Momentum Project Lead Tips

WHAT
As a Momentum Project Lead, you’ve stepped up to raise much needed funds for a cause close to your heart – congrats and thank you! In this exciting and impactfull role, you will:

Give to your cause: Your personal gift makes your advocacy more powerful. Make your own gift first before you ask others to join you in supporting this cause.

Activate your network: Use whatever ways work best for you and your network!
- Direct communication via email, text, or phone
- Social platforms like Facebook and Instagram (consider direct messaging or tagging specific individuals)
- Professional platforms like LinkedIn

Get social: Share often, on all platforms you are on, and talk about how the cause is meaningful to you.
- Social media posts are good for keeping the campaign front of mind, but are not always as helpful as direct messages for bringing dollars in
- Use any applicable hashtags to increase the reach of your message - think national, cause-specific, and Emory specific

Be personal: One-to-one outreach is the most successful technique for converting advocates to donors. People give to people.
- Describe your cause - who does the cause help, why is it important, and what is the immediate need?
- Share personal stories, images, or videos that convey the importance of the cause

Ask for action: Remember to always include a direct link to the campaign page and encourage people to give and share the campaign with others. Word of mouth is a great way to grow your campaign’s reach!

HOW
With regular marketing and communications efforts throughout your campaign, you will be spreading the word about what you’re doing, why you’re doing it, and how others can join you in supporting your cause. Some prompts to get you started are included below.

Sample direct messages and/or texts:
- I’m raising money for [cause] because [reason why]? Will you join me by making a gift here <INSERT LINK>?
- Visit <INSERT LINK> to help me make a difference for [cause] today!

Sample emails:
- First: I’m writing to ask you to partner with me in supporting something I’m passionate about at Emory. The Emory community is focused on building support for [name of specific cause]. [Describe fund, award, or experience you’ve had at Emory.] By making a gift to this campaign, you will be part of a community that’s stepping forward to invest in the next generation of scholars, leaders, and researchers. I hope you’ll join me in making a difference! Thank you for taking time to consider. <INSERT LINK>
Follow up: Provide an update on how the campaign is going and let your potential donors know how excited you are about this progress. Ask them to help you make the specific difference that you’re fundraising for (i.e. provide free medical care for migrant workers or help provide medical students with stethoscopes) and let them know that a gift of any size makes an impact!

Sample social media posts:

- Join me in supporting [name of fund or cause] at Emory right now. I’m working to be sure the [name of fund] continues to support [specific cause]. Help us make a difference with your gift. <INSERT LINK> <#INSERT_CAUSE_HASHTAGS>
- The [name of fund] supports [specific cause] at Emory. I support this fund because ____________. Join me by making your gift today! <INSERT LINK> <#INSERT_CAUSE_HASHTAGS>
- I support [cause] because [reasons why]. You can too by making a gift today! <INSERT LINK> <#INSERT_CAUSE_HASHTAGS>
- One of the coolest things about Emory is that [fund or cause] exists. It’s [how has it impacted you during your time at Emory or why you think it is such a good cause] and I’d love for you to join me in supporting [need or purpose of money being raised]. <INSERT LINK> <#INSERT_CAUSE_HASHTAGS>

WHO

It takes many people to help make a Momentum project successful. Directly recruit others, especially friends and family, and members of the community/demographic affected, to help spread the word. For example, the Physical Therapy Service Trip to Jamaica asked the Jamaican community within Atlanta to help share their campaign.

Use this list to brainstorm possible recipients for your own personal messages and encourage those in your group to do the same:

- 2-3 teachers or mentors who helped you on your educational/career path
- 1-3 family members who have encouraged you in pursuing your Emory degree or career
- 5+ friends from Emory (or your alma mater): roommates, class presidents, club leaders, etc.
- 3-5 coworkers or colleagues from professional organizations
- 5+ friends from your current community/networks: neighbors, social clubs, church, sports league, etc.