



# Go! TeamRaiser

Register More. Raise More. Retain More.





# Agenda

Introductions

Program Overview

Roles & Responsibilities

Sneak Peeks

Resources

Next Steps

# Your Go! TeamRaiser Team



**Jori Taylor**  
*Senior Consultant*



**Robin Anderson**  
*Web Developer*

# Your Peer Group

Giving  
Comfort

Fight cancer with comfort

(McKesson Foundation)



WHO ARE YOU CARRYING?

# Program Overview

## May

Kickoff

Recruitment Strategy (part 1)

Recruitment Strategy (part 2)

Tools Training



## June

Coaching Strategy (part 1)

Coaching Strategy (part 2)

Tools Training



## July

Reporting & Scheduling

Post Event Communication

Wrap-up



# Program Calendar

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1	2	3
4	5 Kickoff 2pm ET	6	7	8	9	10
11	12	13 Recruitment (part 1) 2pm ET	14	15	16	17
18	19	20 Recruitment (part 2) 2pm ET	21	22	23 Recruitment Emails DUE	24
25	26 Blackbaud Offices Closed	27 Tools Training 2pm ET	28	29	30	31

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# Roles & Responsibilities

US	YOU
Host Webinars	Attend Webinars
Provide Slides & Recordings	Submit Content & Images
Provide Content Guides	Ask Questions
Update/Monitor the Community	Use the Community
Email Production	Revise & Approve Emails

community.convio.com/t5/Go-TeamRaiser/ct-p/Go\_TeamRaiser#

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# Go! TeamRaiser



## Resources

Here are some important things to note.

- ▶ Program Calendar
- ▶ Benchmark Reports
- ▶ White Papers

## Guides & Templates

Here's everything you'll need to build your event email communications.

- ▶ General
- ▶ Recruitment Emails
- ▶ Coaching Emails

## Recorded Webinars

Couldn't attend a session? Need to review? We got you covered.

- ▶ General
- ▶ Recruitment Emails
- ▶ Coaching Emails

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- ▶ Go!™
- ▶ Go! TeamRaiser™
- ▶ Go! Forward™
- ▶ Go!™ ALA
- ▶ Partner Community
- ▶ User Group Meetups

▶ Luminate Services

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# TeamRaiser Information Center






## Getting Started

Meet TeamRaiser users, get trained, or download how-to kits.


- ▶ [TeamRaiser Discussion](#)
- ▶ [Live & On-Demand Trainings](#)
- ▶ [Free TeamRaiser Kits](#)



## Improve Results

Learn strategy, metrics and case studies to improve your event.

- ▶ [Benchmark Reports](#)
- ▶ [White Papers](#)
- ▶ [Webinars](#)



## Support

We have resources and experts to help you along the way.

- ▶ [Product Documentation](#)
- ▶ [Contact Support](#)
- ▶ [Inquire about Services Help](#)

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# TeamRaiser Information Center

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**Products**

- > All Product Forums
- > Luminate Online
- > Luminate CRM
- > Luminate CMS
- > TeamRaiser Information Center
- > BBMS
- > Luminate Analytics
- > Community Weekly Wrap-up

> Community Homepage

**Best Practices**

- > Housefile Building Info Center
- > End-of-Year Resources
- > Best Practices
- > Webinars and Kits
- > Community Blog

**General**

- > Private Communities
- > Komen
- > Orgs Like Yours
- > Bulletin Board
- > Employee Corner

**Getting Started**

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**Improve Results**

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# Email Strategy Guide

Status	Email Message Theme	When?	Who?	Suppress?	Conditional Content For...
<b>Recruitment Campaign</b>					
<b>Segment 1 [Past Participants]</b>					
mm/dd/yy	Email #1: Highlight Last Year's Event	8 weeks from event	Past two years of participants who have not yet registered	All registered participants	Past Team Captains and Top Individual Fundraisers
mm/dd/yy	Email #2: Special Message	6 weeks from event	Past two years of participants who have not yet registered	All registered participants	Past Team Captains and Top Individual Fundraisers
mm/dd/yy	Email #3: Thank You	4 weeks from event	Past two years of participants who have not yet registered	All registered participants	Past Team Captains and Top Individual Fundraisers
mm/dd/yy	Email #4: Spotlight Event Goals/Progress	2 weeks from event	Past two years of participants who have not yet registered	All registered participants	Past Team Captains and Top Individual Fundraisers
mm/dd/yy	Email #5: Last Chance	week of event	Past two years of participants who have not yet registered	All registered participants	Past Team Captains and Top Individual Fundraisers

# Email Design

(recruitment layout)



[Event Home](#) | [Register Today](#) | [Donate](#)

FOLLOW US:   

Dear Jori,

**Meet Walker Christine Ballard:**

Christine knows the devastating impact that HIV can have on individuals and families firsthand: She's lost two brothers to AIDS. In 2009, weak from AIDS, but still eager to show his support, her brother Jack called her the night before the AIDS Walk. "I really want to be there for the Walk. Do you think you could push me a wheelchair?" Christine promised she would call him in the morning, but that next morning he passed away. Undaunted, Christine still came to the Walk that day to honor him, and has been participating every year since under the team name Jack created: Prima Donna.

[Join Christine by signing up now to walk!](#)



[Register](#) 

[Donate](#) 



Help create a world free of HIV and AIDS by joining us in this year's AIDS Walk.

PO BOX 4874, Austin, TX 78765 | Tel: 512.458.2437  
AIDS Services of Austin © 2013 All rights reserved.



[Event Home](#) | [Register Today](#) | [Donate](#) | [Unsubscribe](#)

# Email Design

(coaching layout)



[Event Home](#) | [My Participant Center](#) | [My Page](#)

[FOLLOW US:](#)  

Dear Chad,

You're 11 days out from the Trails 4 Trials cycling event! Hope that your training is going well. This is the inaugural year for this event, and you are very important to helping making this event a success.

Now is a good time to reach out to your cycling friends and colleagues and ask them to join your team. Remember, we are riding for a reason: cancer research.

## Progress Update


You are currently 65 days into fundraising for **Trails 4 Trials** and you've raised \$4,691.00. Through your efforts you are helping cancer patients everywhere.

## Fundraising Tip

The key to fundraising is that you have to ask. Remind your friends why you are riding for a reason: cancer research. Virtually every family is affected either directly or indirectly by cancer. **99 cents of every dollar received will fund cancer research.**


[Go to My Participant Center »](#)

## Training Tip from Robbie Ventura



Being relaxed and comfortable on the bike will help improve your confidence in any setting. Practice maintaining a straight line by looking further ahead rather than right in front of the wheel. In a safe area, get comfortable with the way your bike turns so that you learn how to lean it and adjust your balance. Use the brakes at a variety of speeds to familiarize yourself with braking power and stopping distance.

[Click here for more training tips from Robbie »](#)

Login 

**My Fundraising for Cancer Research**

Days Left to Fundraise:  
11

My Goal:  
\$2,500.00

Dollars Raised:  
\$4,691.00

Emails Sent:  
13

**Team Fundraising**

Goal: \$10,000.00

Acheived: \$10,107.00

# Next Steps

**US:** Send remaining calendar invites for webinars (Tuesdays @ 2pm ET)

**US:** Get group access to the Go! TeamRaiser section on community

**YOU:** Start thinking recruitment

**YOU:** Start poking around the Go! TeamRaiser section on community

