



## Become an ambassador for WRA's GoFundMe

### AS AN AMBASSADOR, WE ARE COUNTING ON YOU TO:

#### MAKE YOUR OWN GIFT ON OCTOBER 1

A gift of any size will help create momentum and will encourage your friends, family and other community members.

#### SHARE YOUR EXCITEMENT!

Whether it's a post on your social media platforms, a personal email, or a text message to your friends, we are counting on you to spread the word and make #Wintech4Whatcom successful. Influence those around you to be on of the many who fuel athlete success at WRA!

#### Utilize the WRA GoFundMe page to the fullest

Use your custom referral link (to sign up go to [www.whatcomrowing.org/joingofundme](http://www.whatcomrowing.org/joingofundme)) and share from email, Facebook, Twitter, or Instagram to encourage others to make a gift as well as track your impact. You can download social media graphics on this page as well!

If you don't want a personalized URL you can simply direct people to the general WRA donation page where the GoFundMe and video are located

[WWW.WHATCOMROWING.ORG/DONATE](http://WWW.WHATCOMROWING.ORG/DONATE)

### FOLLOW US ON SOCIAL MEDIA

WHATCOM ROWING  
ASSOCIATION



- We are asking each rower to set a goal of raising \$200 or more.
- No donation is too small and we welcome anything anyone feels comfortable giving!
- When we raise at least \$5400, we will have a pizza party for the junior team after practice.
- At an undisclosed amount Coach Walker will play his fiddle for the shuffle plank song....when will it be???



## SAMPLE SOCIAL MEDIA POSTS

I support WRA because\_\_\_\_\_ #wintech4whatcom.

### **Beginning of your fundraiser:**

Hello! I'm excited to announce that my team, Whatcom Rowing Association has launched a GoFundMe to help with the purchase of a straight quad. You can check out our GoFundMe and donate here: [Insert GoFundMe link here] #wintech4whatcom

Friends & Family- I've created a GoFundMe to help my team purchase a new boat! [insert why it's important to you here]. Please read our story and donate to my GoFundMe here: [Insert GoFundMe link here] #wintech4whatcom

### **Halfway through your fundraiser:**

Thank you so much to everyone who has helped by sharing my GoFundMe so far. If you haven't donated yet, please do so by visiting my GoFundMe here: [Insert GoFundMe link #wintech4whatcom

Wow! Thanks to all of you, we've raised [Insert how much you've raised here] in only [insert how many days here] days. I'm truly thankful for your generous support. I'm only [insert amount here] from my goal! Every donation regardless the amount gets me closer to my goal, so I thank you from the bottom of my heart  
#wintech4whatcom



TEXT MESSAGE, DIRECT MESSAGE, ETC.

Direct messages are best

While group messages might seem easier, individual messages are the true way to show people how much your GoFundMe means to you- and how thankful you are for their donation. When you're writing a message to multiple people, the recipients feel like they don't need to donate because they think the other people in the message will. This is true for a message from three people all the way up to 300 people!

We've put together a rough outline and examples to ensure that you'll feel comfortable sending anyone and everyone a Facebook message, text message, or email. Your Facebook and/or text message should always include:

### **The "What"**

What are you raising money for? Be as specific as possible here!

### **The "Why"**

Why is this important to you, and why should it be important to the person you're sending the message to?

### **The "Ask"**

Be sure to ask for a donation at the end of the message! Though it can seem uncomfortable, people often won't feel inclined to donate unless they're specifically asked. If you don't want to ask for a donation from everyone, then be sure to ask them to share your fundraiser, and ask their friends and family to share as well.



## SAMPLE SOCIAL MEDIA POSTS

### When to share

It's important to post to your social media during a "high traffic hour," which is the time that most of your friends and family will be scrolling through their news feeds. While each community is different, you want to avoid posting late at night, or during a time when you know most of your friends and family are already at work. Think about your Facebook habits as a model for your community.

It's important to send Facebook messages during "regular" hours, otherwise, your friend might read it in the middle of the night while half asleep! The key is to know your audience and send the message when you know they're likely to be online and have time to look at your GoFundMe.

### Consistency is the key to sharing

Remember to share your fundraiser consistently- as one Facebook post will not reach your entire friend group. Sharing your GoFundMe on different days each week opens you up to a larger audience!

We'll be sharing on the WRA social media pages, be you follow us, so you can use our general announcements as a reminder to share on your personal pages as well!





## SAMPLE EMAIL MESSAGES

Subject Line: Why I Row!!

Hello \_\_\_\_\_

As you may know, I am a proud member of the Whatcom Rowing Association Junior Rowing Team! I am rowing five days a week every afternoon out Lake Whatcom. Add a personal antidote about what you enjoy during practice. We desire to be fitter, faster, and stronger with a goal to be competitive as a team in small boats.

We have been training since the beginning of September and will continue to train through the racing season, which begins in March and culminates in May. As a small club, WRA is most competitive in smaller boats like quads, fours, and doubles. Quads are one of the main boats in which the juniors train in, love, and row well.

In higher levels of competition, like varsity races, quads do not have coxswains. As of now WRA does not have an boat that can be rigged as a straight quad and this puts our team at a disadvantage when racing at the varsity level.

Having a straight quad will make our club more competitive and will give us the ability to reach our full potential as a team.

Great news! We are well on our way to our fundraising goal; \$12,000 has been generously donated towards the purchase of this boat which will cover approximately half of the purchase price. Each rowing, including me has a minimum fundraising goal of \$200.

Every dollar of your gift will go directly to the purchase of this new boat and will help us row toward another successful year on the water!

Thank you in advance for your generosity!

Go Whatcom!





WHATCOM ROWING ASSOCIATION

#wintech4whatcom

[www.whatcomrowing.org/donate](http://www.whatcomrowing.org/donate)



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