

**tover**<sup>®</sup>  
purposeful play



# Tips & Tricks

funding

# General information



## Beat the drum

Let everyone know you're saving up for a Tovertafel. **Put up posters, leave flyers on the reception desk, send out a newsletter** to all your relations and inform the board of your organisation of your wish.



## Provide a starting amount

Whether you are saving online or organising a **fundraiser**: if you know someone who wants to make a donation, ask them to do so immediately. **Their donation will motivate others to give too.**



## Share successes

A large or a small donation, the last cupcake that was sold or almost hitting the target amount: **every success is an opportunity to communicate** and to remind people that you are raising money for a good cause!



## Create a poster with a QR code for a payment request

Some banking and payment apps can generate a QR code for payment processing or bank transfers. **Make donating as easy as possible.** With a QR code, donors simply scan and donate.



## Offer donors a reward for their support

Encourage people to make a donation by offering a fun incentive. This can be something small for small donations (e.g., a picture sent by e-mail) or something **bigger for bigger donations** (e.g., a homemade cake).

# Online Crowdfunding



## Explain clearly why you want a Tovertafel

No matter what platform you use to launch your campaign,

- you need to explain clearly what the benefits are for your employees or clients.

Sample texts can be found in our [toolkit](#).



## Make it personal

Introduce the faces behind the campaign.

- Include a quote by an employee.
- Show a picture or video of the relevant facility.
- Shine the spotlight on the team

You don't have to show people's faces; a picture of a hand resting on the table can be enough to tell a story.



## Communicate regularly

Keep your campaign alive and make sure the attention doesn't dwindle! Crowdfunding requires effort.

- It is important to keep potential donors engaged.

For example, come up with playful promotional activities to highlight your campaign.



## Try to reach your target amount within a set timeframe

This may sound contradictory, but this will help keep the campaign's momentum going.

- If potential donors see that a deadline is coming up, they are less likely to delay (and forget about) donating.

Many crowdfunding platforms have a target amount which is collected during a specified time period.

# Socials



## Create a Facebook action page where people can make a donation

How? In your Facebook profile, go to Fundraisers, choose a category, and determine your fundraising goal. This will increase your visibility and people can donate easily.



## Tag us in your socials and we'll share your posts

Ask others to share your posts, too.



## Use a special hashtag

This will make the campaign recognisable for your followers on social media.

**tover**<sup>®</sup>  
purposeful play

