FUNDRAISING GUIDE & ADDITIONAL FUNDRAISING STRATEGIES FOR SPEECH & DEBATE TEAMS
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WHY CREATE AN EDCO FUNDRAISING PAGE?

PREPARATION:
- Create your customized fundraising page
- Add team members
- Collect and upload contacts

START FUNDRAISING:
- Create your fundraiser and launch it by sending out emails and posting on social media

HOW IT WORKS:

FUNDRAISING GUIDE FOR SPEECH & DEBATE TEAMS
INTRODUCTION

Financing your season can be daunting. Membership dues, snacks, scripts, transportation, snacks, judges, coach stipends, black books, snacks, curriculum, technology, and did we mention snacks? It can be overwhelming, but you’re not in this alone. You lead an entire team of high achieving students and when you give your students ownership over the fundraising process, you are presenting them with a real-world situation to apply their communicative talents to. They will learn important budgeting, marketing, and networking skills all while showing off their powers of persuasion!

Since 2015, Edco and the National Speech & Debate Association (NSDA) have partnered to enable speech and debate teams/programs throughout the country to raise more funds. Hundreds of speech and debate teams have raised more than $260,000, and that number is always growing.

The NSDA in partnership with Edco has created this guide to help your team maximize your fundraising experience and have the most success using Edco. We have assembled a complete Edco/NSDA fundraising guide appendix that you can access online. The appendix includes tips and information on setting a goal, the art of the “ask”, reaching out to local businesses for donations, how to use social media to increase your reach, email templates, and how to get noticed by the press.
Our findings show that your team will need, on average, $17,800 per year to pay for student travel expenses, tournaments, registration fees, coach travel costs, membership fees, and training materials, yet only $5,200 of that will be covered by your fundraising activities (hosting tournaments, selling products, and hosting restaurant nights) - leaving much to be desired from current efforts. When coaches organize fundraisers, they have trouble getting their students involved, running the events, and starting each fundraiser from scratch since they don't have a dedicated donor database... but it doesn't have to be this way.

While half of coaches still rely on products sales, 27% have begun successfully using online fundraisers, and that number is growing rapidly. Projections show that Speech and Debate teams' usage of online fundraising will double in the near future due to the high adoption intent shown by current non-users.
GATHER INFORMATION ON AVAILABLE FUNDING

There are many different income sources for your team, but it is essential that you know all of your options.

Keep in mind that each principal, school, school budget, district, and state has different rules and regulations.

1. **MEET WITH YOUR PEERS** – Meet with the largest athletic and non-athletic programs at your school. Inquire how they organize their finances, what they receive from the school/district, how their booster organization helps them, who pays for their transportation, and how they help students who can’t afford fees. This information is critical as you meet with others.

2. **SCHOOL BUDGET** – Meet with your principal to see what can be allocated for Speech and Debate. Most budgets are created the year prior, but it is never too early to request for the next season.

3. **ACTIVITY/ATHLETIC DEPARTMENTS** – Investigate what type of stipends your school or district offers to coaches. Also, if you are governed by the same state organization as your sports teams, you could qualify to have your transportation paid through that budget!

4. **BOOSTER ORGANIZATIONS** – Booster organizations can be a tremendous financial help for your team. Investigate what your school, district, and state rules are regarding how booster organizations operate. They may even end up running a fundraiser for you!

5. **CURRICULUM FUNDS** – Most departments have a budget for curriculum. You can ask your English, Social Studies, or Theater department to pay for NSDA School Membership or an NSDA Team Resource Package. The bonus is that all the teachers in your school would also have access to incorporate those lessons into their classes!

Based on the information that you receive, work with your team to find the best way to promote your team’s needs and ask for funds. This is where you and your students can be creative as well as persuasive.

You can –
- Host a showcase for your principal.
- Have students perform at department meetings.
- Mail any of our advocacy articles to your superintendent.

See Appendix page 7: Asking For Donations for more tips on how to approach many of these meetings.
Before reaching out to anyone, create an itemized expense budget. Research the potential costs for your season. Having specific numbers can help your school leadership and sponsors know precisely how they are helping you!

<table>
<thead>
<tr>
<th>Item</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>High School Membership Dues</td>
<td>$149</td>
</tr>
<tr>
<td>Resource Package for the team</td>
<td>$199</td>
</tr>
<tr>
<td>Lifetime Student Membership Fees (for students)</td>
<td>$20 x 10 students</td>
</tr>
<tr>
<td>Judge for a one-day tournament</td>
<td>$85</td>
</tr>
<tr>
<td>Tournament entry fees</td>
<td>$600</td>
</tr>
<tr>
<td>Transportation</td>
<td>$1,000</td>
</tr>
<tr>
<td><strong>Food (snacks/meals during tournaments)</strong></td>
<td><strong>$450</strong></td>
</tr>
<tr>
<td><strong>Total Cost</strong></td>
<td><strong>$2,683</strong></td>
</tr>
</tbody>
</table>

See Appendix page 4:
Goal Setting What You Need To Know for more tips on budgeting.
It may be that your team does get some of the required funds, but you still need to fill some gaps in the budget, especially as your team and travel needs continue to grow.

The following are some practical and time-saving solutions that can help fill those gaps:

1. **TAX CREDIT DONATIONS** – Many states offer a dollar-for-dollar tax credit donation program*. This is a win-win for everyone. Donors get an automatic tax credit, and your team receives funds! Meet with your principal and bookkeeper to find out your state and district regulations.

2. **COMMUNITY OUTREACH/SPONSORSHIP** – Many businesses in your area are looking for more exposure in the community. Consider selling sponsorship packages in exchange for displaying their logo on your team t-shirts, website, and social media postings.
   
   *See Appendix page 12-14: Reaching Out To Local Businesses and Share to Social Media for great strategies in these areas.*

3. **BIG QUESTIONS DEBATE** – Hosting a Big Questions Debate event is one of the most suitable and most accessible ways to earn money for your team. You are literally raising money by competing in the activity in which you participate! For more information about Big Questions Debate visit [https://www.speechanddebate.org/big-questions/](https://www.speechanddebate.org/big-questions/).

These are all tremendous strategies to create consistent cash flow into your accounts! However, the NSDA is proud to partner with Edco because they provide the most time saving and effective way to fund your team!

**WHAT IS EDCO?**

EDCO is an intuitive online fundraising platform designed specifically for K-12 teams, programs, schools, educators, and parents. The concept behind Edco is that you don’t have to sell a product to get the support of your family, friends, and community - who are already willing to donate directly to your team. With Edco, you can set up a landing page enabling you to accept tax-deductible donations and publicize your fundraiser via email and social media integrations. Stand out to potential donors by taking advantage of all the features on your Edco landing page. Add team pictures, videos, updates and news. Edco also stores your donors’ contact information so creating future fundraisers are even easier.

**EDCO’s analytics track all of your marketing activity so you can make smarter decisions on your outreach plan. See how much money you’ve raised, how many emails your team has sent, how many times your campaign has been shared on social media, who has donated and how much time is left in your fundraiser. Edco also sends thank you emails to all donors for you (along with necessary tax information).**

**It is fast and easy to set up - five minutes or less.**

**NSDA teams/programs have dedicated customer support.**

**Save donor information automatically to ensure sustainable fundraising and ongoing community building.**

**No cost to users - service fee is industry low of 4.25% (this rate is only available to NSDA teams!)**
HOW IT WORKS

1. CREATE YOUR EDCO PAGE Use Edco's template to set up a web page, create a goal, upload a team photo and tell your team's story.

2. INVITE YOUR TEAM Invite students, parents and supporters to help spread the word.

3. GET THE WORD OUT Your team uses Edco to share your fundraising page through email and social media.

4. COLLECT DONATIONS ONLINE All contributions are tax-deductible with automated receipts.

5. EFFORTLESS THANK-YOU'S Automatic thank you notes and public recognition for supporters.

6. AUTOMATIC TRACKING No need to keep track of progress, just post pictures and updates to your page to engage donors.

7. REQUEST FUNDS Access funds as needed with no hidden fees.
“Edco has been a huge win for our team’s fundraising the past four years. Edco gives us a trustworthy platform that we can return to year after year, tools that are easy to use for increasing our outreach, and responsive staff who get things done.

With Edco our donors get not only the convenience of giving money online, but also the certainty that their donation is a legitimate, tax-deductible contribution to our team.”

- Micah Everson of Murrah High School, Mississippi, Raised $10,697

“Edco offers prompt support in response to questions. Its use is intuitive and start-up straightforward. Once the initial set-up is accomplished, the fundraiser is easy to sustain.

Carving out time to fundraise can be a challenge. Edco provides a forum where students can reach out to prospective donors even given a few minutes a day.”

- Paul Wexler of Needham High School, Massachusetts, Raised $3,600
EXAMPLES OF SUCCESSFUL NSDA TEAMS

STRATH HAVEN HIGH SCHOOL

Raised $8,643. An average donation of nearly $200.

L.C. ANDERSON HIGH SCHOOL

Raised $25,645 with 89 Active Team Members.
EXAMPLES OF SUCCESSFUL NSDA TEAMS

FALMOUTH HIGH SCHOOL

Raised $2,423 and got press attention.

Falmouth High School
FHS Speech and Debate Team

What we’re all about

$2,423
Raised since March 21, 2020

Our team runs on generosity.
From supporters like you.

Give Today

Shannon Oye
Colby Bell
Sheila Del Toro
Derek Oster
Tina Oster

Kayla Fries
Kathleen McFarland
Sarah Placek
Jesse O'Connor

Falmouth High School speech, debate team shows skill

By Mary-Lou Balfour
Feb 6, 2004

The Falmouth High School speech and debate team is making a name for itself in local and regional tournaments.

The team, which has been around for about five years, has been successful in both public speaking and debate.

The team's success can be attributed to the hard work and dedication of its members.

The team competes in a variety of events, including individual and team events in speech and debate.

In recent tournaments, the team has performed well, earning several awards.

Falmouth High School

Local Events Calendar

Get free

14 / www.speechanddebate.org
Setting up a fundraising page on Edco is free. Edco normally charges a modest 4.9% service fee on donations plus a 2.9%+$0.30 credit card transaction fee. Due to our partnership, Edco offers a reduced service fee for NSDA teams/programs!

<table>
<thead>
<tr>
<th>Setting up a fundraising page on <strong>EDCO</strong></th>
<th>Free</th>
</tr>
</thead>
<tbody>
<tr>
<td>Service fee on donations</td>
<td>4.25%*</td>
</tr>
<tr>
<td>Credit card transaction fee</td>
<td>2.9% + $0.30</td>
</tr>
</tbody>
</table>

*rate only available for NSDA teams

**BOTTOM LINE**

Your team/program will keep over 92 cents on every dollar donated.
ADDITIONAL FUNDRAISING STRATEGIES FOR SPEECH & DEBATE TEAMS

A GUIDE CO-WRITTEN BY EDCO AND THE NATIONAL SPEECH & DEBATE ASSOCIATION
ABOUT EDCO

Since 2014, Edco has been helping school programs raise funds. Our goal is to make fundraising less of a hassle for educators by decreasing the time they invest organizing a fundraiser and increasing the money they raise. We know that educators and parents work hard everyday and shouldn’t have to invest a lot of time in a fundraiser.

Using an online fundraising platform, on average, raises four times as much per student compared to traditional fundraisers (bake sales, car washes, auctions, craft fairs, etc.) and is a paperless, hassle-free experience for all involved.
GOAL SETTING: WHAT YOU NEED TO KNOW

DURING THE COURSE OF THE SCHOOL YEAR YOUR TEAM NEEDS TO SET – AND ACHIEVE – SEVERAL GOALS.

WHY SETTING A GOAL MATTERS

Donors want to feel good about giving. They want to know what cause their money is going toward, whom it impacts and – WHY IT MATTERS. A clear fundraising goal helps supporters picture your bus trip to the National Qualifier... new interpretation scripts... laptop stands... and see how this goal helps your team do awesome things.

WHERE TO START

Decide what you want to accomplish with the money your team raises. Is it for fees? Hosting a tournament? Travel? Whatever the case may be, knowing this will help.

MAKE YOUR TEAM STAND OUT!

USE MEDIA

There are a lot of teams on Edco, make sure you stand out from them.

Use an image and a strong headline...it’s what donors will see first.

When possible, use photos that: include your team, are of good quality, and represent what your team is doing.

Have a video? GREAT, you can use both.

Other best practices include providing updates, sharing on social media and attempting to get press.

CONSIDER

1. My goal is specific enough for supporters
2. My goal is large enough to be meaningful
CREATE A GOAL DESCRIPTION

This is where you add detail about your goal. It’s a great place to say who, what, when and why your goal is important.

QUESTIONS TO ASK

HOW could reaching your goal impact your team... for its members... for the local community?

Why is this goal important to your team... to your school... to your town or city?

HOW MUCH TO ASK FOR?

BUDGET WISELY

Carefully consider how much money you need to raise to meet your goal. This might require making a list of expenses for travel plans, or it could be a simple amount based on the price of an item or an entrance fee. Do be sure to include a small buffer within your budget to account for things like shipping fees, taxes, and Edco’s 4.25%* service fee associated with your account.

Our recommendation is to ask for an additional 10% on top of whatever the actual goal is to cover what’s mentioned above or any unforeseen expenses.

(With Edco, you keep all of your funds regardless if you reach your goal or not).

*4.25% discounted service fee only available for NSDA teams.
We all know that there is nothing like a deadline to get people working. Creating a sense of urgency is an important step for your fundraiser. If you tell someone that you have only five days left to raise money, they’ll feel the pressure and will be more likely to give.

On Edco, you must set an end date for your fundraising goal. This date can be based on an outside date, like a competition entry deadline, or be an arbitrary date your team wants to shoot for. Always leave yourself wiggle room by adding a few additional days just in case. If you are requesting to get your funds via a prepaid credit card, please note that it will take at least 10 business days to receive the card.

For more information on payment, please visit our terms page www.ed.co/terms.

1. YOU CAN ONLY HAVE ONE ACTIVE GOAL AT A TIME.

2. YOU CAN SET NEW GOALS AS OFTEN AS YOU LIKE.

3. ALL GOALS END IMMEDIATELY BEFORE MIDNIGHT EASTERN TIME ON THE END DATE YOU SELECT.

- Review previous team budgets for the “actual” cost of recurring expenses.
- Monitor progress toward your financial goal once you start fundraising to determine if you need to adjust your strategy or get more teammates involved in the fundraising effort.
ASKING FOR DONATIONS

SHARE YOUR PASSION FOR WHAT YOUR TEAM IS ALL ABOUT, FIRST. Your excitement will show how much you care and help donors understand why they should too.

ASK FAMILY, FRIENDS AND PEOPLE IN YOUR COMMUNITY TO DONATE TO YOUR TEAM. People can’t give if they don’t know you need help.

EXPLAIN WHAT THEIR DONATION CAN MAKE POSSIBLE. Be specific about the impact a donation will have on your team. Be clear what your team can do with $5, $100, $500 and more.

STAY CONFIDENT AND BE PROUD OF WHAT YOU’RE DOING. A “no” is not a personal rejection. Most people do not give the first time they are asked. It’s important to establish a relationship.

LET DONORS KNOW THAT WHEN THEY SUPPORT YOU THROUGH EDCO, THEY DO NOT NEED TO BUY ANY PRODUCT. This allows your team to keep an average of 90% more of the money raised.

BE PREPARED TO TAKE MONEY ON THE SPOT. Before approaching a potential donor, load your Edco fundraising page on your mobile phone so donors can give with their credit or debit card on-the-spot. If they are not prepared to make a donation at that moment, let them know they can make a donation on their personal computer or mobile device when they're ready.

TURN ONE-TIME DONORS INTO REPEAT DONORS. Be sure to follow up with each of your donors to thank them. When you do, share pictures and videos to show how their support helped you out. Donors who get responses back and see what their contribution helped make happen are MUCH MORE likely to give again.
Hi [Name],

We’re working hard to achieve great things. Our success depends on the support of our friends, family and community.

You can help by:

1. Making a donation: Your contribution will have a direct impact on sustaining our school activities.

2. Sharing our page: Help us spread the word by forwarding this email to your network of contacts.

Learn more about us: [Fundraising page]

Thank you for the support! :)  
[Your Name]

Hi [Friend's Name],

I’ve got some big news: Our high school speech and debate team is incredible, and we just qualified for the big national competition with teams from all around the country.

We’ve had this dream all year, and now we’re in! But to actually get there, we need to raise money from our friends and families, and I thought you might be excited to help out by making a tax-deductible donation.

Will you chip in $50 (or whatever you can afford) to help?

Here’s the link to our fundraising page: [Fundraising page]

Thank you SO MUCH -- we are incredibly grateful, and I’ll send you some pics from the competition! :)  

[Your Name]
To Whom It May Concern:

My name is [Name], and I am a student with the National Speech & Debate Association team [team name]. I’m writing today on behalf of my team to inquire if your company might be interested in sponsoring our speech and debate team for our 2018-2019 season!

Our team is comprised of highly dedicated and competitive students who travel the country to compete against other top-ranked students at universities including Yale, Emory, Harvard, and Berkeley. We have had students reach elimination rounds at many different invitational tournaments including Yale, University of Florida, Nova Southeastern University, and Emory. We also recently saw four of our students win the district championship in their divisions, which qualified them to the National Speech & Debate Tournament in June!

Throughout the year, we train as a group and participate in local competitions to qualify for our district events. To find out more about the National Speech & Debate Association program, please visit www.speechanddebate.org!

We would be very happy to come out and do a presentation on the NSDA, the learning and leadership opportunities our program provides, and the potential for our team to serve as community marketing for your company. Our previous sponsors have included [X Company] and [Y Company].

For more detailed information about our team, you can visit our websites at the following links:

www.highschool.com/SpeechAndDebateTeam (Team website)

www.facebook.com/SpeechAndDebateTeam (Facebook page)

You can also support our team online by visiting our fundraising page and learning about our latest project:

http://school.ed.co/SpeechAndDebateTeam (Fundraising page)

Thank you very much for your consideration. I look forward to hearing back from you soon!

[Name]
Student,
Speech and Debate Team
SOCIAL MEDIA HOW-TO’S

SHARING YOUR TEAM’S FUNDRAISING CAMPAIGN ON SOCIAL MEDIA HELPS YOUR MESSAGE TRAVEL FAR

Try facebook, instagram, twitter and even LinkedIn

DON’T FORGET to include your campaign link.

ADD PHOTOS, VIDEOS & TEAM UPDATES

“We just qualified for the National Tournament!”

...to keep your campaign fresh and new.

SHARING YOUR TEAM’S FUNDRAISING CAMPAIGN ON SOCIAL MEDIA HELPS YOUR MESSAGE TRAVEL FAR

1

2

DON’T FORGET to include your campaign link.

ADD PHOTOS, VIDEOS & TEAM UPDATES

“We just qualified for the National Tournament!”

...to keep your campaign fresh and new.
POST FREQUENTLY

Depending on how much time you've set for your fundraiser, you can post 2-3 times a week.

#Hashtags

Tag the organization/s you're affiliated with - high school or school district; NSDA or even the town or city where you're based.

TAG THE ORGANIZATION/S

@WeAreEdco on TWITTER, FACEBOOK or INSTAGRAM.

We may just retweet or share your message!
Guide to successful Facebook posts

PHOTOS & VIDEOS REALLY WORK

You’ve heard the expression “a picture is worth a thousand words”, right? Well, on Facebook it’s true. A post with a picture will reach more family and friends than one without a picture.

Know what’s better? Uploading (yes, uploading not linking!) a video. People love watching videos. A short and engaging video can capture attention and inspire your friends and family to give.

SHORT VIDEOS & PHOTOS OF YOU AND YOUR TEAM IN ACTION MAKE YOUR CAUSE FEEL PERSONAL

REMINDERS

Remember
Be sincere but don’t be afraid to add humor and personality to your posts.

Tell people what you need, why it’s important to you and where to give
SAMPLE FACEBOOK POSTS & SHARING

Guide to sharing on Facebook

TIPS TO KEEP YOUR POSTS FRESH

1. CREATE A LIBRARY OF PHOTOS AND VIDEOS THE WHOLE TEAM CAN USE. Great pics can happen whenever your team is together!

2. POST OFTEN. Frequency is the key to making an impact on your audience.

3. ALWAYS INCLUDE THE LINK TO YOUR TEAM’S EDCO DONATION PAGE. Make it easy for someone to support you.

4. DON’T HOLD BACK YOUR ENTHUSIASM FOR THE TEAM. Your passion is what makes friends and family members want to support you.

5. BE “NEWSY”... THINK OF YOURSELF AS A REPORTER FOR THE TEAM. Talk about upcoming events or achievements.

6. TAG PEOPLE AND PLACES. This helps spread your message.

7. SMILE, HAVE FUN, BE FUNNY! But also, ask for the help your team needs.
Local businesses are a great way to get additional funding for your campaigns because they like to support their community— and it's good for business! But, a lot of people ask them for money so you need to stand out.

**SOME TIPS WE RECOMMEND ARE:**

1. *Have a solid pitch*—be able to articulate your cause and state clearly why you need the funds you are looking for.

2. *Use pictures and graphics* that help tell the story.

3. *Talk about what you have already achieved* as a group so they know your team is responsible.

4. If possible, *tie in why the company would be a good fit* as a speech and debate team, your request may be welcomed by corporations that present in public a lot, or with politicians who have the gift to gab as well.
Regardless, local companies like to support local teams. The press, exposure and feel-good aspect goes a long way for local businesses. Contact us at hello@ed.co with any questions!

5. **Thank the company** with a handwritten note (they will get a formal notification from Edco they can use for tax purposes).

6. **Recognize the company on social media** (tag it if you can in the post) so others in your community can see a particular company supported you or your team.

7. **Email or mail the company a photo** of your team using the item or experiencing something that the company’s support made possible (i.e., your team at a tournament or your team in its new uniforms).
PRESS RELEASE HELPER

YOUR TEAM IS NEWSWORTHY!

Getting press coverage (newspapers, radio, and even TV) is not that hard. As with most things, it's all in how you ask.

1. Research the various local media outlets and find out who reports on schools or education. (HINT: Calling the paper or the station is the best way to do this)

2. Once you know who to talk to, email them a press release. Always include your phone number and email so they can contact you! Take a look at our example press releases on the next page.

3. Then, one day after sending the release, try to call the media outlet and “pitch” the reporter. (If you’re lucky they’ll call you first)

   “Hi, this Suzy at George Washington High, did you receive a press release from our speech and debate team?”

   If yes, engage the reporter in a conversation. Invite him or her to the school to meet the team, or to an upcoming tournament. If no, try to send the press release again and still try to chit-chat.

4. STORIES TO PITCH
   - Your team’s achievements, for instance, success at competitions
   - Students from your team go on to great colleges and careers
   - Community service work your team does
   - Using crowdfunding to connect with your local community (crowdfunding through Edco can be a cool tech story)
City, state – January 1, 2019 – The High School Speech & Debate Team at [School Name] has had another exceptional year representing the School at state and regional tournaments, winning X and Y and Z. This team of # students is led by [team advisor name(s)]. Recently, it learned seven of its students have qualified for “Nationals”, an annual tournament organized by the National Speech & Debate Association. [mention names and categories if space allows]

As “Nationals” this year is in Dallas from June 16-21, The Speech & Debate Team must raise an estimated $# for travel, lodging, food, and tournament registration fees. [Team Advisor name] explains, “We’ve employed crowdfunding to raise money to help the students offset the cost. They have worked so hard all year and have done excellent work, so we’d love to get them to compete with the best of the best from around the country.”

To learn more about this team and the opportunity to support their journey to “Nationals”, please visit [team campaign link]. Donors will receive a letter for tax purposes and will feel confident their donation is directly helping these young people.

About High School Speech & Debate Team
Established in 1992, the High School Speech & Debate Team has prepared 500+ students for competitions, including many who qualified for the National Tournament in categories like Original Oratory, Extemporaneous Speaking, Policy Debate, Lincoln-Douglas Debate and others. This team meets over the course of the academic year and is supported in part by its local school district, the high school’s Booster Team, and individual and business donors.
overview

I. Why Create an Edco Fundraising Page?

II. Preparation:
Create your customized fundraising page
Add team members
Collect and upload contacts

III. Start fundraising:
Create your fundraiser and launch it
by sending out emails and posting on
social media
WHY CREATE AN EDCO FUNDRAISING PAGE?

- **It’s FAST**
  you can set up your fundraising page in under five minutes.

- **Make fundraising a team sport**
  include your entire school/team in the fundraising process.
  It isn’t your responsibility alone to fundraise.

- **Sustainable fundraising**
  Edco stores your contact and donor lists so you’ll have a great jumping off point for your next fundraiser and beyond.

- **Integrated tools**
  promote your fundraiser via email and social media from a single place.

- **All donations on Edco are tax-deductible**
  Edco even sends your supporters automated thank you notes including relevant tax information.

- **Instant access to funds**
  Edco processes the payments and sends the funds you’ve raised to your school/501(c)3 account or prepaid card for fast use.
Creating your fundraising page takes less than five minutes:

1. CREATE AN ACCOUNT ON EDCO (name & email)
2. FIND YOUR SCHOOL USING NAME AND ZIP CODE
3. UPLOAD ONE PICTURE
4. NAME YOUR FUNDRAISING PAGE
5. WRITE A BRIEF DESCRIPTION OF YOUR SCHOOL/TEAM

Fundraising Page Example
Adding Team Members To Your Fundraiser

**TEAM MEMBERS ARE ANYONE THAT HAS A VESTED INTEREST IN HELPING YOU FUNDRAISE.**

Potential team members include: Students, parents, faculty, school administrators, alumni, etc.

From your dashboard click “Add Team Members”

Enter the email addresses of everyone you’d like to invite to join your fundraising team (separate email addresses with a comma)

Finish by clicking “Add Team Members”
Edco will send out an email explaining how to join your fundraising team

The email your team members will get

Hello,

Your fundraising team leader created a page on Edco to make it easier for your school/team/group to raise money. They’ve asked you to join the fundraising team!

Start by visiting your fundraising page: https://valley-high-ia-50266.ed.co/friends-of-valley-debate

Next click the “Are you a team member?” button (see below picture).

If you need any help joining the team, watch this short video. If you have any other questions, please email Nathan at nathan@ed.co or schedule a call with him at a time that works for you.

Here to help,
Edco Community Success Team
Why adding team members to your fundraiser is a crucial step...

FACT
MORE TEAM MEMBERS = MORE FUNDS
Teams with 6-9 members see better results than teams with fewer members. Teams with 10 or more members typically raise 53% more funds on average.

MORE TEAM MEMBERS MEANS YOU’LL HAVE MORE PEOPLE TO:
- Solicit for donations & share your fundraiser on social media

GIVES DONORS THE ABILITY TO ATTRIBUTE THEIR DONATION TO AN INDIVIDUAL ON THE TEAM (AND THEY LOVE THAT!)

HELPS BUILD YOUR CONTACT, DONOR, AND ALUMNI BASE FOR FUTURE FUNDRAISERS - LEADS TO SUSTAINABLE FUNDRAISING YEAR AFTER YEAR.

Collect and upload contacts

ASK EACH OF YOUR TEAM MEMBERS TO SUBMIT CONTACT INFORMATION
name and email
FOR AT LEAST 10 POTENTIAL DONORS.

MORE CONTACTS = MORE FUNDS

CONTACT INFORMATION OF POTENTIAL DONORS CAN BE ADDED ONE AT A TIME OR BY UPLOADING A CSV FILE.

Why collect and upload contact information?

THE MORE CONTACTS YOU HAVE, THE BIGGER YOUR REACH BECOMES.

THAT MEANS YOU’LL BE ASKING A LARGER GROUP OF PEOPLE TO HELP YOUR FUNDRAISER BY:
- Donating
- Submitting the contact information of potential donors
- Sharing your fundraiser on social media
- Checking with their employer about matching their donation
03 START FUNDRAISING!

Time to Create Your Fundraiser

CREATE A FUNDRAISER NAME

UPLOAD A PHOTO

WRITE A BRIEF DESCRIPTION OF YOUR FUNDRAISER
(what you’re raising money for)

CREATE CUSTOM GIVING LEVELS
(explaining what each giving level means to the team)

Once you have this, your fundraiser will be live and ready for launch!

Time to launch your fundraiser!

Kick off your fundraiser by sending out emails to all of your contacts and posting it on social media (with one click!).

SEND OUT 1-2 EMAILS PER WEEK TO ALL OF YOUR SUPPORTERS THAT:

- Notify everyone the fundraiser is live
- What they can do to help (see page 22)
- Update them on fundraising progress
- Say thank you for their support
Let's Talk!

EdCo would love to help your team/program. For questions or support about Edco call Nathan Spevack at 212.336.3828 or email nathan@ed.co.

Sign up now at https://www.ed.co/nsda/

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