

## Matadors Instrumental Ensembles

Raising funds is a big part of our Instrumental Ensembles program's success. To help, we are using FanAngel, an online donation drive platform to minimize our efforts and maximize our results.

To make this successful, we need your help! It truly takes *EVERYONE'S* participation to make this work.

### Here's what we need from you:

- **STEP 1:** Participant needs to use a phone or computer, an email that is checked often, and then connect to FanAngel. Here are some Video Tutorials <https://pages.fanangel.com/how-to-share> to help.
  - Use this link to get started:  
**[www.fanangel.com/join/sm-music](http://www.fanangel.com/join/sm-music)**
    - ***Please note: if you already have a FanAngel account, you must still use this link, then login. It will automatically link this campaign to your profile. If you do not follow the link, you will not be able to connect this campaign to your profile.***
- **STEP 2:** Add **participant's** name and a **nice smiling headshot**; click next.
- **STEP 3:** Click Add Supporter. Input **20+** valid email addresses of your biggest supporters from around the country.
  - If you're using a returning profile, click on either Copy Invites (as shown in the 2<sup>nd</sup> tutorial) OR click Add supporters from last campaign, to import previous email addresses used.
- **STEP 4:** Now, please start sharing your FanAngel donation profile on social media!
  - Here's a 1-minute video which shows your participants how to send text messages quickly and easily to potential donors with our new click-to-send feature: <https://vimeo.com/854246757>.

*Please do not share the above link - it is to only be used to create your profile. **You will be emailed a link to share your fundraising page on social media or through personal messaging.***

Use the below donor idea list to consider quality supporters with both the desire and means to support you. If you're not sure if someone would be interested, we highly recommend adding them! The more people you ask for support, the more successful our donation drive will be!

### Donor Idea List

- Family Friends, Social Friends, Church Friends, and Co-Workers
- Grandparents, Aunts/Uncles, Great Aunts/Uncles, Cousins
- Community business contacts: doctors, dentists, lawyers, small businesses
- Neighbors
- **\*\*We highly suggest not including Teachers and Student Peers.**

### IMPORTANT NOTES:

1. Once the participant has created their profile and uploaded a picture, please enter email addresses into the queue. FanAngel will then create emails as drafts which **will be sent at campaign launch date, September 3<sup>rd</sup>, or once all participants have entered their profiles and email addresses.**
2. FanAngel uses the industry's most secure privacy and protection standards. Email addresses are **never** shared or sold.
3. FanAngel's automation system will send supporters up to three reminders after campaign launch.
4. When donors visit the page, they will see the participant's individual goal in a separate area of the team goal. Individual goals will initially show \$300. Both individual and team goals will automatically increase after the initial goal has been met. This staged goal has been shown to increase online donation results.