



RMHC
Ann Arbor

Fundraising Toolkit

WELCOME

Thank you for joining our Peer-to-Peer Fundraising for RMHC Ann Arbor. With your help, we can increase awareness and support of our mission so that we can provide comfort, care, and kindness when it matters most.

HOME RUN FOR THE HOUSE

Home Run for the House supports the mission of RMHCAA to provide a community of inclusive, compassionate, supportive programs and services that directly improve the health and well-being of children and their families. It's powered by RMCHAA Grateful Families, volunteers, companies, donors, and friends.

The event will commensurate with a Home Run for the House Celebration event on Saturday, June 15, 2024. By joining this community of supporters you will help ensure that we can serve ALL families that need our services and resources.

Guests of the event will experience:

- Family field day
- Running the bases
- Kids' Zone Fun
- Mascots
- Food
- Awards for peer-to-peer fundraisers by category

WHAT'S INSIDE

In this toolkit, you will find information on the following:

- How to set up your own fundraising team
- How to join an existing fundraising team
- How to buy tickets to the Home Run for the House event

For more questions or assistance setting up your Givebutter fundraising page, please call Shaye Beasley at 734.998.6532 or email at sbeasley@rmhcannarbor.org. Thank you!





How to: Set Up a Fundraising Team

SET UP YOUR OWN FUNDRAISING TEAM

If you are interested in sharing your story about why you are passionate about supporting RMHC Ann Arbor and want to recruit others to join you, then read on to learn how to set up your own fundraising team for Home Run for the House.

STEP 1:

Visit RMHCAA's Home Run for the House event page (<https://givebutter.com/RMHCAAHomeRun>) and click on the "Join a Team" button.

Home Run for the House 2024
A family-friendly event to support the mission of RMHCAA

Organized by RMHCAA

\$40 2 Supporters

Team Leaderboard

Team Members

Join a Team

Donate & Tickets

Share Fundraiser

Sara Thompson received a \$20 ticket purchase for \$20 from Team Red Sox 9 days ago

Supporting our RMHC Ann Arbor Families!

HOME RUN

This campaign was created February 9th, 2024

STEP 2:

You will be prompted to create a new account with GiveButter.

Fundraise

Sign Up > Create Page > Share

Profile Picture

First name*

Last name*

Email*

Phone*

Password*

Sign up

By creating an account, you agree to the [Terms of Service](#) and [Privacy Policy](#).

Already have an account? [Sign in](#).



How to: Set Up a Fundraising Team

STEP 3:

The pop-up window will prompt you to “Join a Team” or “Create a new Team”. Click the “Create a new Team” option. You can now add your “Team Name” and your “Team logo”. Your team logo is similar to a profile picture and can be any image you choose! Additionally, you can set a fundraising goal and write your “Story” explaining why this cause is important to you. When you finish, click “Join this fundraiser”.

Fundraise ×

[Sign Up](#) > [Create Page](#) > [Share](#)

Team Name*

Team Logo

What's your fundraising goal?
Set a starting goal for your page. You can change this at any time.

Story
Tell the story of why you're fundraising. This will appear on your personal page and be visible to any visitors. Don't worry, you can edit this later.



How to: Set Up a Fundraising Team

STEP 4:

You will be redirected back to the main event page. From here, you can see your individual profile and will have the option to easily "Share & Manage" your team.

Home Run for the House 2024


A family-friendly event to support the mission of RMHCAA



Organized by [RMHCAA](#) →

Verified

\$40 2 Supporters

 **Sara Thompson**
Fundraiser since Feb 2024

[Share & Manage](#)



Donate & Tickets


[Share Fundraiser](#)

\$20  Sara Thompson received a  ticket : purchase for \$20 from Team Red Sox!
9 days ago

Supporting our RMHC Ann Arbor Families!



 Love  Comment  Share



This campaign was created
February 5th, 2024



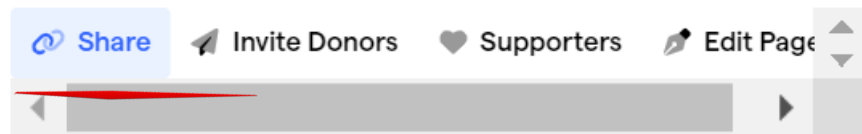
How to: Set Up a Fundraising Team

Now that your team is set up and ready to be shared, you will receive credit every time a person donates under your team!

STEP 5:

After setting up and personalizing your team page, click on "Share & Manage". You can post directly to Facebook, LinkedIn, or Twitter. You can also send and share by email. You can even send requests to donors, and Givebutter will automatically send them up to 3 reminder emails.

My Fundraising Page



<https://givebutter.com/RMHCAHomeRun/red-sox-of-...> Copy

Fundraisers shared on social networks raise up to 5x more.



SAMPLE MESSAGING:

- Help me score a big win for RMHC Ann Arbor families by supporting my fundraising efforts for Home Run for the House. Donate today to help me reach my goal of \$500 <insert your personal donation link> #KeepingFamiliesClose #HomeRunfortheHouse
- Your donation helps @RMHCAnnArbor provide comfort, care, and kindness when it matters most. Donate now and help me reach my goal of \$500 at <insert your personal donation link> #KeepingFamiliesClose#HomeRunfortheHouse
- Your gift can help families stay at a place that feels like home - even when they can't be. Donate now and help me reach my goal of \$500 at <insert your personal donation link> #KeepingFamiliesClose #HomeRunfortheHouse



How to: Set Up a Fundraising Team

My Fundraising Page ×

Share **Invite Donors** Supporters Edit Page

New Donation Request

We'll automatically send up to three reminders. [Learn more.](#)

Send

Invite donors to give by selecting the "Invite Donors" tab.

My Fundraising Page ×

Share Invite Donors **Supporters** Edit Page

View a list of donors to your page on the "Supporters" tab.



How to: Join a Fundraising Team

JOIN A FUNDRAISING TEAM

You can also choose to join a fundraising team that is already set up for Home Run for the House.

STEP 1:

Visit RMHCAA's Home Run for the House event page (<https://givebutter.com/RMHCAAHomeRun>) and click on the "Join a Team" button. You will need to create an account with Givebutter.

Home Run for the House 2024
A family-friendly event to support the mission of RMHCAA

Organized by [RMHCAA](#) →

\$40 2 Supporters

Team Leaderboard

1	Red Sox of RMHCAA! 1 member	\$20 >
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Donate & Tickets
[Share Fundraiser](#)

New Campaign Update

\$20 Sara Thompson received a [ticket](#) purchase for \$20 from Team Red Sox!
9 days ago

Supporting our RMHC Ann Arbor Families!

HOME R

Love Comment Share

Join a Team

Fundraise
Sign Up > [Create Page](#) > [Share](#)

Profile Picture

First name* Last name*

Email*

Phone*

Password*

Sign up

By creating an account, you agree to the [Terms of Service](#) and [Privacy Policy](#).
Already have an account? [Sign in](#).



How to: Join a Fundraising Team

STEP 2:

Select "Join an existing team". Use the drop-down menu to select which team you want to join. Add your personal fundraising goal and story to share why you support RMHC Ann Arbor. Once done, select "Join this fundraiser".

Fundraise ×

[Sign Up](#) > [Create Page](#) > [Share](#)

Join an existing team **Create your own team**

Which team would you like to join?*

Select... ▼

What's your fundraising goal?
Set a starting goal for your page. You can change this at any time.

\$500

Story
Tell the story of why you're fundraising. This will appear on your personal page and be visible to any visitors. Don't worry, you can edit this later.

Tell your story...

Join this fundraiser

Fundraise ×

[Sign Up](#) > [Create Page](#) > [Share](#)

Join an existing team **Create your own team**

Which team would you like to join?*

Select... ▼

Select...
Red Sox of RMHCAA!

Set a starting goal for your page. You can change this at any time.

\$500

Story
Tell the story of why you're fundraising. This will appear on your personal page and be visible to any visitors. Don't worry, you can edit this later.

Tell your story...

Join this fundraiser



How to: Join a Fundraising Team

STEP 3:

You should now see yourself under "Team members". Share the link to the fundraising team with your network and get your team credit for the donations by clicking "Share fundraiser" at the top of the page.

\$40 2 Supporters

Team Leaderboard

1 Red Sox of RMHCAA!
1 member
\$20 raised

Join a Team

Team Members



Sara
Thompson
\$20
1 Supporter

Fundraise

Event

Home Run for the House 2024

A family-friendly event to support the mission of RMHCAA



Organized by [RMHCAA](#) →

Live Display Verified

Donate & Tickets

Share Fundraiser

New Campaign Update

\$20 Sara Thompson received a ticket : purchase for \$20 from Team Red Sox!
9 days ago

Supporting our RMHC Ann Arbor Families!



Love Comment Share



How to: Purchase Tickets

PURCHASE TICKETS ON BEHALF OF A FUNDRAISING TEAM TO HOME RUN FOR THE HOUSE

Tickets are now available for purchase online to attend the Home Run for the House on Saturday, June 15, 2024. When you purchase your tickets, there is an opportunity to credit that purchase to a fundraising team and make an optional additional donation.

STEP 1:

Visit RMHCAA's Home Run for the House event page (<https://givebutter.com/RMHCAAHomeRun>) and select "Donate & Tickets".



STEP 2:

Select the number of adult and /or children tickets you want to purchase and fill in the ticket holder information when prompted.

Select tickets ×

Child General Admission Ticket \$10.00	0 ↓
Adult General Admission Ticket \$20.00	0 ↓

[No thanks, I'd just like to donate →](#)

← **Ticket information** ×

Ticket #1 - Adult General Admission Ticket

First name*	Last name*
Email*	Phone



How to: Purchase Tickets

STEP 3:

Show your support by adding in your name and a public message, gif, or photo!

STEP 3:

Add an optional, additional donation to RMHCAA.

Be sure to credit a team/member for your ticket purchases using the drop-down menu!

STEP 4:

Finalize your tickets/additional donation and buy your tickets! Make sure to press "Finish!" once all necessary information has been entered. Thank you for your purchase and contribution to RMHCAA!



For more questions or assistance setting up your Givebutter fundraising page, please call Shaye Beasley at 734.998.6532 or email at sbeasley@rmhcann Arbor.org.
Thank you!