

Grower Reference Guide

http://www.m4ktc.org

**LET’S GROW THIS!**

Do you like kids? Do you like having fun? M4K is for YOU! This guide will show you how we have a great time while raising money to help kids in the Twin Cities that really need our help!

***1st: Register***

Sign up on our website! It’s easy, go to M4KTC.com and click on REGISTER NOW TO BE A GROWER, or [click here](https://www.m4ktc.com/grower-registration/). Fill out the information and pay your $25 Stache Tax. You will be asked to set a fundraising goal. You will be surprised how many other people want to help kids in the Twin Cities.

***2nd: Setup your Fundraising Page***

We will be setting up your personal fundraising page for you. It will all be done automatically. You just need to be on the lookout for the email. Easy!

***3rd: Start Fundraising***

The goal is to raise money for local children’s charities while having fun growing mustaches. So have fun but let’s raise some $$$$$.

**Find your personal connection to the cause**

We are raising money for kids! Who doesn’t love kids! Who doesn’t want to help kids in need? Do you have kids? Do your friends have kids? Everyone has a connection to kids. We are helping organizations in the TC area that are helping kids when they need it most.

**Craft a Compelling Message**

The fundraising letter must be impactful. It must explain why you are raising money for the charity and why the charity deserves it. If you're raising money for a second year in a row, tell people about last year's campaign and tie it to your motivation for this year.

**Share Your Story With the World**

All successful fundraisers stress the importance of sending the message to everyone you possibly can. Ask anyone and everyone...you never know who will give. It's impossible to predict who will relate strongly to your cause. People will surprise you. Also send to any association, network, or congregation to which you belong or used to belong. Frequently, they will forward the request to their entire membership list.

**Week 1**

* Set up your website
* Send an email to all family and friends letting them know what you are doing and why you are doing it. Everyone loves kids!
* Post what your doing with a link to your webpage on social media
* Don’t be shy about telling people in person what you are doing and why. Face to face donations are the best. Make specific and direct asks for money.
* Seek out businesses and families that would like to support you and help you fundraise.
* Invite your friends to the Stache Bash if they donate.

**Week 2**

* Update your website with a picture of your sweet stache
* Send an updated email to family and friends with updated pictures and some details about the organizations that you are raising money for and why
* Post to social media about your progress
* People are going to start commenting on that stache, don’t be shy about asking for donations. Make specific and direct asks for money.
* Invite your friends to the Stache Bash if they donate.

**Week 3**

* Update your website with a picture of your stache.
* Send an updated email with a picture and inviting everyone that donates to the Stache bash. All are welcome and it’s a great time.
* Make specific and direct asks for money.
* Invite your friends to the Stache Bash if they donate.

**Week 4**

* This is the big push. Update update update. You may even want to do it daily at this point.
* Send emails reminding everyone this is the last chance to make a difference in a child’s life right here in Richmond.
* Make specific and direct asks for money.
* Invite your friends to the Stache Bash if they donate.

**Make Specific and Direct Asks for Money**

People give because they are asked—if you don't ask, the answer will always be *no.* It can be tough to look someone in the eyes and ask for money, but somewhere in your pitch, some variation of the words "I'd like to invite you to donate $50 to help children in the Twin Cities" need to find their place, ideally followed by as long a pause as it takes to get an answer. For fundraisers, you can't make the mistake of not asking because you feel greedy or you think they will know what you want. Ask with pride for the cause you are so committed to raising money for, and be honored to be the potential bridge for that donor from need to impact, donation to solution. Be sure to *ask for a specific amount (something that's a stretch, but not unrealistic).* Tell the story of someone who has been impacted by the organizations that we are. Practice this type of asking. Don’t be shy, you have a mustache on your face for a reason!

**THANK YOU Event-**

We have sweet events. Once your friends see how hard you work to raise money for kids, they will not only want to give but will probably want to join in the fun. At the end of the growing season we hold the Stache Bash. No one wants to miss this event. Every person who donates is invited to this event. Please encourage them all to attend. It’s a great way to honor our charities and we have a blast.

**Don’t wait**

Start fundraising on Day 1. Don’t wait until the week before the Stache Bash to reach out for donations.

**Keep People Updated in a Savvy Manner**

Let people follow your progress. You should create a blog or a Facebook page with lots of pictures that people can access when and how they want.

Send a Personalized Thank You Note to Every Contributor

Last but not least make sure that everyone who makes a donation, whether large or small receives a personal word of thanks from you. Some people send thanks via emails, some make a point of sending handwritten notes. The style is ultimately up to you, but the core message must convey the gratitude for and impact of their contribution.

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