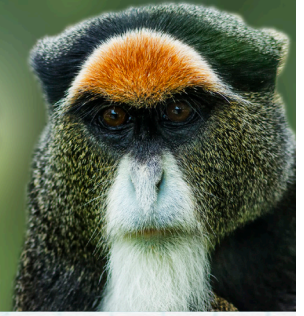




MISSION CONTROL: WELCOME TO THE TEAM



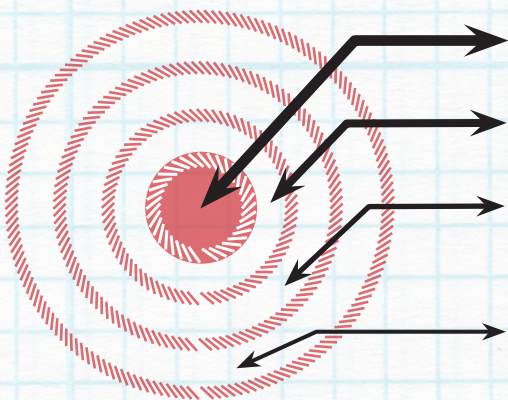
You joined Mission: Monkeys. Now what?

PHASE ONE - Do these 3 things after starting a 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 supporters that you are serious about Mission: Monkeys.
- **PERSONALIZE YOUR FUNDRAISING PAGE.** Tell your supporters why you're excited about Mission: Monkeys. Add fun text, pictures, or video to show your unique personality.
- **INDIVIDUALLY EMAIL, CALL, OR TEXT 3-5 CLOSE FRIENDS OR FAMILY.** Ask these people for donations first. Getting your "inner circle" to donate to your page will build excitement and momentum. You can send email and texts through the share option on your page. Be sure to personalize!

PHASE TWO - Work from the inside out

Your closest contacts are the most likely to donate. Ask them first, then work from the inside out. The closer you get to your goal, the more likely people are to donate. So when your most distant contacts see your page, they'll want to be a part of the movement, too.



- **DAY 1:** Reach out to 5-10 very close contacts (family, close friends).
- **DAY 2:** Reach out to 10-15 contacts (your entire circle of good friends).
- **DAY 3:** Send your page to as many other contacts as you feel comfortable (co-workers, club members, distant relatives, your address book, etc.)
- **DAY 4:** Promote your page via social media. Make a video or share a picture of you at the zoo. Let your supporters know why you care.

Make it your own

When sending emails, you know your contacts better than anyone. Don't feel like you have to stick to a predefined formula. If a one line message is going to work, do that! If a longer, personal message will work best, do that! Just be sure to include a link to your fundraising page.

PHASE THREE-Get social!

Social media can be a great way to share your story and update your followers. Start using social media after you've sent out emails to your contacts. Here are some ideas:

- **GET YOUR TAG ON.** Start on Facebook by tagging those that have already donated and thank them for their donations.
- **SET INTERNAL GOALS.** \$200 by week one, \$400 by week two, etc. Use your social media accounts to update followers on your progress toward each mini goal and ask them to help you get over the next hurdle.
- **SHARE UPDATES.** It's important to not make every post an ask. Share inspiring stories, monkey pictures, monkey facts, and other positive content!
- **OFFER GIFTS OR INCENTIVES.** Offer to bake cookies for your next five donors. Grow a handlebar mustache if you reach your goal. Get creative to motivate your donors and thank them for their generosity.

TAG IT
#missionmonkeys



PHASE FOUR - Follow-up

Don't be afraid to send a few follow up emails. Emails are easy to overlook and people often open them up quickly and then forget to go back to them. You can use email to share some fun monkey facts or let your supporters know how close you are to reaching your goal. Check out the Mission: Monkeys Blog for updates you can share. www.pueblozoo.org/monkeyblog

PHASE FIVE- Keep thanking, get creative and have fun

- **THANK THEM!** As more of your network gets behind you, keep thanking them on social media. Encourage them to share your fundraising page and engage their friends.
- **GET CREATIVE!** Could you pass a hat around the office? (The zoo can record offline donations towards your goal too!) Could you challenge a friend to start their own page and join your team? Maybe you could host a party in your backyard and ask for donations?
- **HAVE FUN!** Fundraising is fun when you know you're making a lasting impact at the zoo you love. Thank you for joining Mission: Monkeys!
- **REACH OUT!** We're here for you. If there is anything we can do to help you fundraise, just email or call.

NEED SUPPORT? Contact Lillian Dypold at ldypold@pueblozoo.org or 719.561.1452 x 127



give.pueblozoo.org
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