



#STAND with a #WARRIOR MISSION MANUAL

FOR TWC FUNDRAISING WARRIORS

Welcome, Fundraising Warrior!

And thank you!



We're thankful for your unwavering support of The Warrior Connection and are thrilled that you've decided to make an even bigger impact by becoming a Stand With A Warrior Fundraiser.

Warriors like you save and change the lives veterans and military families across the country.

Your partnership in supporting our mutual cause means that by deciding to become a fundraising warrior, you're taking the mission of paying it forward to the next level: introducing us to your friends and family. That's a big deal!

To ensure you're equipped with all the right tools, tips and tricks, we've created this Mission Manual.

ABOUT THE WARRIOR CONNECTION

In 2009, a small group of volunteers recognized a higher calling into a community of men and women wounded in a mental, spiritual, or moral way, as a result of their military service. These volunteers responded to that call with the creation and launch of The Warrior Connection (TWC). The first retreat was piloted in October of 2010, and the Warrior's Journey had begun.

Since that time, the work has evolved, the retreats refined, and additional facilitation teams trained and activated. Now, exclusively through the generosity of private donors, TWC has served hundreds of Veterans and their families. Thanks to critical partnerships and corporate sponsors, TWC provides transportation to our retreats, removing one of the most significant barriers to care. Now, TWC has served Veterans and spouses from 46 US states.





WHAT IT MEANS TO #STANDWITHAWARRIOR

Stand With a Warrior is a national call to encourage and achieve healthy mental health amongst veterans and military families by supporting The Warrior Connection. From Veterans Day to the end of the year, a community of grassroots fundraisers leverage their personal network of friends, family, colleagues, and others to support TWC's mission to **improve the overall well-being of our Veterans and their families** through healing holistic retreats.

Stand With a Warrior is an opportunity for those with a deep commitment to ending veteran suicide to raise awareness and funds for the TWC mission in new and creative ways.

Are you ready to stand?

SETTING THE STAGE:

Road Map to Successful Fundraising

Set a Goal & Map your Route

You can't reach the destination if you don't know where you're going! Set a goal and start off strong. Remember that fundraising, like most things in life, is better with a plan.

See page # to set your goal and map your route.

Tell Your Story

Customize your fundraising page so people know why Standing with a Warrior is important to you, including photos, goals, and more.

See page # to refine your story.

"As many of you know, my father fight post traumatic stress as a result of his service. That's why I'm raising money to support The Warrior Connection, which helps to heal veterans and families like my own."

Spread the Word

Get our there and ask for support. Email, social media-- it doesn't matter how, it just matters what you do.

Tip: Don't know where to start? Join or follow along with our Stand with a Warrior challenge. More info on page ##

Thank Your Supporters

- As soon as they've made a donation
- Whenever they refer a new donor to your campaign
- When you've reached important campaign milestones like 50%, 75%, and 100% of goal met

Follow Up

People are busy, but don't let that hinder your success. Send reminders to potential donors and don't be afraid to ask again.



How do I create my fundraising page?

Start a fundraiser by going to warriorconnection.org/standwithawarrior and select the yellow button labeled "Start Fundraising." You'll be taken through a series of steps to get your campaign up and running.

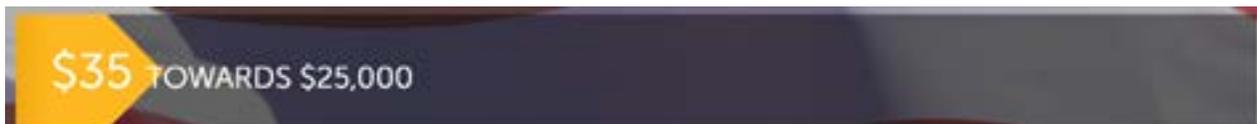


Set Your Goal

Setting a goal for your fundraiser is your first step. Research suggests that an initial goal of \$200 is a good place to start. Once you've reached your goal, you can increase it and raise more funds.

FUNDRAISING WARRIOR TIP:

To jump start your campaign, be the first one to donate! Showcasing that you're not only a supporter but also a donor will encourage your network to give.

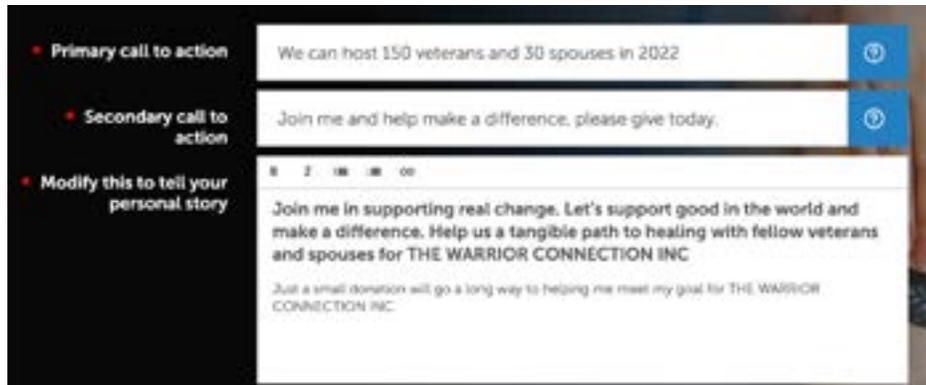


Telling Your Story

Call to Action

Make sure the donor knows what to do next and how they can help or get involved.

1



Tell a Story

Start out by telling a compelling story about your honored veteran or why you are fundraising.

2

3

Turn of Events

Did something happen? Let your donors know. (Ex. Deployment, post traumatic stress diagnosis, etc.)

4

Credible

Make sure your story is rooted in concrete facts: if you are telling someone else's story, make sure you mention their name often and provide credible facts.

6

Ending

They live happily ever after! (If this is a sad story, direct the audience to what they can do and how they can help and/or why we need continued funding and support.)

5

Thankfully

This is where you tell your donor the positive outcome of the turn of events and how TWC has helped.

7

How can they help?

Tell the donor how they can help and how their donation will make a difference.

Six Insider Steps

1

Do These 3 Things After Launching Your Fundraising Page

Make a donation to your own page. Other people are more likely to donate to your page when they see that someone has already contributed. Donating some of your own money also demonstrates to potential supporters that you are serious about helping the cause.

Personalize your fundraising page. Add your own text, pictures, or video. Remember, your potential donors will be interested in the cause, but they are primarily interested in you. Make sure you tell them why you are getting involved and what your connection to the cause is (it doesn't have to be long).

Individually email or contact 5-10 closest people. Ask them for donations first. Getting your "inner circle" to donate to your page will help you build up momentum. It's also good to start with the people you are most comfortable with (see next section!).



2

Join the Stand with a Warrior Challenge

Take the guess work out of your fundraising campaign. When you join the Stand with a Warrior Challenge, you'll receive additional perks directly to your inbox that walks you through Stand with a Warrior week to week.

When you join the challenge, you will receive:

- A fundraising timeline with weekly tasks to promote your fundraiser to your network.
- Access to our Challenge Facebook group where you can connect with other Fundraising Warriors & TWC staff for direct assistance.
- An opportunity to win TWC stickers and goodies week to week.

Join the Challenge at
[warriorconnection.org/
swaw-challenge](http://warriorconnection.org/swaw-challenge)

3

Think About Your Email Audience

There is no perfect formula for writing an email asking friends and family for donations, but here are some best practices to guide you:

- When you're writing to your contacts, just be yourself. If something feels forced or inauthentic, scrap it.
- Be clear to potential supporters about what you are looking for; making a direct ask for financial support.
- Include a link to your fundraising page.
- Thank your contacts for their time and support.
- You know your closest contacts better than anyone does. Don't feel like you have to stick to a predefined formula.

4

Make the Most of Social Media

Start fundraising through Facebook, Twitter, and Instagram after you've sent out your initial batch of emails.

Get your tag on. Start on Facebook or Instagram by tagging those that have already donated and thanking them for their donations. When you tag someone your post gets shared on their feed or they have the ability to share it in their stories. This also sets the gram that people are already donating to your page.

Set internal goals. \$200 by one week, \$400 by two weeks, etc. Use your social media accounts to update followers on your progress towards each goal and ask for people to help you get over the next hurdle.

Don't make every post an "ask". Share inspiring stories, videos, and research successes.

Consider gifts. Offer your own gifts to friends and family who helped you reach your goal. Or provide a raffle or prizes for certain giving levels. It doesn't have to be extravagant, just a token of your appreciation.

Download social tools to share across your social media at Warriorconnection.org/swaw-social-media-toolkit



5

Follow Up

By setting internal goals you accomplish two things. First, you create more urgency when you ask friends and family for support. And second, you give yourself a built-in reason to followup.

- Reach back out to non-responders when you're approaching one of your internal goals. If you set a few internal goals, you can plan on sending a couple follow up emails. Remember people can easily miss or skip over your initial outreach!
- Include progress updates in any follow up messages.
- Consider including inspiring stories or personal anecdotes you have about the cause.
- Share related current events or blog articles.

6

Ready, Set, Fundraise!

Now that you've learned all the fundraising tips, tricks, and best practices, it's time to jump into it with confidence!

For those joining the Stand with a Warrior Challenge, we've included pre-written a timeline and communications for you to use at every major campaign milestone to make fundraising as easy as pie.

Join the Challenge at

Warriorconnection.org/swaw-challenge



Time to Execute

Now that you've learned all the fundraising tips, tricks, and best practices, it's time to jump into your mission with confidence!

We've included pre-written communications for you to use at every major campaign milestone to make it easy as pie.

Copy, paste, and start fundraising!

Announcement #1: Campaign

COPY & PASTE FROM
GOOGLE DOC

Send: Right after you've completed setting up your fundraising page.

The purpose of this announcement is to let your online network (in real life and social media friends, family, peers, colleagues, and neighbors) know that you've signed on to raise funds for a cause near and dear to your heart and that you need their help. Basically, you've got to get the word out to everyone you know how to help you reach your fundraising goals. The goal is to share, share, share!

Email

SUBJECT LINE:

Let's raise some dough together for veterans and their families

BODY:

Hey, **[Name]**! I hope this finds you well. I've got great news! I've signed on to become a supporter of The Warrior Connection (TWC) and could really use your help. I'm committed to helping TWC raise **[\$Goal]** which will go towards retreats that help veterans heal from post traumatic stress. Every donation, large or small, makes a difference and moves TWC closer to their fundraising goal.

Are you down to make a lasting impact? Please visit my fundraising page at **[URL]** and make a donation today!

If you want to make an even larger impact, you can sign on as a supporter, too, and create a fundraising site of your own at <https://warriorconnection.org/standwithawarrior>.

Can't donate or become a supporter? No worries. Please consider forwarding this email to your friends and family to get the word out.

Thank you so much for your support!

Twitter

Hey friend, I've signed on to help @Warrior_Connect raise funds to help them host a retreat for veterans next year. Help make a lasting impact by donating today: **[shortlink]** #StandWithaWarrior

Facebook & Instagram

Hey friend, I've signed on to help @TheWarriorConnection raise funds to help them host a retreat for veterans next year. Help make a lasting impact by donating today: **[shortlink]** #StandWithaWarrior

**You can also post donation stickers and TWC Stickers in your stories! Search "The Warrior Connection" in Giphy.

Text Message

[Name], I've signed on to help The Warrior Connection raise **\$XX** for their Stand with a Warrior campaign. Please help by donating today: **[link]**

Announcement #2: Midway Goal

COPY & PASTE FROM
GOOGLE DOC

Send: When you're halfway to meeting your fundraising goal.

The purpose of the midway announcement is to share that you're halfway to meeting your fundraising goals and still need help to get to the finish line. The tone should be excited in nature and get your network to feel motivated to help you reach your goals.

Email

SUBJECT LINE:

Ohhhh, we're halfway there--
\$XX more to go!

BODY:

[Name], I've got great news-- I'm halfway to reaching my personal fundraising goal of [\$Goal] raised for The Warrior Connection's Stand With a Warrior campaign. Will you help me move the needle forward with a donation? Visit [URL] today.

If The Warrior Connection's mission is near and dear to your heart like it is mine, consider becoming a supporter and starting your own fundraising page to help them reach their goal more quickly! Plus, it's a great way to leverage your awesome social media networks for a good cause.

Thank you!

Twitter

Ohhh, we're halfway there-- \$XX more to go to meet my fundraising goal to help @Warrior_Connect's #StandwithaWarrior campaign. Please help me move the needle forward by donating today: [shortlink]

Facebook & Instagram

Ohhhh, we're halfway there-- only \$XX more to meet my fundraising goal to help @TheWarriorConnection raise funds to help @Warrior_Connect's #StandwithaWarrior campaign. Please help me move the needle forward by donating today: [shortlink]

**You can also post donation stickers and TWC Stickers in your stories! Search "The Warrior Connection" in Giphy.

Text Message

[Name], guess what? I'm halfway to meeting my fundraising goals for The Warrior Connection. Please help by donating today: [link]

Announcement #3: Last Push

COPY & PASTE FROM
GOOGLE DOC

Send: The last week of December, before the end of the year.

The purpose is to inform your network that time is running out and they can help you reach your goals by donating and/or sharing your fundraiser with their network. These messages create a sense of urgency with a time-sensitive deadline so your network knows they only have a little time left to help you reach your goals.

Email

SUBJECT LINE:

I'm close to my goal--will you help me reach it?

BODY:

Hi **[Name]**! Believe it or not, I've raised **[Amount Raised]** for The Warrior Connection's Stand With a Warrior campaign. I'm only **[\$XX]** away from reaching my fundraising goal. If you haven't donated yet, please donate now!

If you've already donated, consider one more gift: share this link **[URL]** with your family, friends, and social networks. Imagine how much more can be accomplished if everyone joins in.

Let's do it!

Twitter

I've already raised **\$XX** to help @Warrior_Connect reach its fundraising goals! There's not much time left and I need your help. Donate now! **[shortlink]** #StandWithaWarrior

Facebook & Instagram

I've already raised **\$XX** to help @TheWarriorConnection reach its fundraising goals! There's not much time left and I need your help. Share/donate now! **[shortlink]**

****You can also post donation stickers and TWC Stickers in your stories! Search "The Warrior Connection" in Giphy.**

Text Message

[Name], I've already raised **\$XX** to help The Warrior Connection and my goal is almost reached. There's not much time left and I need your help. Donate now: **[link]**

Announcement #4: Goal Reached or Campaign End

COPY & PASTE FROM
GOOGLE DOC

Send: When the campaign ends or you've hit your goal.

The purpose of this is to let your network know that the campaign has ended and/or you've reached your fundraising goals. The tone should be congratulatory and should thank your network for their contributions of donations/shares. This is also a great way to share the impact of their support.

Email

SUBJECT LINE:

We did it!

BODY:

[Name], with your help and support I raised [Amount Raised] for The Warrior Connection's Stand With a Warrior campaign-- that's a huge deal. I hope you feel good about your contribution because I sure appreciate it.

I hope we can continue to help organizations like The Warrior Connection reach their fundraising goals. World change happens one person at a time, and I'm happy we were able to make a difference together.

Until next time!

Twitter

We did it! Thank you all who helped me reach my fundraising goal of \$XX for @Warrior_Connect. I am thrilled we were able to make a difference together. Look what we did: [shortlink] #StandwithaWarrior

Facebook & Instagram

We did it! Thank you all who helped me reach my fundraising goal of \$XX for @TheWarriorConnection. I am thrilled we were able to make a difference together. Look what we did: [shortlink] #StandwithaWarrior

**You can also post donation stickers and TWC Stickers in your stories! Search "The Warrior Connection" in Giphy.

Text Message

[Name], thank you! I've reached my fundraising goal of \$XX for The Warrior Connection. I'm thrilled we could make a difference together. Look what we did: [shortlink]

Announcement #5: Thank You Letter

COPY & PASTE FROM
GOOGLE DOC

Send: One week into the new year.

The purpose is to thank everyone who helped support you in reaching your fundraising goals with a personal message.

Letter

Dear [Supporter Name],

We did it! Thanks to your support, I met my fundraising goal of \$XX for The Warrior Connection. They're now one step closer to achieving their mission of hosting a retreat for veterans this year. How awesome is that?

It felt so good to have my friends and family join me in raising money for such a great cause. Reaching this goal is a testament to the power of what we can achieve if we all work together towards a common goal. I hope you feel great about your contribution because I couldn't have done it without you.

Hope we can make some more magic in the future for TWC.

Until then, thank you!

THANKS FOR BEING A FUNDRAISING WARRIOR

Thank you so much for taking the time to spread the word about The Warrior Connection and for joining us in our #StandWithaWarrior campaign.

Every dollar raised moves us closer to fulfilling our mission and helps us continue to make a lasting impact.

We appreciate you and look forward to continuing this meaningful partnership for years to come!

FUNDRAISING RESOURCES

Employer Matching Gifts

Double your impact when your company matches your gift. Contact your Human Resources Department to see if your company offers this program. Remember to remind your supporters to do the same.

TWC Resources

Follow along on social media and online and find inspiration with all the exciting progress being made.

Facebook @TheWarriorConnection

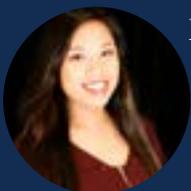
Twitter @Warrior_Connect

Instagram @the_Warrior_Connection

LinkedIn @the-warrior-connection-inc

YouTube @The Warrior Connection

Contact Us for Fundraising Assistance



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