



Hello LMBA Families!

We are launching our ***Friends of Liberty*** fundraiser with Winning Edge Fundraising and WeFund4u on **Friday, September 23rd**.

This year's ***Friends of Liberty*** campaign is a fundraiser in which potential supporters are reached through email, text, and social media. It requires 100% participation in order to achieve optimal success. The campaign will run for approximately 20 days. The goal is to earn \$10,000, with each student's goal being \$500.

Until now, we have used a mail campaign for ***Friends of Liberty*** but we have seen our donation levels fall over the years. This year ***Friends of Liberty*** is a social donation platform that will simplify the way the LMBA raises money. Fundraising is vital for the success of our band, choir, and orchestra programs. This year, our budget has the LMBA giving close to \$60,000 to our programs! Combined with our concession stands, this online fundraising campaign means your student doesn't need to sell items or trinkets.

Important: We ask that each parent help their student send 20 **quality** emails and at least 10 text messages to their biggest supporters. Gathering those quality emails using the "Email Supporter Form" will help. Emails will be sent to these potential donors where they can view our fundraiser page and decide if they want to donate. If not, they can easily delete the email. We are confident that there are many people eager to support your student and this platform affords them the opportunity to help if they choose. **Every student hitting that \$500 goal will receive a \$50 Amazon gift card as a way of saying Thank You for their effort.**

Online Platform: In addition to emails and text messages, students can reach potential supporters through Twitter, Facebook, and Parent Share. Through these mediums, donors can visit the fundraiser page and choose to help support the LMBA. If they do not want to support the fundraiser, they can simply delete the email or text message. This platform is designed to exponentially increase the outreach of our ***Friends of Liberty*** fundraiser and help relieve the financial burden on just our music families by accessing others who truly believe in the importance of music in students' education.

Safe and Protected: The WeFund4U platform is one of the safest online platforms available. All information is private, 100% secure, and the information provided will never be redistributed, sold, or spammed.



Friends of Liberty

EMAIL SUPPORTER FORM

**“INDIVIDUAL FUNDRAISING GOAL” = \$500
20 QUALITY EMAILS AND 10 TEXT MESSAGES
will help you easily achieve this goal
(If 20 emails is a challenge, any amount will benefit our program)**

<u>QUALITY SUPPORTER</u>	<u>EMAIL ADDRESS</u>
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20.	

2022 LMBA *Friends of Liberty* SIGN-UP INSTRUCTIONS

TODAY we're launching our fundraiser with Winning Edge Fundraising and WeFund4U, which will allow us to raise funds digitally through email, text & social media. Please follow the instructions below to participate.

Participation Expectations:

Enter 20 quality emails of family, friends and potential supporters
Send 10 text messages to people that could support you in reaching your fundraising goal
Post to Facebook & Twitter
Send a Parent Share Text to each one of your parents/guardians

Instructions:

Use a cell phone, tablet, or computer and follow the instructions below. A cell phone or tablet is recommended for texting purposes. You can save your emails in the "Notes" app on your cell phone to make step 6 easier.

Step 1. Go to **WEFUND4U.COM** and SIGN UP in the top right-hand corner. Use your full name and personal email address. If you've done this before, then "login".

Step 2. Click Join Fundraiser.

STEP 3. ENTER THE PARTICIPANT JOIN CODE: **99275410**

Step 4. Upload profile picture. Use a picture that shows you playing your instrument or shows your face.

STEP 5. CLICK BIG ORANGE BUTTON TO "INVITE POTENTIAL SUPPORTERS".

Step 6. Use "Email Tab" to upload and send out 20 quality emails. The system will not count duplicate, fake emails. Emails must be sent to active email accounts. You can cut and paste the emails into this tab if you have them saved in your "Notes" app on your phone.

Step 7. Use "Text Tab" to send out a minimum of 10 texts to potential donors. Text people for which you didn't have an email.

Step 8. Use "Twitter Tab" and "Facebook Tab" to share this fundraiser via social media.

Step 9. Use "Parent Share Tab" to send text messages to both parents. This gives your parents the ability to share the fundraiser.

YOUR WORK IS DONE!