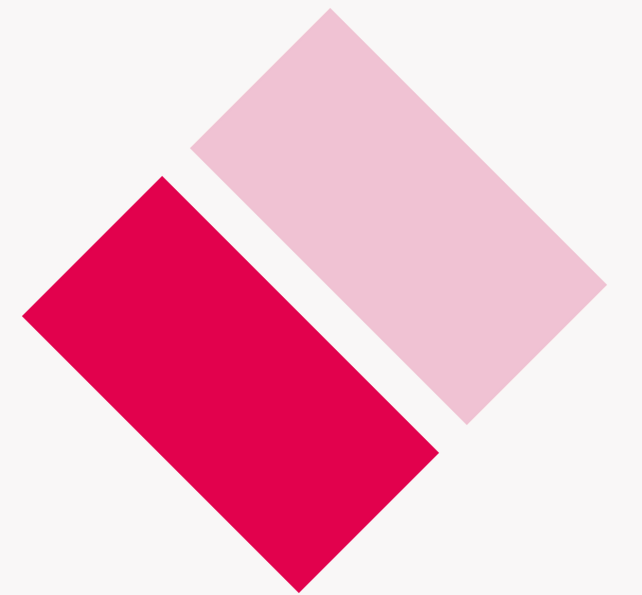


- **Small amount of money make a big difference.** Every dollar counts, and every dollar helps you get closer to your goal.
- **Expand your reach** and grow donor pool. P2P allows you to reach donors you otherwise wouldn't have been able to
- Use your **volunteers as fundraising ambassadors** and grow your fundraising team exponentially. This also allows you to create a healthy sense of competition between all volunteers.



Good Deeds Day inspires individuals to contribute to their communities through acts of kindness.

Organizations need money to fund the resources that will enable them to do good and continue their work. By participating in a GDD Fundnation campaign, you can increase your impact, and create a community support that extends far beyond a single day.





What is Fundnation?

We're a **start-to-finish crowdfunding solution** for non profit organizations.

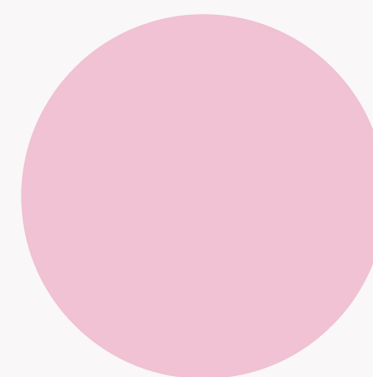
Fundnation offers the donation platform, payment facilitation and strategic guidance in all aspects of a peer-to-peer and crowdfunding campaign.



Why use Fundnation?



- We've run **global campaigns** and raised money from **thousands of donors** using our powerful fundraising tools.
- We offer a **central platform** to turn your **volunteers** into **fundraising ambassadors** and grow your fundraising team exponentially.
- Using the Fundnation platform and strategies helps you **create a sense of urgency**, encouraging donors to give.



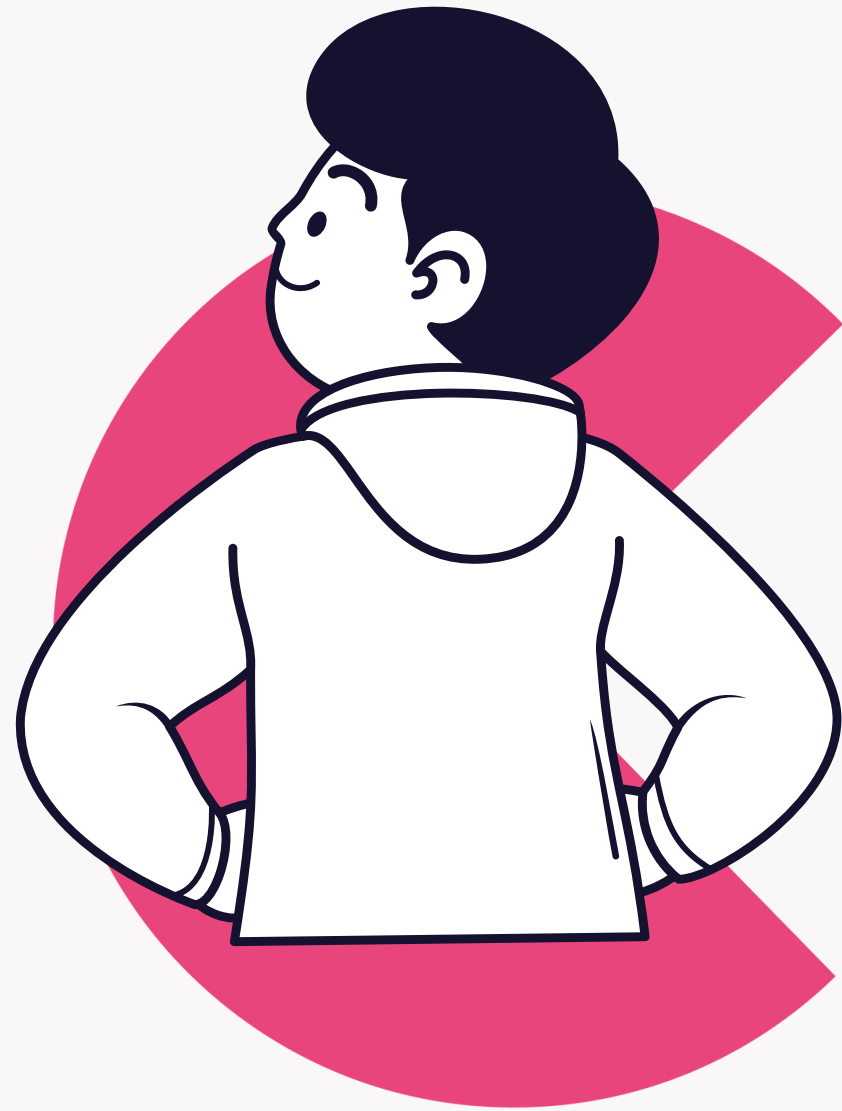
Fundnation X GDD

Fundnation's partnered with Good Deeds Day to offer organizations a **dedicated GDD fundraising campaign.**



Running a GDD Fundraising encourages your donors to financially support your organization so you can increase the impact in the work you do even further!

Here's how it works -->



The #1 Rule: Golden Thread

This is the core **reason, message, and narrative** behind your fundraising efforts.

Every piece of content, messaging, and graphic should **tie back to this central theme**, ensuring a cohesive and impactful campaign.

This golden thread is a reminder of the 'why' behind your campaign and strengthens the connection with your audience.

The Central Fundraising Page

YouTube Video

Campaign Info

Create your campaign at any time:
signup.fundnation.org/good-deeds-day



Let's Unite in Doing Good

Good Deeds Day: Will you be the one making so... Watch later Share

Good Deeds Day is a global movement of people who are dedicated to doing good. Since 2007, millions of people and thousands of organizations from 110 countries unite annually to volunteer and #DoGood.

46d 8h 1m 25s

24% Raised

Donate Now

Together we've raised \$2,425 (24%)! Help us reach our goal of \$10,000

Good Deeds Day is a global movement of people who are dedicated to doing good.

Since 2007, millions of people and thousands of organizations from 110 countries unite annually to volunteer and #DoGood.

Every year, we support global changemakers who desire living in a better world to take impactful action by providing tools, inspiration, and a global network – because we believe that every person has the power to create positive change in their community and our world. Read more

Today, we are a global movement of people and organizations dedicated to doing good every day. We meet annually on Good Deeds Day, committing to showing up for our world – and using it as a central meeting point to gain meaningful momentum to kick off another year of doing good every day.

We are a network of volunteers who choose to organize events, improve our communities, and share resources and inspiration – all based on the simple idea that every single person can do something good, large or small, to improve the lives of others and positively change the world.

Our big vision is to create a world where good leads the way. Are you with us? **Donate and support our cause today!**

Donate now to Support Good

We've raised 0%!
Together we've raised \$0!
Help us reach our goal of \$10,000
Donate Now

Connect with Us

6 Donors

Anonymous \$450
Good work John and Kate!!
Team: John and Kate

Robert Johnson \$250
Team: The Do Gooders

Rachel Green \$100
Well done!!
Team: Team Hannah

Banner image

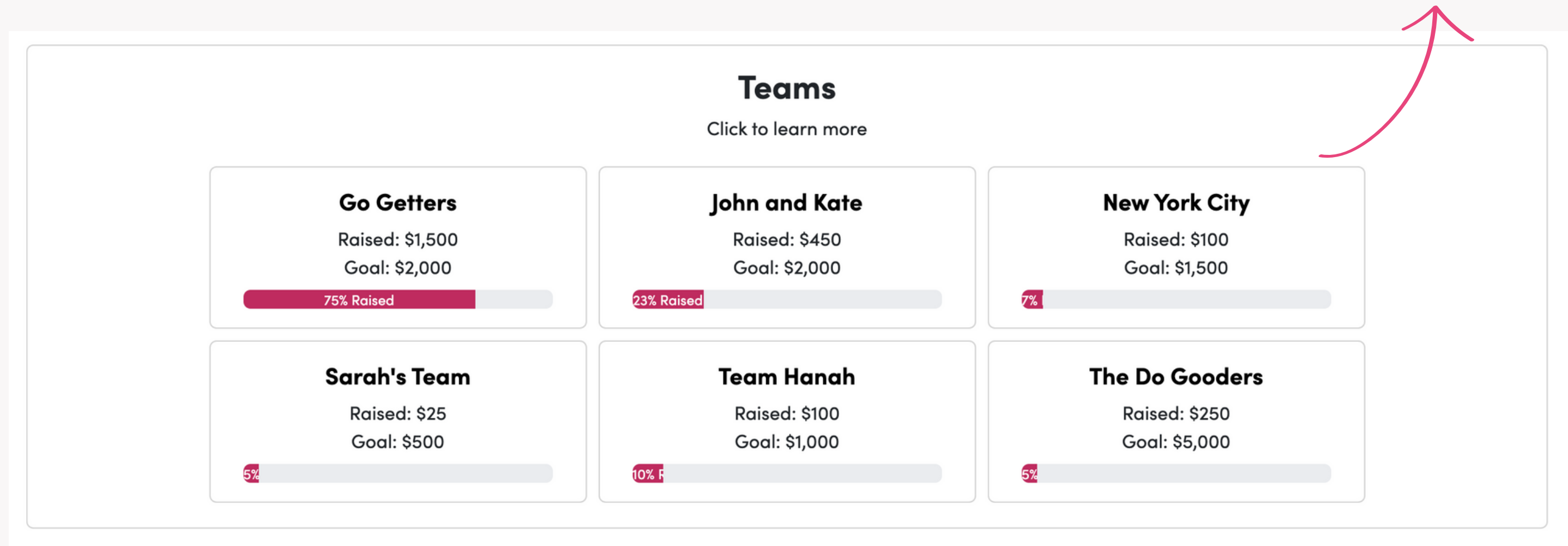
Hero Text

Goal & Countdown

Socials & Contact Info

The Teams / Ambassadors Section

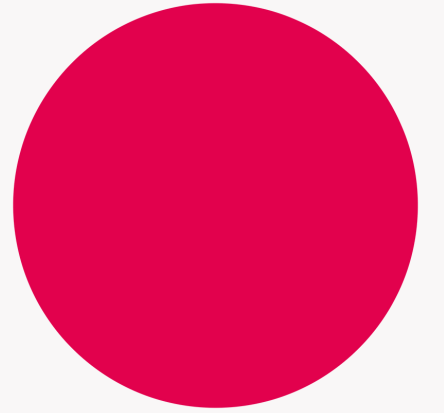
Team name, goal & total raised



Live leaderboard to create healthy competition
and encourage teams to raise more.

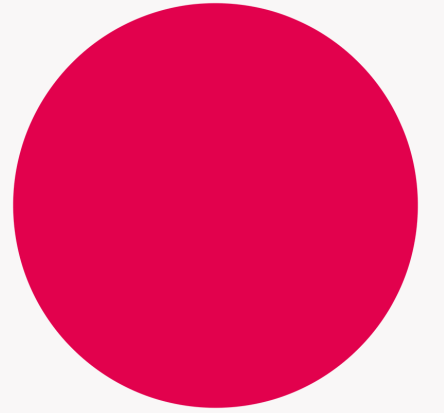


Content to Create



- **Social Media Posts:** Craft specific posts tailored for each social media platform to engage your audience and encourage sharing.
- **Posts for Teams / Ambassadors:** Prepare content that teams can use to promote the campaign and send to their networks. Create a personalized graphic and a pre-written message for them to send out.
- **Texts for Messaging Apps:** Create concise, compelling messages for sharing via SMS, WhatsApp, iMessage, etc., making it easy for supporters to spread the word.

Content to Create



- **Emails:** Create attractive and persuasive emails to send out to your database, telling them about your campaign, updating them on the campaign's progress and encouraging donations. Ensure you have a clear CTA (call to action).
- **Posters:** Design posters to be printed and displayed on your property, around the community community, schools, and other local venues to raise awareness offline.
- **Email Signatures/Footers:** Create a small banner or signature that your team can add to their emails, promoting the GDD campaign with every sent email.

Tips for a successful campaign



- **Preparation is Key:** Ensure all planning, marketing materials, messages and materials are ready (and even scheduled) well in advance.
- **Early Launch:** Start launching your campaign early to seed the idea and build anticipation. We suggest about 3–4 weeks before (Mon, 25 March)
- **Spread the word far and wide:** Use every channel available to spread the word about your campaign. Facebook, Instagram, Messages, LinkedIn, Email Marketing, Twitter/X, TikTok, Snapchat
- **Teams Teams Teams!** Use your teams and tap into their network.



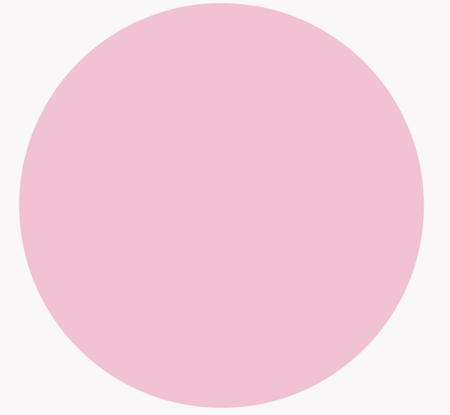
Team Competition Ideas

Creating a sense of competition among teams can significantly boost results.

Consider introducing challenges such as:

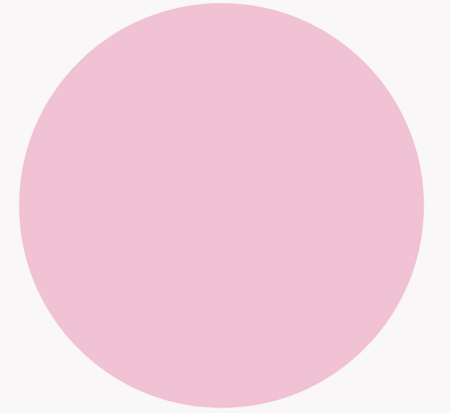
- Team who raises the most
- Team who has the most amount of donors
- Team who reaches their goal first
- Most creative fundraising initiative
- Most community engagement

Pre-Campaign Email Marketing Ideas



- **Teaser email:** Previews or behind-the-scenes looks at the campaign's goals and the impact it aims to achieve.
- **Countdown Emails:** Build anticipation with each email that highlights a different aspect or story related to the campaign.
- **Call-to-action:** Ask for volunteers to become campaign ambassadors, offering tools and tips for sharing.
- **Emotive Content:** Share content that makes donors feel a connection to your cause and feel an emotional connection to the work you are doing.

During-Campaign Email Marketing Ideas



- Regular updates on the campaign's progress towards its goal, celebrating milestones to keep the momentum.
- Feature stories or quotes from donors about why they chose to support the campaign, adding a personal touch.
- Send a reminders about the limited time window to contribute, emphasizing the urgency and impact.
- Invite people to join to live and online GDD events.

Marketing Timeline

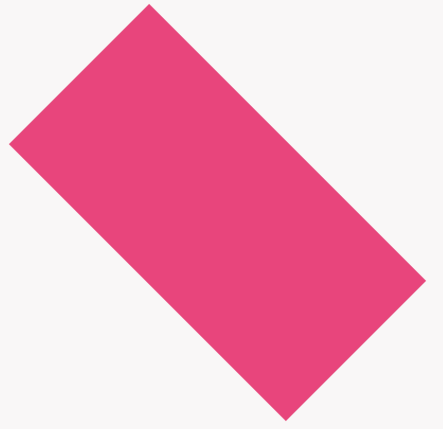


Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
17 March	18 March Launch Email	19 March Launch Social	20 March Launch Teams	21 March	22 March	21 March Social
24 March	25 March Email	26 March Social	27 March	28 March Teams	29 March	30 March
31 March Social	1 April	2 April Teams	3 April Social Post	4 April Email	5 April	6 April Social Post
7 April Teams	8 April Social	9 April Email	10 April Teams	11 April Social	12 April Email	13 April Social
14 April GDD!	15 April Thank You All	16 April Teams Thanks	17 April	18 April	19 April Email	20 April Social
21 April	22 April	23 April Email	24 April Social	25 April	26 April Social	27 April



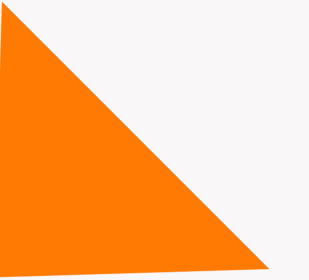
On GDG, you must send emails, post to social and have your teams share content – throughout the day!

Marketing Timeline Explained



- **Launch:** Tell your donors, potential donors, partners, stakeholders, members, etc about your GDD Campaign.
- **Social:** Post content to all the social media networks.
- **Teams:** Your teams/ambassadors should share content on their personal social networks.
- **Email:** Send an email to your database.
- **Thank you:** Acknowledge the support of your donors, thank them and show the impact they have had.

Frequently Asked Questions



What currencies can someone donate in?

AUD, BRL, CAD, EUR, GBP, ILS, USD, ZAR

What payment gateway do you use?

We use Stripe and require organizations to have their own stripe.com account setup and active.

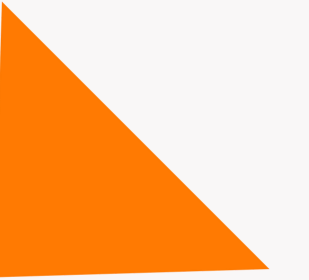
Can donors be anonymous?

Yes, they can select this when completing their donation.

Do you support campaign donation matching?

Yes, we support automated matching (double, triple or quadruple).

Frequently Asked Questions



How many teams can I have?

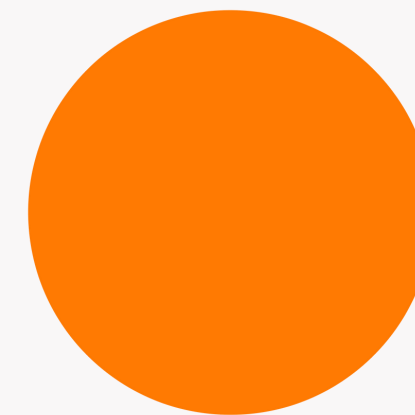
There is no limit. The more teams you have the better – as long as they are engaged, motivated and actively fundraising.

What is the cost?

\$189 fee per campaign – Special GDD price.

Is there a processing fee from Fundnation?

No. There is no additional charges from Fundnation other than the credit card processing fees from Stripe.

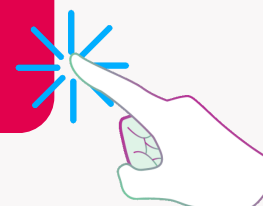


Ready to Signup?!

Let's get your campaign started!

signup.fundnation.org/good-deeds-day

Signup Now



For any assistance:

Call: +1 (833) 938-4466

Email: support@fundnation.org



**This Good Deeds Day, launch
your Fundnation campaign
to grow your network and
connect with new donors
like never before.**



www.fundnation.org

