



## Social Fundraising Guide

Thank you for hosting a fundraiser for the International Rhino Foundation. This guide provides some helpful tips for your event.

### Hosting a Virtual Happy Hour

What is a virtual happy hour? It's exactly what it sounds like. Choose a platform, create a meeting time, and send out invites to friends or loved ones. Then, gather together with a libation or a snack, and catch up - from across town, or across the world.

Ideally a meeting invite should be sent to all participants in advance with details on when, how / where to join the virtual happy hour.

Platforms:

Zoom - <https://zoom.us/>

Skype - <https://www.skype.com/>

Google Hangout - <https://hangouts.google.com/>

Facetime - <https://apps.apple.com/us/app/facetime>

House Party - <https://houseparty.com/>

### Games:

Any game would be great for your virtual happy hour and don't forget to make them rhino-themed. Here are some sites with game ideas:

[7 Virtual Happy Hour Activities and Drinking Game Ideas to Fight Isolation](#)

[15 Virtual Happy Hour Games You Can Play With Your Crew For Grape Times](#)

[10+ Fun Virtual Happy Hour Ideas - How to Host a Happy Hour at Home](#)

## Taking Donations

At this critical time, rangers need your help. By connecting a fundraising campaign to your virtual happy hour, you can make a huge impact. It is easy to get started and you can find sample social posts and emails to ask your friends and family to help you meet your goal of protecting rhinos.

You can collect donations in many ways, but we suggest the following platforms for their ease of use.

1. Set up a Facebook fundraiser (How to is in the following section)
2. Use PayPal friends and family to take donations.
3. Set up a Venmo account to take donations.
4. Set up a GoFundMe campaign.
5. Direct your friends and family to give directly at <https://rhinos.org/give/>.

## Setting Up Your Facebook Fundraiser

If you haven't already, set up your own unique fundraiser on [our Facebook fundraising page](#)- it's easy! See page 5 of this toolkit for tips setting it up. When you're done, make sure to copy the URL for your fundraising page so you can share it outside of Facebook.

Now you're ready to send out your fundraising appeals! Besides sharing with your friends on Facebook, you can reach out to your network using email, Twitter, Instagram, or any other method. **\*Note\* donors will have to have a Facebook account in order to donate via Facebook** BUT it's always a good idea to send reminders/updates through other channels since everyone has a different level of social media use! For those who don't have a Facebook account but want to donate, it's up to you if you want to collect money and then donate it on their behalf or you can send them to [our website](#) to make a donation.

Below you will find templates you can use for your appeals – we've included several samples to choose from. Please feel free to copy and paste this text, or you can write your own messages – adding a personal story about why you are supporting rhino conservation and how you can make a BIG impact.

Be sure to mention the end date of your campaign and to include your campaign goal – this will make people more likely to donate. Including photos makes an appeal more powerful too. Visit our Cinco de Rhino webpage to download pictures you can use.

Finally, it's important to thank your donors for their support. We've included a template for that as well.

If you have any questions, or need some extra help, please contact us at [info@rhinos.org](mailto:info@rhinos.org). Thanks again for your support!

## Facebook Templates (Share your fundraiser to your timeline)

### #1

Can you help me protect endangered rhinos and their habitats throughout Africa and Asia? I'm raising money to help the International Rhino Foundation keep rhinos safe during the COVID-19 pandemic. My goal is to raise **#[insert your financial goal]** by

Thank you! #TeamRhino

### #2

I'm raising money to help the International Rhino Foundation stop poachers and support the rangers that protect rhinos. I've raised **[amount]** so far, but I still need **[amount]** to reach my goal! Can you make a donation to help me protect rhinos and other endangered species from poachers?

Thank you! #TeamRhino

## Twitter Templates:

### #1

Please help me raise money to stop poachers and protect #rhinos! I only need **[amount]** to reach my goal. **[insert shortened URL]** #TeamRhino

### #2

Sometimes, thick skin isn't enough. Can you make a donation to help me protect #rhinos at this critical time? **[insert shortened URL]** #TeamRhino

## Templates for Emails

### #1

Dear Friends and Family,

This year has been challenging for us all, including rhinos and the people working to protect them. In southern Africa, where tourism and travel normally generate a significant portion of conservation funding, some reserves are now struggling to pay rangers. And, as economies grind to a halt and incomes decrease in rhino range states, rhinos and other species are likely to face increased poaching pressure.

I'm raising money to help the International Rhino Foundation save rhinos from extinction. My goal is to raise **\$(insert your financial goal)** by [DATE]. Would you consider making a donation to help me help rhinos? Every gift, no matter how small, makes a big difference.

Please visit my Facebook fundraising page at **[insert link to your fundraising page URL]** to make a donation.

The greatest threat to rhinos is poaching for their horns, sold in the black market for traditional Asian medicine. Healthy and secure rhino habitat is also rapidly decreasing due to human encroachment. The funds we raise together will go to the International Rhino Foundation, an organization that operates intensive rhino protection programs throughout Africa and Asia.

Thanks for your help!

### #2

Dear Friends and Family,

Can you help me protect endangered rhinos and support rangers during the COVID-19 pandemic? I'm raising money to help the International Rhino Foundation save rhinos from extinction. My goal is to raise **\$(insert your financial goal)!**

Please visit my Facebook fundraising page at **[insert link to your fundraising page URL]** to make a donation.

With the money you contribute, IRF will be able to fund rhino security patrols in Africa and Asia.

Thank you for helping me make a big difference for rhinos threatened by poaching during these challenging times.

### #3

Dear Friends and Family,

I'm raising money to help the International Rhino Foundation stop poachers and save rhinos from extinction. My goal is to raise **[\$[insert your financial goal]]**! Can you help me protect rhinos and other endangered species from poachers?

Please visit my social fundraising page at **[insert link to your fundraising page URL]** to make a donation.

The poaching crisis in Africa is driven by demand from growing markets for illegal rhino horn in Vietnam and China. Well-equipped, highly-organized, and dangerous poaching networks kill rhinos every day. The funding you contribute will help IRF strengthen anti-poaching teams and security in critical rhino reserves and stem demand for rhino horn in consumer countries.

Every donation helps! Thank you.

#### **Acknowledgment Template:**

Dear **[Insert names of donors]**,

Thank you for your generous contribution to my campaign. With your support, I raised **[insert total amount]** for rhino conservation. These funds will make a big difference in the International Rhino Foundation's efforts to protect endangered rhinos around the world. Although rhinos face severe threats from poaching, I believe that by working together, we can save these magnificent species. Thank you for helping me and the International Rhino Foundation protect rhinos during this challenging time.

Kind regards,  
**[Your name]**

PS – If you want to learn more about how IRF protects rhinos and their habitats, please visit [www.rhinos.org](http://www.rhinos.org) and sign up for IRF's [monthly newsletter](#).

## Five Steps to Save Five Species Creating a Facebook Fundraiser

1. Click this link to set-up your fundraiser:  
<https://www.facebook.com/fund/InternationalRhinoFoundation/>
2. Decide how much money you want to raise and the date when your fundraiser will end. \$100-\$200 is a common goal for these types of fundraisers, but you know your friends best! Select goals that will be inspiring to them. We recommend running a fundraiser for at least a week and ending on May 5th- Cinco de Rhino!
3. Tell Your Story:
  - a. Pick a title for your fundraiser- we recommend something like:  
“[Your name]’s Rhino Fundraiser”
  - b. Tell your friends why IRF is an important cause to you. Here’s where you can really make it personal to you OR feel free to cut and paste from what we’ve written:

This year has been challenging for us all, including rhinos and the people working to protect them. In southern Africa, where tourism and travel normally generate a significant portion of conservation funding, some reserves are now struggling to pay rangers. And, as economies grind to a halt and incomes decrease in rhino range states, rhinos and other species are likely to face increased poaching pressure.

4. Select a Cover Photo for your fundraiser- select edit to browse through our photos or upload one of your own.
5. Click “Create” and your fundraiser is up and running! Don’t forget to thank your friends as donations come in! See our fundraising tip sheet for more advice on promoting your fundraiser.

# FUNDRAISING TIP SHEET

## 1. GET THE BALL ROLLING

Nobody likes to be first. That's why it's always a good idea to get your fundraising off to a good start by making the first contribution. This will make others more likely to get involved.

## 2. MAKE IT PERSONAL

We've put together templates you can copy and paste right on your fundraising page. The most important thing you can add to this message is why you are fundraising. Let your family and friends know why this matters to you, that's what they care about most! \*Remember, Facebook fundraisers are public so anyone on or off Facebook can see them\*

## 3. PROMOTE ON FACEBOOK

You can share your fundraiser to your timeline but you can also reach out directly to your close contacts. In your posts you can tag friends that are most likely to donate or reach out to them via messenger. Try sending some quick personal messages to your inner circle to build up some momentum, you can even ask them to share your fundraiser on their timeline- anyone on Facebook can donate to your fundraiser. Share IRF's posts to your timeline or your fundraising page to drum up even more interest!

Make sure you're getting all the latest posts from IRF! Look for the "Following" Tab and select "See First" to make sure you're not missing anything. Go to our main [Facebook page](#), on desktop the Following tab is right next to the Like button and on mobile, there's a button with 3 dots right under the Like button.

## 4. DON'T FORGET YOUR OTHER NETWORKS

Not everyone checks Facebook regularly so make sure to promote your fundraiser on all your other social networks as well! Send some personal emails with the link to your fundraising page or use one of our templates. We'll be posting on Twitter and Instagram regularly as well so feel free to share those posts, tag your followers, and include the link to your fundraiser. Don't forget about in-person fundraising too! Talk to your friends and co-workers face-to-face or go the extra step and host a Cinco de Rhino party! We've got party tips and menu ideas here.

## 5. CONTINUE THANKING AND UPDATING SOCIAL MEDIA

As the donations start coming in, make sure to thank those that have donated by tagging them. This encourages new donations as it spreads your message further and lets everyone else know that people are already getting behind you. Keep people up to date with your progress as you hit different milestones (50% raised,

75% raised, etc.) and ask supporters to help you hit the next milestone. Don't hesitate to send/post a few reminders on all your networks, especially as the end of your fundraiser approaches. A countdown to the end of your fundraiser reminds people to get donations in quickly! As more of your friends and family get behind you, keep thanking them on social media and make sure you continue to share your progress towards your goal.

Fundraising often takes a little creativity and persistence, but it's vitally important to our mission and we know you can do it. Know that your effort will make a big difference! THANK YOU!