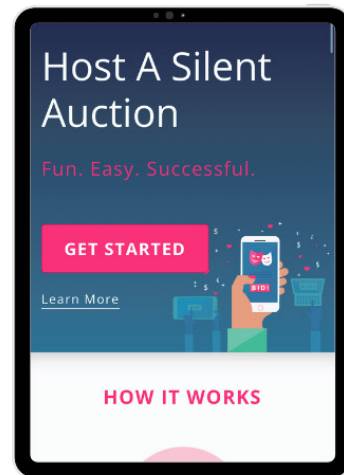
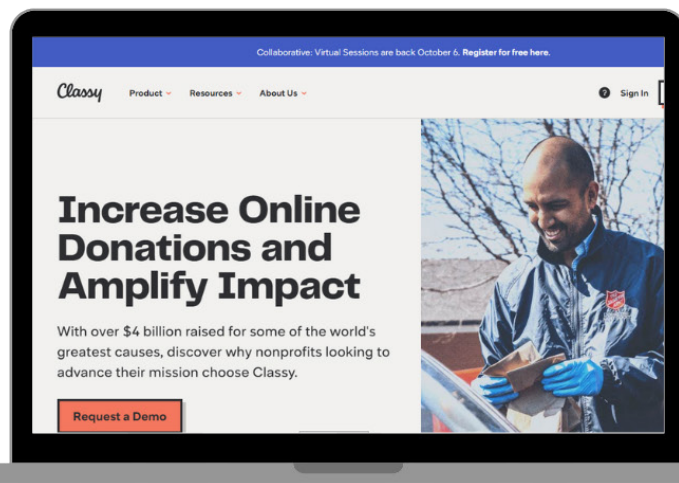
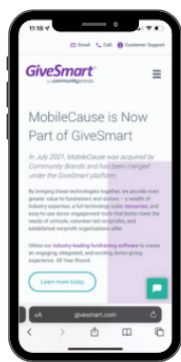


# The Fundraising Platform Guide

**Tools** to help your company or organization achieve your **Mighty campaign** and **Corporate Social Responsibility goals**



## Online Fundraisers

Online fundraising is a way for companies and organizations to raise money via the internet. It usually involves an online donation page and can include mobile giving, peer-to-peer fundraising, and more.

### Benefits

#### ▶ Customized Fundraisers

Create and edit branded, mobile-optimized fundraising pages in minutes with a user-friendly campaign builder.

#### ▶ Payment Processing

Employees can give quickly, easily, and securely through intuitive payment options such as digital wallets, Venmo and PayPal, and bank transfers.

#### ▶ Powerful Data Insights

Quickly access performance data to make informed decisions to improve fundraiser.

#### ▶ Automated Receipt

Send an automated donation receipt to donors for tax purposes.

### Fundraiser Examples

▶ Fundraise to support a Valley of the Sun United Way program, such as Pantry Packs.

▶ Support one of four areas: health, housing & homelessness, education, workforce development.

▶ Host an on-site event or activity, such as a 5K or movie night. Encourage donations to Valley of the Sun United Way for participation in event.

### For More Information

Email [marketingprojects@vsuw.org](mailto:marketingprojects@vsuw.org)

## Online Silent Auctions

Online silent auctions offer guests the ultimate auction experience. Use dedicated auction software that includes features that support mobile bidding to engage your employees.

In addition to silent auctions, you can leverage this platform to launch friendly contests. Encourage your team to vote with their dollars. The entry that raises the most money wins!

### Benefits

- ▶ Set a custom auction link for easy access
- ▶ Mobile friendly, no downloads required
- ▶ Exact bids, proxy bids, and 'Buy Now' options
- ▶ Flexible privacy settings to limit or open participation
- ▶ Easy and secure online payment and donation collection
- ▶ Real-time auction insights keep administrators up to date
- ▶ Instant outbid and watch list notifications
- ▶ And more!

### Ideas for Contests and Auctions

#### Friendly Contests

- ▶ Cutest pet contest
- ▶ Best ginger bread house
- ▶ Most creative carved pumpkin

#### Auction Items

- ▶ Themed gift baskets
- ▶ Tickets to local events
- ▶ Local goods only
- ▶ Outings and experiences
- ▶ Gift certificates and gift cards
- ▶ Reserved office parking spot

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## Text-to-Give Integration

Text-to-donate allows your supporters to access fundraising platforms with ease. With a dedicated keyword per campaign, you can track the success and awareness of each.

### Benefits

#### Standard Messaging

Send a message of up to 238 characters that will be received as a single message. Share the link of any web-based platform.

#### Analytics

Track number of engagement of any key word distributed via text message.

### For More Information

Email [marketingprojects@vsuw.org](mailto:marketingprojects@vsuw.org)

## TOGETHER, we will create Mighty Change

By using online platforms, all funds come directly to Valley of the Sun United Way via digital payment methods, taking the need for collecting or handling cash of your plate!

For more information on how your company and employees can utilize these platforms to be a force for Mighty Change in Maricopa County, contact your Employee Campaign Manager.

