



# Individual Fundraisers Amplify Austin 2016

I Live Here, I Give Here welcomes you as a fundraiser for our history-making program, Amplify Austin Day. Over the course of three 24-hour events (2013-2015) Amplify Austin has raised \$16.2M for hundreds of deserving local nonprofit organizations.

In 2016 we hope 600 local nonprofits participate and help us reach our goal of \$9M. Lend your voice and your network to support your favorite local nonprofit and make Central Texas a better place for everyone.

**Deadline to submit your Individual Fundraiser's profile is 5PM on March 7, 2015.**

## Next Steps:

### Get Informed

1. What is Amplify Austin Day? Amplify Austin Day is a 24-hour day of online giving when Central Texas nonprofits promote and raise funds for their organizations via AmplifyATX.org. This event has raised over \$16M in three 24-hour periods that support local services and resources that benefit people that live in Central Texas.

2. Grand prizes and hourly prizes are available for nonprofits to win on Amplify Austin Day.

3. There are 4 Leaderboard that track nonprofits,



Individual Fundraisers and Business Fundraisers in real-time on Amplify Austin Day.

4. A complete list of nonprofits participating in Amplify Austin Day 2016 will be online by the end of January. You can find that at [www.AmplifyATX.org](http://www.AmplifyATX.org).

### Create Your Fundraising Page

1. Choose your favorite nonprofit and get started! Refer to the “Individual Fundraisers Profile Set Up Guide” that will take you step-by-step through the process.

### Set A Goal

1. Think about what you are trying to accomplish as a fundraiser for your nonprofit. Choose a dollar amount and work towards meeting that goal throughout your campaign. If you reach your goal then RAISE IT! Donors are more likely to give if they think they are helping you reach your goal.

2. Scheduled donations: Starting January 27, 2016 you can encourage your network to schedule a gift for Amplify Austin Day. They can literally set it and forget it! Remember these donations are considered pledges until the credit cards are ran between 12AM – 6AM on March 9, 2016. If you reach your goal before Amplify Austin Day in scheduled gifts then RAISE YOUR GOAL! Donors are more likely to give if they think they are helping you reach



your goal.

### Spread the Word

1. Email: Develop a mailing list of friends and family. Craft emails promoting Amplify Austin Day and announce your participation and support as an Individual Fundraiser. Be sure to include the link to your fundraising page.
2. Facebook: Let us do the work for you! Like us at [www.facebook.com/ilivehereigivehere](http://www.facebook.com/ilivehereigivehere) and share our Amplify posts. Join our event “Amplify Austin Day 2016” to receive the latest updates on all things Amplify.
3. Twitter: Again, save yourself time and retweet us @ILH\_IGH
4. Instagram: See the city we love and help us tell our story through photographs at @AmplifyATX
5. LinkedIn: Engage on a professional business platform: <https://linkedin.com/company/i-live-here-i-give-here>
6. Help us trend again! Make sure to use the hashtag #AmplifyATX in all your posts.

Where else? Blog, Pinterest, Snapchat, family newsletters, phone calls, etc. Use whatever tools you use already to communicate with friends, family and coworkers.



Spreading the word should be fun and natural. Remember: Remind friends and family of the importance of giving and the impact Amplify Austin has on Central Texas.

### Be Creative and Make it Personal!

1. Share information about the impact your selected nonprofit is making in the community and why you are involved. Explain what their gift can do and the difference it will make. We encourage you to use your own voice and have fun!

2. Contact your selected nonprofit for additional information, statistics, graphics and any other support available.

3. Host an event or watch party at your home while encouraging giving throughout the 24-hour period between 6PM, March 8 – 6PM, March 9. If your nonprofit is hosting a party, attend and show your support!

4. Don't forget to say thank you! Although your donor will receive an automatic receipt for tax purposes we encourage you to reach out as well with a personal thank you. This is another opportunity to be creative and unforgettable! Donor appreciation is key to ensure that your donor gives again.



## Keep Your Eyes on the Prize!

Your fundraising efforts are critical for your nonprofits to win prizes that are available during Amplify Austin Day. Help them walk away with one of these great prizes:

### 4 Grand prizes of \$5K awarded to:

- The large nonprofit that secures the most dollars over the 24-hour period
- The small nonprofit that secures the most dollars over the 24-hour period
- The nonprofit with the most Individual Fundraisers raising money on their behalf
- The nonprofit that secures the most dollars before Midnight on March 8, 2016

### 24 Bass Booster prizes of \$1K awarded each hour to the nonprofit that

- secures the most dollars in that hour
- secures the most donors in that hour