

# FORWARD. TOGETHER.

## FUNDRAISING TOOLKIT

Welcome Omega Fundraiser! We can't thank you enough for your commitment to Omega and for spreading the word about our #ForwardTogether campaign. We want to make sure you feel prepared to go out there and help us raise much-needed donations, so we've prepared the following guide.

OMEGA

## First, a brief overview of the nuts and bolts of the campaign.

- The **#ForwardTogether** campaign aims to raise \$600,000 by August 31 to help Omega remain operational through this critical phase following the cancellation of our 2020 in-person programs.
- Omega relies on in-person programs to fund operations. Despite taking cost-cutting measures, Omega continues to face significant financial challenges.
- The world needs Omega now more than ever. As a world-renowned gathering place for great thinkers, teachers, and social innovators, millions of people have turned to us to learn how to rise to life's challenges, how to bridge divides, how to foster healing, and how to coexist on this planet. Quite simply, we teach people how to be better humans.
- With the **#ForwardTogether** campaign, Omega can continue to offer strength and support through new virtual programming, and can begin to prepare our campus for a safe reopening in 2021.
- To support our **#ForwardTogether** campaign, visit **[eOmega.org/forwardtogether](https://eOmega.org/forwardtogether)**.
- Prizes will be awarded to our top fundraisers, including an invitation to have tea (virtually) with Omega Cofounder Elizabeth Lesser!
- If at any point you have questions about the campaign, please contact Amanda Graham at **[agraham@eOmega.org](mailto:agraham@eOmega.org)** or **845.266.4444, ext. 407**.

## Now, let's get started!

## STEP 1. SET UP YOUR FUNDRAISING PAGE

1. Go to [eOmega.org/fundraise](https://eOmega.org/fundraise) and click on “I Want to Fundraise” to create your page on the GiveLively platform.
2. As part of the registration process, you will need to provide the following:
  - a. A **statement** as to why you are passionate about Omega and this campaign. How has Omega impacted your life? Why are you fundraising for us? **Make it personal.**

### Example:

Since my first visit in **[first year visited]**, I have regularly turned to Omega for solace and inspiration. Between the life-altering workshops and teachings, the beautiful and serene grounds, and the community I have come to embrace even when I'm not there, Omega is a source of great strength and peace in my life, and I know that's true for many others. I hope you will help me preserve it!

- b. A **fundraising goal**. Think about the size of your network, how many people might reasonably help out, and how much they'll give. Some tips:
        - i. Typically, a fundraiser raises about \$500 for a campaign.
        - ii. Your goal should be realistic. While you want it to be aspirational, it's also important that your campaign appears successful.
        - iii. Think about your own giving. Consider setting a goal that is five times greater than your own gift.
      - c. A **profile picture**. It's nice for people to see your face when they're donating!
      - d. A **hero image**. This is optional. We recommend letting this default to the photo on Omega's campaign page. If you do choose to use your own photo, it should be an image related to Omega.

## STEP 2. DONATE

Be the first one to donate to your campaign. People are more likely to give if there's already progress toward the goal. A gift of any amount will give your campaign energy.

## STEP 3. REACH OUT TO YOUR NETWORK

There are many ways you can do this:

- Phone calls
- Email
- Post on social media: Facebook, Twitter, Instagram, LinkedIn
- Share Omega posts with your social media network

Keep reading for tips and sample messages and communication schedule.

## TIPS & BEST PRACTICES

- All of the messages you send or share should link to your campaign page. Remember, this link can be found in the welcome email you received from GiveLively. If you've misplaced it, reach out to [amandag@eomega.org](mailto:amandag@eomega.org).
- Make your messages brief but personal. Why is Omega important to you?
- Reach out to your closest friends and family first, to get the ball rolling. Then share more broadly on social.
- Persistence is key. While you don't want to annoy your friends and family, it's important to keep the campaign energized. Try reaching out at least once a week.
- Ask friends and family to share your posts
- Use the [#ForwardTogether](#) hashtag in your posts
- Follow Omega on social media and tag us when you post.  
Facebook: [@eomega.org](#)  
Twitter: [@omega\\_institute](#)  
Instagram: [@omegainstitute](#)

## SAMPLE COMMUNICATION SCHEDULE & MESSAGES

### Outreach #1: Campaign Announcement

Send right after you've created your campaign page

#### Email

Hi Friends,

I'm reaching out with a request. Omega Institute, an organization that has made a big difference in my life, is currently struggling to remain operational. I'm helping to raise funds for them, and I'm hoping you'll pitch in.

Omega is a holistic education nonprofit that teaches people how to rise to life's challenges and, quite simply, become better humans. They were at the forefront of bringing meditation, yoga, mindfulness, and sustainability practices to people in the US, and offer a wide array of programs from world-renowned teachers and spiritual leaders.

For me, Omega has **[short personal Omega experience]**.

Due to COVID-19, Omega was forced to cancel their 2020 in-person programs, and the financial impact has been devastating. As part of their #ForwardTogether campaign, I am helping them raise \$600,000 by August 31 so that they can remain a source of hope and helping for people like me throughout the pandemic, and in the aftermath as we recover.

To donate, visit **[your campaign link]**. A gift of any size helps. And if you feel so inclined, you can also sign up to become a fundraiser yourself, or just help get the word out by sharing with your friends.

Thanks so much for your support!

#### Twitter

Hi friends, I've signed on to raise **[your goal]** for @omega\_institute by August 31 so they can remain a source of hope and healing for a world that desperately needs it. Will you help? Donate today. **[your campaign link]** #ForwardTogether

#### Facebook

Hi friends, I've signed on to raise **[your goal]** for @eomega.org by August 31 so they can remain a source of hope and healing for a world that desperately needs it. Will you help? Please share with your friends and family and donate today. **[your campaign link]** #ForwardTogether

#### Instagram

Hi friends, I've signed on to raise **[your goal]** for @omegainstitute by August 31 so they can remain a source of hope and healing for a world that desperately needs it. Will you help? Donate today. **[your campaign link]** #ForwardTogether

## Outreach #2: Midway to Goal

Send when you're halfway to your goal

### Twitter

I'm halfway to my goal of raising **[your goal]** for @omega\_institute! Please help me sustain this organization that has been a source of strength and inspiration for me and so many others. Donate today. **[your campaign link]** #ForwardTogether

### Facebook

I'm halfway to my goal of raising **[your goal]** for @eomega.org! Please help me sustain this organization that has been a source of strength and inspiration to me and so many others. Donate today. **[your campaign link]** #ForwardTogether

### Instagram

I'm halfway to my goal of raising **[your goal]** for @omegainstitute! Please help me sustain this organization that has been a source of strength and inspiration for me and so many others. Donate today. **[your campaign link]** #ForwardTogether

## Outreach #3: Last Push

Send when 1) you are almost to your goal; or 2) August 30th

### Email

Hi Friends,

I'm almost there! Thanks to the generosity of so many, I've been able to raise **[amount raised]** for the Omega Institute. Only **[remaining amount]** left to go by August 31.

If you've already helped by donating or sharing, I am so grateful. If you haven't had a chance to give, now's the time to do it. Please go to **[your campaign link]** to make your donation today and help sustain this organization that has been a source of strength and inspiration for me and so many others.

Thank you!

### Twitter

I'm almost there! Last chance to help me reach my goal of **[your goal]** for @omega\_institute. Will you donate \$10 today? **[your campaign link]** #ForwardTogether

### Facebook

I'm almost there! Last chance to help me reach my goal of **[your goal]** for @eomega.org. Will you donate \$10 today? **[your campaign link]** #ForwardTogether

### Instagram

I'm almost there! Last chance to help me reach my goal of **[your goal]** for @omegainstitute. Will you donate \$10 today? **[your campaign link]** #ForwardTogether

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OMEGA

## IMAGES FOR SOCIAL MEDIA

The following are a selection of images that you can use when posting to social media. Simply click on an image to open it, then save it to your computer or mobile device.

### Instagram Images



### Twitter Images



### Facebook Images



## FREQUENTLY ASKED QUESTIONS

### What is the name of the campaign?

#ForwardTogether

### When does the campaign end?

August 31, 2020

### What is the goal of the campaign?

Our goal is to raise \$600,000 in unrestricted revenue. This will help Omega remain operational through this critical phase following the cancellation of our 2020 in-person programs.

### Are gifts tax-deductible?

Yes. Omega Institute is a 501(c)(3) organization, and all donations are tax-deductible.

### Will donors receive a tax receipt for their gift?

Yes. Donors will receive an email from GiveLively that serves as the receipt for their donation.

### How much of my donation does Omega receive?

The GiveLively platform does not charge a fee on top of the regular credit card transaction fee. Therefore, 100% of your donation is passed to Omega.

### Who should I contact if I have questions?

Please contact Amanda Graham in Omega's Development department at [amandag@eOmega.org](mailto:amandag@eOmega.org) or by calling **845.266.4444, ext. 407**.