RALLY FOR CHABAD CAN HELP YOUR CHABAD HOUSE

Empower your students and alumni to raise funds for your Chabad House utilizing the exciting rallyforchabad.com social fundraising platform!

For all Rally for Chabad resources, please visit chabad.edu/rally

For assistance setting up or running your campaign, please contact rally@chabad.edu or 718-510-8181.

Rally for Chabad is a project of Chabad on Campus International Foundation

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Contents

About & Dates .................................................................4
How It Works ...............................................................5
Marketing Materials .......................................................6
Donation Information .....................................................6
How to Download Donations ...........................................8
Incentive Prizes ............................................................9
About

Students want to give back to Chabad and Rally for Chabad is a fantastic opportunity for them to do so!

Rally for Chabad offers an exciting, goal-oriented and competitive platform for students to raise funds for your Chabad House.

In addition, by participating in this campaign students will gain an appreciation of the fundraising needs of your Chabad House and after they graduate they will be more inclined to help support your work.

Dates

Rally for Chabad will be live for only one month!

The following are the dates for the 2014 Rally for Chabad campaign:

Set Up Your Campaign: Tuesday, 21 Shvat, January 21, 2014
Rally for Chabad Begins: Tuesday, 27 Shvat, January 28, 2014
Rally for Chabad Concludes: Wednesday, 26 Adar Aleph, February 26, 2014
How It Works

Joining the campaign is simple!

1. Set a fundraising goal for your Chabad House ($18,000, $10,000, $5,000, etc.).

2. Create a fundraising page for your campus at RallyForChabad.com.

How to get started:


b) Select "register" and type your first name, last name, email address and password. Select "that was quick!"

c) Email rally@chabad.edu with your fundraising goal and name of your campus.

d) Your campus page will be created and you will become the leader of your campus.

e) Edit your campus page image, text, video, url and fundraising goal by visiting www.rallyforchabad.com, typing the name of your campus in the search box, and selecting your campus.

3. Invite students who you are close with and who you think might join Rally for Chabad to a meeting about this exciting campaign.

At the meeting you can:

- Offer a delicious dinner.
- Teach a short class on the concept of Tzedakah (for two new Tzedakah classes written by Rabbi Dov Greenberg, visit chabad.edu/rally).
- Educate students about the financial structure of your Chabad House.
- Empower students to make a real difference and create a fundraising goal of their own! Divide up the goal you set for your Chabad House among the participating students (you can also set your own personal fundraising goal to help meet your Chabad House reach its goal).
- Show students how to set up their very own Rally for Chabad webpage.
- Review best practices for running an effective campaign.
- Review the incentive prizes (listed below).
- Give each participating student a free Rally for Chabad t-shirt!
Marketing Materials

Be sure to visit chabad.edu/rally for the following resources to help you run a successful campaign:

- Brief Rally for Chabad Manual
- Video of Rally for Chabad Webinar
- Newly Designed Customizable Flyer for Students
- Newly Designed Facebook Profile and Cover Photo Images
- Two New Tzedakah Classes Written by Rabbi Dov Greenberg
- Order Form for Free RFC T-Shirts
Donation Information

- All donations made through Rally for Chabad are processed through Chabad on Campus International Foundation after the campaign ends.
- Donors will receive an automatic donation confirmation email immediately after contributing. Be sure to send all of your donors proper thank you letters and donation receipts.
- There is no charge to join Rally for Chabad.
- Funds raised through your campaign are subject to an 8% processing fee which covers the credit card processing fees and other administrative costs.
- Funds raised through the campaign will be transferred to your Chabad House within approximately 30 days after the campaign closes. The campaign will close at midnight EST on Wednesday night, February 26, 2014.
- RallyBound and Chabad on Campus International Foundation will not disclose to any party, other than you, the confidential information relating to your donations.
- Periodically, Chabad on Campus may email participating students through the database during the campaign to let them know about incentive prizes, how much time is left, and to encourage them to meet their fundraising goals.
How to Download Donations

You will receive an email every time someone donates to your Chabad House. The email will include the name of the donor, donation amount and donor email address.

The donor will receive an email confirmation when they donate, confirming that they donated to your Chabad House and that their payment went through.

- Go to the "My Fundraising Report" tab in your HQ
- You will see all the donations made to your own page as well as donations made towards your Chabad House’s campaign and the related contact information.
- You can export this information by clicking on the "Download as CSV" link on the top of each table.
- Upload the excel sheet to your donor management database (SalesForce, CMS, Donor Perfect, etc.)
- Send donors proper thank you letters and donation receipts.
Incentive Prizes

Chabad on Campus is offering the following prizes to incentivize students who are participating in Rally for Chabad!

- A free Rally for Chabad t-shirt for every student who sets a goal!
- Students who raise more than $1,800 will be entered to win two free tickets anywhere in North America (up to $750 in total)!
- The three students who fundraise the most will each receive an iPad Mini!
- The first ten students who fundraise $500 will each receive an exclusive Chabad on Campus sweatshirt!
- The first five Chabad Houses that fundraise $5,000 will receive $360 each!

At the conclusion of the campaign, please show appreciation to the participating students by taking them out for dinner, buying them a gift, publicly thanking them, etc.

We hope you take advantage of this unique fundraising opportunity and wish you tremendous hatzlacha with it!

Sign up now at RallyForChabad.com!

Please visit chabad.edu/rally for all RFC resources and email rally@chabad.edu if you have any questions or for assistance running your campaign.