

Reach More Supporters with Rally

Whether you are fundraising for a non-profit, political campaign, or a personal project, growing your supporter list is essential to spreading awareness about your cause and raising money.

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The Basics

HOW RALLY WORKS

1 COLLECT EMAIL ADDRESSES

Collect email addresses from potential supporters whenever you can so that you can and upload them into your Rally contact list. More supporters results in more funds!



2 SHARE YOUR STORY

Post photos, videos, and messages to your Rally Home Page to share your story. Whenever you share content your supporters receive email updates that direct them to your Rally Home Page, encouraging them to donate.



3 RAISE MONEY

The more people who hear about your cause through email and visiting your Rally Home Page, the more donations you will collect!



THE POWER OF EMAIL



Your supporters want to hear from you, so finding the best way to communicate with them is important. We've found email to be the most effective messaging technique for collecting donations.

EMAIL IS EVERYWHERE

3X

There are 3 times as many email accounts as there are Facebook and Twitter accounts combined.

DONORS PREFER DIGITAL

69%

Of 17,600 American donors of all ages surveyed in 2011 prefer electronic over print communication.

Every email sent through Rally always includes a way for supporters to choose how often they hear from you.

Pro-Tips

GETTING STARTED



Everyone has an supporter base, whether they realize it or not!
If you're unsure where to start, try these suggestions:

CLUBS & NON-PROFITS

- Board members
- Mailing list
- Volunteers
- Staff
- Friends & Family
- Past donors
- Past event attendees

POLITICAL CAMPAIGNS

- Friends and family
- Canvassers
- Volunteers
- Phone bankers
- Past donors
- Local political clubs
- Partisan organizations
- Special interest groups

PERSONAL PROJECTS

- Coworkers
- Facebook friends
- College friends
- Family members
- Personal Day-Timer/ address book
- Neighbors
- Wedding/ graduation/ holiday party invite list
- Churches, sports teams, classes

REACH MORE SUPPORTERS



Never miss an opportunity to collect contact information from potential supporters.

1

RALLY CAUSE PAGE

ENCOURAGE FOLLOWING

Encourage your friends to "Get Updates" on your Rally Home Page.

SOCIAL SHARING

Ask people to share your Rally posts with their friends through Twitter, Facebook, and email.

FAN FUNDRAISING

Encourage supporters to share your cause's story with their social networks and help you raise money.

2

YOUR WEBSITE

NEWS

Offer to share recent news and give "sneak peaks" of what is upcoming to people on your mailing list.

CONTESTS

Hold contests and announce the winners through email.

FREEBIES

Offer valuable content (e.g. T-shirts, keychains, or water bottles) as an incentive for joining your mailing list.

3

EVENTS

HOST

When you host events, require tickets. Even if your event is free, using a ticketing application like [Eventbrite](#) is an easy way to collect supporter names and emails.

ATTEND

Be sure to attend as many events as possible to meet new people. Asking for business cards is an easy way to get their contact information without much effort.



*Don't be shy! Ask existing contacts to refer people they know.
Consider offering an incentive to both the sender and recipient.*

Resources

Rally is here to make fundraising easy. Check out these resources to learn how we can help you easily raise more money for the causes you care about.

TIPS AND GUIDES

Rally Blog

<http://blog.rally.org/>

Useful tips for creating content and getting the most out of Rally. Articles about fundraising and philanthropy.

Getting Started with Rally

<https://rally.org/RallyGettingStarted.pdf>

So you created a cause on Rally. Now what? Download the Quick Start Guide to get going.

The How-To Guide for Fan Fundraisers

<https://rally.org/RallyFanFundraising.pdf>

Get your supporters to fundraise for you! Download our How-To Guide for Fan Fundraisers in our Online Support section.

Turn Your Story Into Support

<https://rally.org/TurnYourStoryIntoSupport.pdf>

Ever wonder what type of content to post on your Cause Page? Check out our tips and tricks for some inspiration!

SOCIAL MEDIA

Keep up to date through Twitter

<http://www.twitter.com/rally>

Be part of the story on Facebook

<http://www.facebook.com/rally>

CONTACT US

Rally Online Support

<http://rally.org/corp/faq>

In depth online help and answers to common questions.

Contact Rally

<http://rally.org/corp/contact-us>

Call us toll-free: 888-648-2220

Email us: support@rally.org

Rally Website

<http://rally.org>