

## Hello Matador band families!

Fundraising is a big part of our band program's success. To help us, we are using an online fundraising platform called FanAngel to minimize our efforts and maximize our results.

The funds raised this year will be used to help pay for things not covered by the school or district, such as buying props for marching season, paying for sheet music copyright, purchasing new equipment, obtaining and repairing instruments and providing snacks and meals at competitions and events.

To be successful, we need your help. Each family is asked to do their small part to make this fundraising program a success. It takes *EVERYONE'S* participation to make it work.

### Here's what we need from you:

- **STEP 1:** Participant to use a phone or computer. Simply click this link to get started:  
[www.fanangel.com/smhs-bands/join](http://www.fanangel.com/smhs-bands/join)
- Create an account profile using an email checked often
  - **Please note: if you already have a FanAngel account, you must still use this link, then login. It will automatically link this campaign to your profile. If you do not follow the link, you will not be able to connect this campaign to your profile.**
- **STEP 2:** Check or add student name and a **nice smiling headshot** on the first page.
- **STEP 3:** In the bottom right corner, click Add Supporter. Input 20 (or more) valid email addresses and/or cell phone numbers (for texts) of your biggest supporters from around the country. We encourage you to consider family, neighbors, co-workers, friends, etc. The individual fundraising goal is \$300.
- **STEP 4:** That's it – you're done with your part! Now you're welcome to start sharing your profile on social media.
  - Here is a 2-minute video tutorial to help set up your fundraising FanAngel Account at <https://pages.fanangel.com/how-to-share>.

Please **DO NOT** share the above URL - it is only to be used to create your participant's profile. Once the profile has been completed, an email will be sent to the email address used that includes a link to a printable flyer with a personalized URL. **The personalized URL is what you will use to share your participant's profile through social media or personal messages.**

### IMPORTANT NOTES:

1. Once your participant has created their profile and uploaded a picture, please enter email addresses and/or cell phone numbers into the queue. FanAngel will then create emails and texts as drafts which **will be sent at campaign launch date, January 20th**. Note: entering a contact's email address has shown to have better results than entering a contact's phone number (for text).
2. FanAngel uses the industry's most secure privacy and protection standards. Email addresses and phone numbers are **never** shared or sold.
3. FanAngel's automation system will send supporters up to three reminders after launch for emails and two reminders for texts.
4. When donors visit the page, they will see the participant's individual goal in a separate area of the team goal. Individual goals will initially show \$300. Both individual and team goal will automatically increase after the initial goal has been met. This staged goal has been shown to increase online fundraising results.

Please use the following suggestion list to help find quality supporters who both have the desire and means to support our program. If you're not sure if someone would be interested, we highly recommend to still add them - you'll be surprised who is happy to support us.

### Donor Idea List

- Family Friends and Co-Workers
- Grandparents, Aunts/Uncles, Great Aunts/Uncles, Cousins
- Community business contacts: doctors, dentists, lawyers, small businesses
- Neighbors
- Church & Social Friends
- Parent's Alumni friends
- **\*\*We highly suggest not including Teachers and Student Peers.**