

With our Lend A Hand Up step-by-step planning guide and free crowdfunding tools, hosting an online campaign can be an easy and effective way to raise help and hope for someone facing hardship. Our guide includes tips, templates, and timelines to serve as a springboard for your own unique campaign.

In addition to offering a crowdfunding and online auction platform, Lend A Hand Up offers *BOOST funding* to increase the success of fundraising efforts that help local, eligible families.

Lend A Hand Up [fundraising resources](#) and [boost criteria](#).

### GETTING READY – Plan a Successful Online Campaign

#### Step 1. Review Fundraising Strategies & Submit Request to Start a New Lend A Hand Up Fundraiser

- A. Review fundraising options with others to determine whether an online campaign - with or without a benefit - would be an effective way to rally help for a friend or family member. Gain input and approval from the individual/family receiving proceeds.

Next, designate a *fundraising champion* to serve as a lead (communication link) between volunteers, the recipient/family and others involved with the fundraising effort. The fundraising champion should be someone who does not live in the same household as the recipient, nor will financially benefit in any way from the fundraiser.

- B. Review Lend A Hand Up criteria: [give.lendahandup.org/start-a-fundraiser](https://give.lendahandup.org/start-a-fundraiser)

If meeting criteria:

- The champion should submit a request to start a Lend A Hand Up fundraiser for the individual experiencing a serious health issue, loss of life, and/or traumatic event. The champion should be prepared to share basic information about the fundraiser (*who, what and why*), along with their contact information.
- The champion will be prompted to forward the request to the individual/family receiving proceeds to gain their consent and information confirming their residency, type of challenge, and preference as to where donations will be deposited.
- When complete, the individual/family will submit the information to Lend A Hand Up.

#### Step 2. Designate a bank fund (checking account or benefit fund) for donation deposit

Review the advantages of setting up a benefit fund at a bank/credit union which allows donations to be deposited separately from personal income, versus the ease of using an existing checking account in the name of the individual/family recipient for donation deposits. Considerations:

- A benefit fund is a short-term, non-interest-bearing account that provides access for trusted individuals to assist the recipient/family with donation collection, bill payment and other transactions during a challenging time.
- A benefit fund allows donations to be deposited separately from personal income.
- An established checking account in the name of the individual/family recipient offers convenience.
- Gifts to benefit an individual/family are generally not considered tax-deductible gifts regardless of whether they are deposited into a benefit fund or private checking account.

**Lend A Hand Up is community powered and guided by Dakota Medical Foundation. 100% of gifts help families.**

If setting up a new benefit fund, authorized signers should be prepared to provide:

- The title of the fund (for example, Joe Smith Benefit Fund)
- The purpose of the benefit fund
- Names and social security numbers for authorized title signers
- How deposits will be made and utilized/distributed, especially if funding has the potential to adversely affect the recipient's eligibility for assistance under Medicaid, SSI, or other programs. It may be beneficial to discuss how other family members may serve as account managers to oversee fund collection and distribution
- Consideration as to what would happen to funds if authorized signer(s) are no longer able to serve, or in the unfortunate event of the recipient's death
- What type of information will be made available/reported
- How long the fund will remain active

### Step 3. Launch the Lend A Hand Up fundraiser.

Once a request is submitted and approved, Lend A Hand Up staff will establish a unique giving page on the [lendahandup.org](http://lendahandup.org) website for the individual/family fundraiser. Since Dakota Medical Foundation (DMF) covers all Lend A Hand Up administrative costs, 100% of funds raised through the online fundraiser will be deposited into the benefit fund/checking account designated by the individual/family recipient. The Lend A Hand Up boost grant will be made by check payable to this fund as well, but in follow-up to the fundraiser based on the amount of proceeds raised.

Note: Boost funding is made possible through the generous support of Lend A Hand Up boost donors (program supporters) in partnership with DMF.

### Promote your Online Campaign

#### Step 4. Choose Your Tools & Inspire Others to Give

Consider one or more of these tools to share information and engage support.

##### A. Facebook Page

*Purpose: Reach a wider audience of community support*

A Facebook page can be followed by anyone who has an interest in helping - they do not need to be Facebook friends with the family. Updates are public and can be easily shared by anyone on Facebook.

**Link to your Lend A Hand Up fundraiser**

##### B. Facebook Event

*Purpose: Build awareness and invite others to support your online fundraising campaign*

When hosting an online fundraiser (versus a benefit event with a date, time, and place), Facebook will allow a limited timeframe to host and promote the fundraiser (example, two weeks). **Add info about**

**Link to your Lend A Hand Up fundraiser**

##### C. Facebook Group

*Purpose: Rally connectors or provide a private space for interaction*

An option for groups who prefer to share on social media using a closed or private group to connect.

**Link to your Lend A Hand Up fundraiser**

**D. Email**

Forward group email messages to shared contacts to build awareness of your fundraiser. Request others to help you spread the word by forwarding your email. Include flyers and links as available.

**Link to your Lend A Hand Up fundraiser**

**E. CaringBridge**

If a Caring Bridge page has been established, integrate this to your Lend A Hand Up giving page. On Caring Bridge ‘Ways to Help’, **add your Lend A Hand Up Page URL under the Support Links section.**

**F. Other tools.**

Consider how the development of a flyer, video, billboard, shirt shop or other promo may assist you in building awareness and support for your fundraiser.

**Example of a 90-day Online Fundraiser/Activity Timeline**

<p><b>Week 1</b></p>	<p><input type="checkbox"/> <b>Set up your online fundraiser</b> Work in partnership with Lend A Hand Up staff to establish a unique fundraising page on lendahandup.org. Share content, picture(s), video(s), bank information, and links.</p> <p><input type="checkbox"/> Add <i>Ways to Help</i> content to your page including volunteer opportunities, event items (food, auction items, gift cards), and links to other sites such as Meal train. Be sure to add your name and contact information as a helpful resource.</p> <p><input type="checkbox"/> <b>“Like” the Lend A Hand Up Facebook page</b> <a href="https://www.facebook.com/lendahandup.org">https://www.facebook.com/lendahandup.org</a></p> <p><input type="checkbox"/> <b>Share Lend A Hand Up’s post about your fundraiser</b> Be sure to add the link to your LendAHandUp.org fundraiser within your post.</p>
<p><b>Week 2</b></p>	<p><input type="checkbox"/> <b>Consider creating a Facebook event</b></p> <p><input type="checkbox"/> <b>Identify social media connectors</b> Determine a key person within each professional and social group of the recipient/family. Identify a key person within your own professional and social groups.</p> <p><input type="checkbox"/> <b>Determine how you will communicate with these key connectors</b> Determine the best way to reach these individuals to let them know how they can help. Review Facebook, email, texting, and face-to-face communication options. Include links to lendahandup.org, Facebook pages, etc. Attach flyers/other promos. <i>Please consider Lend a Hand Up as one of your key connectors. Send us the link to your Facebook page, Twitter account, Caring Bridge Journal...and we will be happy to share.</i></p> <p><input type="checkbox"/> <b>Encourage key connectors to share Facebook, Twitter, Instagram, and other posts</b></p> <p><input type="checkbox"/> <b>Create &amp; share information through group emails</b></p> <p><input type="checkbox"/> <b>Set up and/or Post updates on the Lend A Hand Up “Updates” section</b> Include comments/updates about the health journey. Offer ways to help.</p>

<p><b>Week 3</b></p>	<p><input type="checkbox"/> <b>Consider developing a flyer, small card, or other promo to inform and inspire</b> This provides a new reason/tool to inform and engage others.</p> <p><input type="checkbox"/> <b>Consider contacting local print and broadcast media with a story idea</b></p> <p><input type="checkbox"/> <b>Keep sharing posts from Lend A Hand’s Facebook page about your fundraiser</b></p> <p><i>Please consider Lend a Hand Up informed as one of your key connectors so we can help you boost awareness and support!</i></p>
<p><b>Weeks 4-6</b></p>	<p><input type="checkbox"/> <b>Facebook Posts</b> Continue to share fundraising updates. Be clear about how donations will help the family with non-covered medical bills, insurance premiums, travel/lodging expenses, equipment, etc. Encourage others to stay updated on fundraising progress via their give page located at <a href="http://give.lendahandup.org/fundraisers">give.lendahandup.org/fundraisers</a></p> <p><input type="checkbox"/> <b>Post Updates on their Lend A Hand Up give page</b> Continue to share updates, stories, upcoming events, pictures and pressing needs. Refer to the <i>Ways to Help</i> link as applicable.</p> <p><input type="checkbox"/> <b>Review and discuss the opportunity to host an online auction, promo sale (t-shirt shop) and/or in-person event (community benefit) to rally support in a new way</b> Gain input from others as to how you can increase your fundraising results and provide emotional support by hosting an event that encourages individuals to rally around the individual/family. Review activities, places, and dates. Be creative!</p> <p>Note: If you host a benefit or other activity in addition to an online fundraiser, contact Lend A Hand Up staff in advance of the event and before the online fundraiser closes to review if/how the boost may be applicable. Note: Lend A Hand Up boost funding is limited to one boost grant per year/family fundraiser. Helpful Resource: <b>Host a Benefit Guide</b></p>
<p><b>Weeks 6-10</b></p>	<p><input type="checkbox"/> <b>Facebook Posts. Lend A Hand Up updates/posts. CaringBridge Updates</b> Continue sharing health and fundraising updates, pictures, and videos. Consider categorizing updates:</p> <ul style="list-style-type: none"> <li>• Monday Movies – Share short video clips</li> <li>• Midweek Update – Share an update midweek every week</li> <li>• Thankful Thursday – Do a shout-out to one or more people who have come together to show support. Share a positive note to uplift the individual/family.</li> </ul> <p><input type="checkbox"/> <b>Continue to evaluate other ways to build awareness, host a gathering, etc.</b> If an additional event/benefit is scheduled, invite additional volunteers to join you and reach out to Lend A Hand Up to “regroup” to discuss additional ways we can help.</p>
<p><b>Final 2 weeks</b></p>	<p><input type="checkbox"/> <b>Final call to action!</b></p> <p>Send out emails, posts, or tweets. Let others know that the online fundraiser will be closing soon. Include a last date to give. Extend gratitude for support already shared.</p>
<p><b>After</b></p>	<p><input type="checkbox"/> <b>Deactivate the online fundraiser, obtain/celebrate the Lend A Hand Up boost, and acknowledge generosity!</b></p>

### After the Online Campaign – Extending Gratitude

**Step 5.** Once the fundraiser has closed, acknowledge generosity!

Extend gratitude to all who shared their time, gifts, and prayers.

- Post a final public shout-out on social media.
- Extend personal thanks.
- Write a community letter to the editor of a local newspaper.
- Send out postcards or emails.

Note: If you want to highlight your fundraising success by taking/posting a “Lend A Hand Up – we got the boost” picture with a big check, just ask. Lend A Hand Up staff love celebrating successful campaigns that help our neighbors!