



Free Agent Fundraiser Timeline

What if we all gave on one day?

We can on April 5 for Spring2ACTION, Alexandria's Giving Day. Spring2ACTION is a 24-hour online event that encourages everyone to contribute to Alexandria's nonprofit organizations through a single online giving platform on Wednesday, April 5, 2017. Spring2ACTION is an initiative of ACT for Alexandria, Alexandria's community foundation.

Last year, Spring2ACTION raised \$1,337,493 in one day, benefitting 152 local nonprofit organizations. **Free Agent Fundraisers raised \$345,156 in 24 hours!** Join the movement!

A Free Agent Fundraiser (FAF) is a champion for a cause, someone who wants to raise money for a specific charity. You may have seen this model with Team in Training and other races that ask people to raise money for them to be part of their team. Spring2ACTION allows you to take your fundraising to the next level.

Pick your charity, create your online page, set a fundraising goal and start asking your friends and family to support your fundraiser. As a Free Agent Fundraiser, you can help your favorite nonprofit win up to \$50,000 in cash and prizes. All donations are tax-deductible.

Getting Started:

- Mark your calendar for Wednesday, April 5.
- Like Spring2ACTION on Facebook (www.facebook.com/spring2action) and follow us on Twitter @Spring2ACT.
- Create an account on Razoo at www.spring2action.org
- Create your free agent fundraiser page on Razoo. The deadline to be included on the Free Agent Fundraiser Leader Board is Thursday, March 30. Please set up your fundraising page on Razoo by that date. If you participated as a FAF in the past, please let your nonprofit know you'd like to participate again and send them your Razoo FAF URL by March 30.

1 Month Before Spring2ACTION:

- Log in to Razoo and edit your fundraising page.
- Set a fundraising goal – anything from \$100 to \$10,000 or more. Tell your story on your page and post pictures too. Your nonprofit should be able to help you with this.
- Tell your network (friends, family, colleagues) to support your fundraiser on April 5. Send them a link to your FAF page. For sample emails and social media posts, visit the Free Agent Fundraiser Toolkit.

1-2 Weeks Before Spring2ACTion:

- Donations can be accepted for your page starting March 20 and will count for Spring2ACTion on April 5.
- Update your social media channels and directly link to your Free Agent Fundraiser page – be sure to let your networks know that April 5 is the day to give, talk about your favorite nonprofit and your fundraising goal.
- Prepare any communication pieces you plan to send on April 5. Feel free to use one of the templates in our Free Agent Fundraiser Toolkit. **RAZOO TO INSERT LINK HERE**
- Encourage your network to “like” Spring2ACTion on Facebook and follow us on Twitter @Spring2ACT

April 5 – Spring2ACTion:

- Kick off the day by making a donation to your page!
- Send at least one email to your network and remind them TODAY is THE day to give! You can also update them periodically throughout the day about your progress.
- Share enthusiasm for Spring2ACTion on your social media platforms and let everyone know why the organization you support is so great.
- Share stories and post on Spring2ACTion Facebook page or your chosen organization’s page.
- Use Facebook and Twitter to cheer on and thank donors with status updates. Use #Spring2ACTion
- Post pictures and updates from offline events.
- Follow the live leaderboard at www.Spring2ACTion.org and cheer on your cause.
- Celebrate and have fun!
- Start telling engaging stories via social media, blog, etc. about why you support your cause.
- Celebrate with us during our Spring2ACTion After Party.

Need help or ideas? Contact us at: 703-739-7778
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