

Mobilizing Support for Tostan

Toolkit for Online Fundraising



Boundless Creativity: An Invitation from Visionary Grassroots Leaders

Thank you for choosing to mobilize your friends and loved ones with Tostan by hosting an online fundraiser!

You are joining a growing movement and network of changemakers, who we call Global Mobilizers. Our theme is Boundless Creativity because we are inspired by the creative leadership rising from the grassroots and the potential for women, men and communities to flourish with the support of visionary leaders like you.

We hope you will share your innate creativity and your story as you create your crowdfunding page. Here are some guideposts to help you succeed.

1. Create your fundraising page through Tostan

Visit [Tostan's campaign page](#) and click "Become a Fundraiser". Follow the steps to set up your campaign as an individual or a team.

Personalize your page with a story and photo - how does the mission of Tostan resonate with or inspire you?

Set a personal fundraising goal - be ambitious! You can always change it later.

Make a donation through your page. Put your money where your mouth is!

Make updates to your fundraising page throughout the campaign to keep your friends and donors engaged.

2. Email your friends and family

Be heartfelt and be specific about what a gift will achieve for Tostan. Your personal story and reason for mobilizing support for Tostan is the strongest case you can make.

Be clear about your fundraising goal and make a direct ask for a donation.

Include the link to your individual fundraising page.

Thank them in advance for their gift, no matter how small it may seem to them.

3. Get the word out on social media

Share the link to your fundraiser on all your social media accounts and repost throughout the campaign.

Be personal - tell your friends why the mission of Tostan matters to you.

Be creative - include photos, a video, or a personal anecdote.

Most importantly, have fun!

4. Thank your supporters

Thank them privately through a phone call or text.

Thank them publicly and tag them on social media.

#TostanCreate, #DignityforAll