

Turn Your Story Into Support

Rally is built to leverage the power of your cause's story to raise money online. Turn your photos, videos, and messages into contributions by sharing them all over the web and reaching new donors.

The Basics

2

Pro-Tips

3

Examples

4

Resources

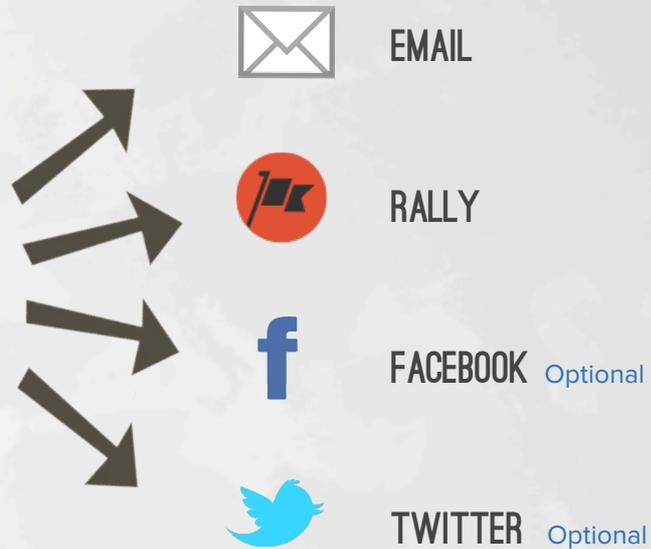
7

The Basics

HOW RALLY CONTENT POSTING WORKS



POST UPDATES ON RALLY
Post photos, videos, or messages on your Rally Home Page, and share it all over the web through email and social media.



STORYTELLING PHASES

1 ADD YOUR SUPPORTERS

Add your contacts to your Rally account so that you will have an audience to share your story with.

2 INTRODUCE YOUR CAUSE

Introduce your cause and tell people how you are using Rally to keep them updated on your projects.

3 STATE THE PROBLEM AND YOUR GOALS

Help people understand the problem you are trying to solve and your fundraising goals.

4 SHARE PROGRESS

Show your supporters how their donation dollars make a difference.

Pro-Tips

TIPS AND TRICKS

ASK YOURSELF...

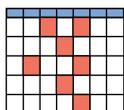
What are the stories that bring your cause to life? Is it the people being helped, the staff and volunteers on the team, or the story of how it got started? What makes your cause unique? What are your fundraising goals?

BE CHATTY



Be conversational, personal, and authentic. Encourage your supporters to post questions, feedback, and compliments to ignite discussion. Think about what appeals to you online. What makes you click on a link to read more?

RALLY POSTING CALENDAR



Create a calendar to help schedule your Rally posts. Try creating themes for your posts that can be reused for multiple months (e.g. on the first Tuesday of every month, post a photo of a person that your cause has helped. See pgs. 4-6).

FIND THE RIGHT RHYTHM

Rally sends email notifications to your supporters whenever you post a piece of content, so limit your posts to 1-2 times per week.

SCHEDULE TIME FOR RALLY

When there is activity on your Rally Home Page, we let you know through in-app and email notifications. Set aside 5 minutes a day to respond to activity. Let them know that you care.

TIME OF DAY



People often have full inboxes when they arrive at work, so avoid posting first thing in the morning. Make your Rally post mid-morning or just after lunch. If your cause has supporters across different US time zones, try posting around 10:00am PST/1:00pm EST.

SOME CONTENT IDEAS

- ▶ Give supporters a peek into your workspace or office.
- ▶ Highlight a life that you have changed for the better.
- ▶ Announce a contest to increase supporter engagement.
- ▶ Link to articles that help support the reason your cause needs to succeed.
- ▶ Special occasion coming up (e.g. birthday, anniversary, fundraiser)? Talk about it!
- ▶ Show off your team's smiling faces in a photo.
- ▶ Encourage supporters to attend your fundraising events.
- ▶ Share a staff member, volunteer, or donor story about why they care.
- ▶ Don't be shy! Periodically make an ask for a donation.

Example: Non-Profit

The Kids Foundation

We provide and care for children of low-income parents after school hours in San Mateo, CA. We have been serving the community of San Mateo for over 45 years by providing support to these families and building lasting friendships.

Our Goals

Spread the word about us throughout our city, share inspirational stories of the families and children that we have helped, and raise enough money to build a new classroom and for future funding of our foundation.

Our Approach

Promote our after-school programs, classes, and community building projects, showcase the families and children that use our services, and express sincere gratitude to our staff, volunteers, supporters, and donors.



The Kids Foundation

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1			
		2		3		
			4			
	5			6		
		7				

One Month of Our Content

- 1 Introduction**
 Tell our supporters that we will be using Rally to keep them up to date on our new classroom project.
- 2 Current Classroom Photo**
 Post a photo of the students in an overcrowded classroom during one of our after school programs.
- 3 Share a Quote**
 Quote a parent talking about how we have positively affected his/her life by providing after school programs for their kids.
- 4 Program Agenda**
 Update our supporters about our program schedule and agenda.
- 5 Board Meeting Video**
 Share a video of our last board meeting discussion on the the new classroom.
- 6 Classroom Project Update**
 Update our supporters on the progress of the new classroom project with a photo.
- 7 Donation Ask**
 Tell our supporters exactly how their money is being used to build our new classroom and ask for a donation.

Example: Political Campaign

Cole Smith

I am committed to making Springfield a better place for our children. As president of the school board, I renovated 5 new schools and reformed our curriculum. I want to bring these common sense values to Washington.

Our Goals

America ranks 25th in mathematics across the world. To compete globally we must improve our children's math and science scores. We must redouble our efforts to enhance mathematic and scientific abilities.

Our Approach

Encourage our best and brightest to become teachers, especially those who would like to teach math and science. Promote math and science after-school programs. Work with both parties to accomplish these goals.



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1			
		2		3		
			4			
	5			6		
		7				

One Month of Our Content

- 1 Cole's Passion**
Share a quote from the candidate about his/her most passionate issue.
- 2 Meet the Team**
Upload a behind the scenes video of campaign headquarters. Interview volunteers & staff about the campaign.
- 3 Education**
Post a photo of the candidate speaking with students at a school.
- 4 Supporter Spotlight**
Share a video of one of your volunteers talking about why he/she supports your candidate.
- 5 In the Community**
Post a photo of the candidate speaking with local professionals (e.g. Firefighters, small business owners, etc).
- 6 Cole Is Just Like You**
Create a humorous video with the candidate. What's their talent? Play an instrument or a sport?
- 7 Donation Ask**
Tell your supporters why Cole needs to raise funds and ask for a donation. Do their donations pay for campaign literature? Phone banking? Pizza for volunteers?

Example: Personal Project

Playground for Maple Park

Maple Park has shady trees and welcoming picnic benches, but it doesn't have a playground for our local children. We would love to create a kid's paradise in our neighborhood complete with monkey bars, swings, and a slide for families to enjoy.

Our Goals

Tell our whole community about the benefits of creating a playground in Maple Park, share testimonials from residents, and raise enough money to build the playground and purchase the necessary equipment.

Our Approach

Promote residential families and children who are in favor of the playground, talk about the importance of community building within our neighborhood, and encourage residents to participate in our initiative.



Playground for Maple Park

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1			
		2		3		
			4			
	5			6		
		7				

One Month of Our Content

- 1 Introduction**
 Announce the playground project to our community and introduce them to Rally as a way for them to contribute and monitor our progress.
- 2 Kids Playing in Park Today**
 Share a video of the kids playing soccer on our current empty sand lot.
- 3 Let the Community Speak**
 Share a quote from a parent or child talking about how they would use the playground.
- 4 Loving the Park**
 Post a photo of a local family enjoying a picnic in Maple Park.
- 5 Playground Update**
 Update our supporters on the progress of the new playground project with a photo.
- 6 Highlight the Builders**
 Interview construction workers as they work on the new playground and share the video with our community.
- 7 Donation Ask**
 Tell our supporters how we are using their money to help build our new playground and ask for donations to reach our goal.

Resources

Rally is here to make fundraising easy. Check out these resources to learn how we can help you easily raise more money for the causes you care about.

TIPS AND GUIDES

Rally Blog

<http://blog.rally.org/>

Useful tips for creating content and getting the most out of Rally. Articles about fundraising and philanthropy.

Getting Started with Rally

<https://rally.org/RallyGettingStarted.pdf>

So you created a cause on Rally. Now what? Download the Quick Start Guide to get going.

The How-To Guide for Fan Fundraisers

<https://rally.org/RallyFanFundraising.pdf>

Get your supporters to fundraise for you! Download our How-To Guide for Fan Fundraisers in our Online Support section.

Building Your Rally List

<https://rally.org/ReachMoreSupporters.pdf>

Increase your supporter count to reach new donors and fan fundraisers! Download our List Building guide for some tips.

SOCIAL MEDIA

Keep up to date through Twitter

<http://www.twitter.com/rally>

Be part of the story on Facebook

<http://www.facebook.com/rally>

CONTACT US

Rally Online Support

<http://rally.org/corp/faq>

In depth online help and answers to common questions.

Contact Rally

<http://rally.org/corp/contact-us>

Call us toll-free: 888-648-2220

Email us: support@rally.org

Rally Website

<http://rally.org>