

# Sage Fundraising Online

## Rapid Response Campaigns

### Create Rapid Response Campaigns to Raise Funds for Unexpected Needs

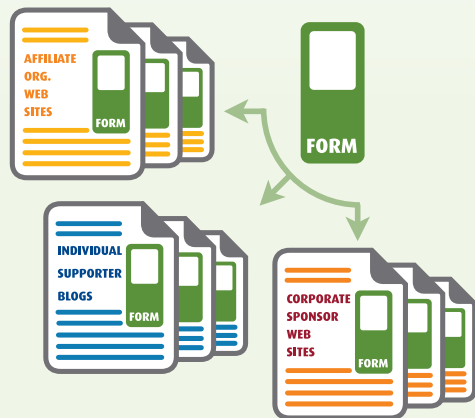
**Problem: Developing and launching an effective, time-sensitive appeal to maximize fundraising for a particular need is challenging.**

While emails are quickly drafted and content is easily positioned online, most organizations are unable to create focused donation forms that can also be leveraged through their network of supporters. Unfortunately, donors inspired by these time-sensitive messages are usually driven to an existing generalized form that is already overburdened with support for multiple programs and messages.

**Solution: With Sage Fundraising Online, you can create a donation form specific to any cause and publish it within minutes. This form can be placed on the home page and other high traffic areas on your website as well as websites of your supporters.**

#### How rapid response campaigns work

Your donors are bombarded with messages on a daily basis by thousands of sources competing for their attention. Therefore it is critical to take advantage of a moment when your audience is naturally inspired to support your cause. Time is of the essence if you want to empower your donors to make a difference.



Once you create and place the cause-specific donation form on your website, enable your donors and supporting organizations to spread the word by providing them with a simple code “snippet” they can use to cut and paste your donation form onto their own websites, blogs, and share through their own personal networks on services like Facebook, LinkedIn®, and Twitter.

#### Extending the opportunity

Leverage your network before the need arises. Since Sage Fundraising Online forms are easily updated and updates are automatically distributed anywhere the form is posted, it is possible to recruit a network of supporters in advance. Any form they have already published can quickly be updated by your organization to respond to unexpected needs.

Visit [www.sagenonprofit.com/fundraisingonline](http://www.sagenonprofit.com/fundraisingonline) for more information.