



Cause guidebook

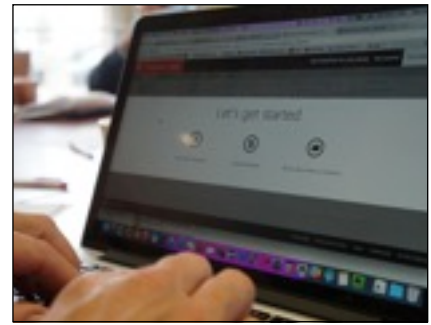
How to reach your fundraising goal

Getting started

What to expect

For many people, fundraising can be a new experience. It can be hard work but can also make amazing things happen. Kiteflyr will help you along the way and help reach your goals.

To start with, we recommend looking at other cause pages on the Kiteflyr website to see how they do things. There is no one right way, but seeing other causes can give you an idea on what you do and don't want to do. And of course, our team is here to help, so don't be afraid to ask questions or ask for help.



Assemble a team

You can do it alone, but we've experienced that gathering a team of people willing to help not only increases your chances of making your goal, it also makes the whole process more fun! Getting help with spreading the word, sharing your cause on social media or even help with distributing flyers can really help your cause. Maybe make a night out of a brainstorm meeting with some food and drinks to get the inspiration going!



Running your cause page

How can people donate

You can receive donations on your cause page in two ways: direct donations and donations through the Wallet. Direct donations are made by credit or debit card transaction or through online banking on the Kiteflyr website. We charge a 6% admin fee on this, plus pass on the 2.5% payment processing fee, so you will receive 91.5% of each direct donation. This is paid out on a monthly basis to your verified bank account.



Donations through the Wallet are made when supporters sign up to any of our partner Wallet companies: insurance, electricity or broadband. A percentage of their monthly bill will be donated without costing them, because the partner company pays for it! What's even better is that you don't pay an admin fee on these donations: 100% will end up with your cause!

Promoting your page

There are many ways in which you can promote your cause page out to your supporters, friends, family and further. We list the main ones here, but as you know your whanau best, it's up to you to decide which ones to use: think outside the box and communicate with them how you would normally.

Email

Supporters that visit your cause page from an email link are said to donate more, so send your friends, family and whanau an email to introduce your cause and ask for a contribution.

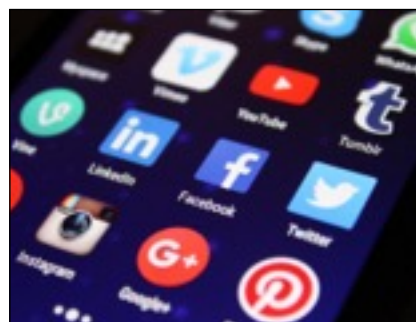
Calling

If you feel that an email is not personal enough, we recommend calling people on the phone: old school! Speaking to someone about your cause can really show your passion for your goals and help you get donations.



Txting

We send you a txt after you start your cause to forward on to your contacts. It's a quick and easy matter of copy-paste and has a bigger chance of being read than an email, as emails can sometimes get lost in the mass in someone's inbox.



Social Media

Nowadays, there is hardly anyone without any sort of social media profile. It can be a great tool to spread the word far and wide, as your friends can share it with their friends etc.

Facebook and Instagram are the most popular ones in New Zealand, but you can use all of them. You can even consider using YouTube to record a short video with your phone, which you can share across the other networks too. Be creative!

Website/newsletter

If you're an organisation/school/charity, you can use your website and newsletter to promote your cause out to your supporters. Think out of the box in terms of creative ways to use these tools: competitions, videos etc. can get your message seen more often than a written text.

Flyers

Our team will design a flyer for your cause, for you to distribute in your local community. Think supermarket notice boards, reading tables in local cafes etc. You can also share this flyer digitally, by attaching it to your emails or sharing it on social media.

Keep everyone updated

It's very important to keep your supporters engaged with your cause and how your fundraising is going. Setting up a page and not looking at it until you're done doesn't work, so we recommend posting regular updates on your page through our updates function.

After your cause is finished

Thank your supporters

It can be easy to forget about this after your cause finished, but whether you reached your goal or not, people took their time to support you. So it's very important that you make sure you thank everyone. You can use the easy tool in your Kiteflyr account for this: it will automatically thank everyone who donated to you on our website, even the anonymous donations!