

Sage Fundraising Online

Supporter Fundraising

Empower Individual Supporters to Fundraise on Your Behalf

Problem: Since word-of-mouth is one of the most motivating reasons for giving, you need an efficient way for your supporters to spread the word of your mission to their friends, family, and peers. However, traditional methods force supporters to pull peers back to your website, which can be cumbersome.

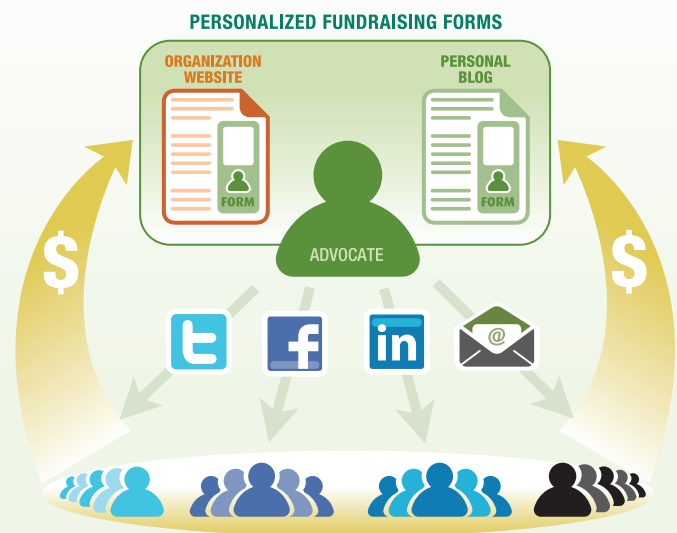
"Send to a friend" links, eCards, or downloadable graphics that simply link to your site are common tactics used to help extend your message throughout your supporters' personal networks. The success of these activities depends on reaching and pulling individuals all the way back to your website to take action.

Solution: Sage Fundraising Online provides direct, tangible ways to empower your supporters so they can more effectively advocate and fundraise on your behalf.

How supporter fundraising works

Sage Fundraising Online enables your supporters to recruit others, advocate for your cause, and raise funds, all within the web spaces where their networks already live. Each supporter can—with one click—promote your cause through Facebook, Twitter and other social networks. Or, supporters can embed a personalized form directly into their own website or blog with a simple copy and paste.

If the supporter doesn't have their own blog, but still wants to fundraise on your behalf, no problem. A personalized fundraising page can be set up on your organization website that supporters can share with friends, family, and co-workers. Each form is uniquely tracked back to each individual, enabling your organization to effectively monitor all fundraising activity.



Extending the opportunity

Charity begins at home. The first group of individuals that can best advocate on your behalf is within your own organization. Actively encourage all staff, board members, and your volunteers to include your organization's giving forms on their own websites, blogs, or social networks.

Visit www.sagenonprofit.com/fundraisingonline for more information.