



## White Ribbon Supporters

### everydayhero instruction booklet

More and more people are looking to have fun, to challenge themselves and to do good all at the same time.

To support our fundraising challenge, we have subscribed to everydayhero.

Everydayhero is an online tool that makes it easy for people to support their charities at the same time as having fun or gaining support for their favourite causes.

Before we had access to online tools we used to knock on our neighbour's doors and ask them to sponsor us to participate in a challenging activity. They pledged their support on a piece of paper. After the event we had to knock on their door once again to collect on their pledge. All the cash had to be deposited into bank accounts and no one got a tax receipt or a written thank you letter. There were no records of who donated the most money, and the following year, you had to start all over again.

Today, online tools like everydayhero take away the slog, and allow us to spend more time having fun, than having to chase the dollars.

If people simply want to make a donation, they can deposit funds through our website or send us a cheque, but if they really want to engage with us, to build active relationships and get their own friends on board, then everydayhero makes it easy for them.

#### **Why did we choose everydayhero?**

There are other fundraising tools similar to everydayhero. You will have heard of Give A Little and Fundraise online for example. Give A Little is currently a free service provided by Spark but we don't get any information from them about who is supporting our cause. Fundraiseonline has recently been bought by everydayhero. We do pay a fee to use everydayhero but this ensures that the product is constantly updated and widely promoted. Everydayhero is owned by the international fundraising software giant, Blackbaud.

The benefit offered by everydayhero is that we get:

1. To build a real relationship with the people who support us
2. To be much more active about supporting our heroes
3. Backing from an international brand which invests in its product because it is a profit making company



[www.whiteribbon.org.nz](http://www.whiteribbon.org.nz)

## How does it work?

At everydayhero White Ribbon has a special page to promote the cause to the general public. People can search for particular events or for particular charities. Someone who wants to support the cause can set up their own personal page in which they pledge support for the cause, and then they ask their friends and family (anywhere in the world) to support them while they undertake their own personal challenge. They can work alone or in a team. Funds are exchanged by credit card and all the back room administrative work is done by the team at everydayhero, leaving the participant to have fun. No one has to knock on doors anymore!

We have already set up a fundraising webpage for White Ribbon Supporters and a couple of our major events such as the White Ribbon Ride and Wellington Fun. Go to the everydayhero website and search for White Ribbon. Once on the page, click the link to Fundraiser. You will also find a template page already set up for you to begin your fundraising. Now all you need is to find some supporters. These might be friends and family, work mates, people at your local hangout, your sports team mates, people you know overseas. Just send them an email to let them know you are involved.

### Create Your Fundraising Page

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PAGE TITLE

What is your fundraising goal?

RAISE TARGET

500 700 1500 3000

CHARITY

YOUR NAME

ENTER YOUR ADDRESS  AU

BIRTHDATE  MONTH  YEAR

PHONE

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#### HOW IT WORKS

- 1

### Create

Tell us which charity you'd like to support, and how much you'd like to raise for them.
- 2

### Personalise

Add a photo of yourself and share your personal story to help others to connect with your cause.
- 3

### Share

Share your fundraiser to inspire donations and support from family, friends, and colleagues.
- 4

### Track

Everything you do counts, so we count it! Track your effort, progress, and impact.

## Finding Supporters

Firstly set up your personal everydayhero supporter page. Take a photo, record a YouTube video of yourself, write up your challenge and why you are doing it. Set a fundraising target that means something for White Ribbon. Then send out your link to all your email contacts, your facebook friends, your relatives, your Linked In colleagues, your workmates and any other address book you have.



Now it's time for you to concentrate on your event eg the Ride, post regular updates to your supporter page, tell everyone how you are doing, take lots of pictures and watch the pledges come in from your friends.

## **So, you've got started? Here are some tips for updating your page!**

### **Maintaining Enthusiasm**

Keep up the communications via your everydayhero page. Post updates, pictures and YouTube videos.

#### **On a regular basis:**

- Thank those who are following your progress
- Share your progress through your own social media tools
- Promote your activity on your own social media pages and make a link from there to everydayhero
- Make it competitive and highlight other people who are also fundraising. Challenge them to raise more money than you!
- Share your stories with your work colleagues and ask your employer to support you.
- Report back to your friends on how the campaign went and how they made a difference. Tell them how you did compared to others.
- Invite your friends to see their donations in action. Invite them to visit you on the Ride, or come along to community events.
- Identify all local events and activities that are planned on your route and for each event, notify the event organisers that you are fundraising
- Ask all local committees, social clubs and service clubs to support you through the Ride or through participation in special events.

### **Sources of inspiration**

[Top Fundraising Tips](#)

[Top Supporter Tips](#)

### **How do we get the money?**

The receipted donations are paid into a nominated bank account on a regular basis by everydayhero. In our case that means the funds are paid to the White Ribbon National Office on your behalf.

### **Finally – thanking**

As an official everydayhero supporter you will get an official thank you but the real thanks, the personal touch, comes from you when you report back to your friends and spread the White Ribbon message.

Start your White Ribbon Fundraising by clicking [here](#) now. Build your own event or join in one of the existing events.