

MoneyDolly

FUNDRAISER LAUNCH GUIDE For Participants



Getting Started

You can get started in less than a minute! Follow the directions below to see how to get your account set up and begin fundraising as a participant. 📌

1. Download the MoneyDolly app ✨

2. Create your account 📱

- Enter your mobile number
- Enter the received verification code
- Enter your name and email
- Tap allow notifications

3. Edit your profile (Remember that pictures of smiling faces earn sales) 😊

- Tap the menu button (On the top left of the home screen)
- Tap edit profile Change profile photo Update profile

4. Join your fundraiser ✔

- At the bottom of your home screen, tap "Join a Fundraiser"
- Enter the code provided by your group's leader and tap join
- Select your team from the drop-down list

5. Share your fundraiser's page 📲

Money is raised by sharing your fundraiser's page. As a participant of your fundraiser, you now have a personalized page unique to you.

On your personal page, those you share it with will see a picture of you, your goal, a message and a list of offerings they can choose from to decide how they're going to support you.

There are two ways to share this page! One for sharing with someone in person and the other sharing with someone remotely. There are buttons that exist for both.

✔ Sharing in person using the 'QR Code' button:

1. Click the button to reveal the QR Code to your page.
2. Direct the person to open their phone camera and hold it over the code, when a link appears, have them tap it to view your page.

✔ Sharing remotely with a URL link using the 'Share Fundraiser' button:

1. Click the button to share your page through text, email, or social media. Share it however you like.
2. Direct the person to click the link to view your page.

Tips for a Successful Fundraiser

Use the following steps as a template for success. Successful fundraisers have these same principles in common. 🙌

1. Know How to Use the App 📱

Follow the 'Getting Started' instructions to get your account set up and learn how to share your fundraiser's page with your supporters.

2. Know the Goal 🎯

What is your personal goal? If you're a part of a team, what's your team's goal? Having clearly defined goals is the first step to achieving fundraising success.

3. Know What You're Selling 💰

Know what product offerings your group is offering so if anyone asks about them, you'll know how to answer their questions. You can check on this by visiting your personal page or asking your group's leadership.

4. Know Your Supporters ❤️

Supporters usually fall under one of three groups:

- 1: Family or friends who support you personally
- 2: People or businesses who support your cause
- 3: People who like the product or event you're selling

Reach out to anyone you can think of that falls under these categories. They'll be happy to help!

5. Know That People Buy from People, Not Links 🗣️

When inviting people to support you and your cause, let them hear your voice. Since this is shared through links, it's important to make it as personal as possible. It's much more effective to follow up any links shared with a phone call, voice text or even a video. It can be very simple: "Hi, this is _____, I'm with _____ (your group) and I'm participating in a fundraiser for _____ (sharing why you're fundraising). Can you help me?"

That's it! Good luck! Here's to a successful fundraiser! 🚀

