



WOASF Day of Giving

It's not just a scholarship! It's the future

#WOASFGIVES

FUNDRAISING TOOLKIT

Thank you for choosing to make the WOASF mission your own. We need your support more than ever as Navy parents are struggling to fund the academic goals they want for their family members.

WAYS TO FUNDRAISE

There are many ways one can fundraise and spread awareness. You can invite others to join you in your mission to support WOASF, post on social media, make a donation yourself, ask your friends and family to donate your personal fundraising goal.

EMAIL

There are email templates for direct asks to your friends and family that you can use or customize in the "Manage Your Page" section of your profile. There are 2 sections with these templates.

- **Invite Friends to Join You** - Here you can ask friends to join you as an ambassador for WOASF

Make things more fun by competing with your friends. Think of a few friends who would want to join you in supporting Wings Over America Scholarship Foundation.

You can reach out to them using our tools; we'll help you compose the message and also make it easier for you to keep track of their responses and follow up with them.

- Invite Your Friends using Email
- Invite Your Friends using Text
- Invite Your Friends on Facebook
- Invite Your Friends on Twitter

- **Raise at least \$250** - Here you can ask for support through donations. You can even send thank you notes!

MAKE YOUR DONATION ASK YOUR FRIENDS THANK YOUR DONORS ENTER CASH/CHECKS

When you make a donation on your page, it communicates your commitment to the cause. It also sets the donation amount precedent and influences how much the next person is likely to donate.

- View my page
- Dashboard
- Individual Participant
- Set up your page
- Create a Facebook Fundraiser
- Add photos or videos
- Complete activities
- Invite friends to join you
- Raise at least \$250

No need to stick to the script. Personalize! All Templates can be customized by you!



WOASF Day of Giving

It's not just a scholarship! It's the future

#WOASFGIVES

FUNDRAISING TOOLKIT

The earlier you start the more successful you'll be. We suggested a \$250 fundraising goal, but you can change that at any time. Remember, it's not just about raising funds but also awareness!

HOW TO REACH A \$250 GOAL

- Get things rolling with your own donation \$40 = \$40
- Ask 4 family members to donate \$25 = \$100
- Ask 3 friends to donate \$20 = \$60
- Ask 2 neighbors to donate \$15 = \$30
- Ask 2 colleagues to donate \$10 = \$20



\$250

and just like that you've reached your goal!

HOW TO REACH A \$250 GOAL WITHOUT A DIRECT ASK



Not comfortable with a direct ask? We get it! Host an event of your own. Talk about why you support WOASF and what the mission means to you. Need some ideas? Here's a few...

- Host a cornhole tournament in your back yard.
- Set up a March Madness Bracket Challenge.
- Invite neighbors and friends to a wine or beer tasting.
- Do you make the best cookies in town? Have a small bake sale with the proceeds donated to WOASF.



You can connect your WOASF Giving Day fundraising page to Facebook. You can share updates, post photos and take donations on your FB page. It will all count toward your fundraising goal.



WOASF Day of Giving

It's not just a scholarship! It's the future

#WOASFGIVES


FUNDRAISING TOOLKIT

The earlier you start the more successful you'll be at reaching your goal. These steps can help you achieve what you have set out to do.


TRACK YOUR SUCCESS


1. Set your goals

 Participating alone? To get started, set a **monetary goal**. Be ambitious, aiming high will keep you motivated. \$250 is the suggested fundraising goal but you can choose your own.


 Participating as a team? Decide how many team members you want to recruit and set a team goal. We've suggested \$1,000.

2. Identify potential supporters


 Make a list of potential supporters; family, friends, colleagues, neighbors, friends of friends, your kids' friends' parents, etc.

 If you're part of a team, create a list of contacts you think might be interested in joining you. Friends who support the Navy, believe in the power of education, or just want to make a difference in the life of a student on their educational path.


3. Raise money


 Remember to share your fundraising goal with potential supporters. That way even if they can only give a little, they can feel like a part of something bigger.

4. Stay positive

 Many people need a few reminders before they will actually support you. They want to give but life is BUSY. Just give gentle reminders of how many days you have to meet your goal.

5. Share your progress and appreciation

 Use your personal page to share your progress and to send thank you emails to anyone who contributes to your campaign. Post shout outs thanking supporters on social media.

 Take pictures and upload them to your personal page and social media. Be sure to include #WOASFGIVES to your social media posts.



WOASF Day of Giving

It's not just a scholarship! It's the future

#WOASFGIVES

FUNDRAISING TOOLKIT

Social media is a great way to let your friends and family know that you're participating in the WOASF Day of Giving and why it matters. Here are a few ways for staying up to date and sharing news on your social networks to raise awareness of the WOASF mission and/or support your fundraising efforts.

SOCIAL MEDIA TIPS

1. Be sure to follow Wings Over America Scholarship Foundation on social media networks.



Woasf



@Woasf



@Woasf



company/wings-over-america-scholarship

2. When you see a post you like, share it on your social media accounts so your friends can see it too and include the hashtag #woasfgives.

3. If you add any photos or videos to your post, include the hashtag #woasfgives and tag your friends.

4. Need ideas for social media posts? See below.

Need help creating cool social media posts? Set up a free account at <https://www.canva.com/>

FOR QUESTIONS, PLEASE CHECK OUR FAQ'S OR EMAIL INFO@WOASF.ORG



WOASF Day of Giving

It's not just a scholarship! It's the future

#WOASFGIVES

SOCIAL MEDIA POST IDEAS

Social Post #1

Hey friends! Wings Over America Scholarship Foundation is hosting the WOASF Giving Day campaign to celebrate Navy families and scholarship recipients. Join me to help raise funds and awareness to support their scholarship program? Let's work together to make a bigger and brighter future! Join my team to get started: <https://p2p.onecause.com/woasfgivingday>
#woasfgives #woasfscholarships

Social Post #2

Today I made a vow to help support our Navy dependents educational dreams...and you can too! Join the WOASF Day of Giving and become an ambassador by visiting:
<https://p2p.onecause.com/woasfgivingday>
#woasfgives #woasfscholarships

Social Post #3

WOASF provides \$5,000 scholarships for Navy dependents from the aviation community who have chosen to continue their education after high school. With a \$25 donation, you can be a part of that movement, too! <https://p2p.onecause.com/woasfgivingday>
#woasfgives #woasfscholarships

Social Post #4

THANK YOU, [insert donor name] for supporting Wings Over America Scholarship Foundation and donating to my WOASF Day of Giving Team! I would love if you could join [donor's first name] and I to help reach my goal of \$250. When you contribute, 100% of proceeds will directly benefit scholarships for Navy dependents. Check out my page: <https://p2p.onecause.com/woasfgivingday>
#woasfgives #woasfscholarships

Social Post #5

Just one more week to help build a bigger and brighter future by donating to the Wings Over America scholarship program. A donation of just \$50 will make a difference for a Navy dependent struggling to pay for their educational goals. Check out what your donation can do at <https://p2p.onecause.com/woasfgivingday>
#woasfgives #woasfscholarships

Need help creating cool social media posts? Set up a free account at <https://www.canva.com/>

FOR QUESTIONS, PLEASE CHECK OUR FAQ'S OR EMAIL INFO@WOASF.ORG