

Building Out a Fundraising Campaign

Chris Newcomer, Natallie Flinn



Agenda

- Quick Tips & Tricks
- Creating a High-Engagement P2P Fundraising Experience
 - Milestones
 - Badges
 - Milestone Emails
- Building Your Fundraising Milestone Strategy
- Hands-on Workshop



Chris Newcomer



Peer to Peer Fundraising Lead

Natallie Flinn



Senior Technical Account
Manager

Fundraising Campaign: Quick Tips & Tricks

*Before the Game Begins:
Set Your Fundraisers Up to Win*



Words from the Wise

● Make It Hard to Say No

- **Customize Donation Description:** Share your fundraising purpose, explain how funds will be used, and highlight the impact of every donation.

Donations>>Setup>>General Settings

- **Customize Default Fundraising Message:** Provide fundraisers with mission-driven messaging that inspires action - so they are setup for success from the beginning. **Fundraising>>Individual**

Fundraisers>>General Settings

- **“There’s No Shame in Shaming”** Don't be afraid to appeal to emotions. People are more likely to give when they feel a connection to the cause.



Marine Corps Marathon Semper Fi & America's Fund Team 2026

Donation Goal: \$500,000

Semper Fi & America's Fund cares for our Nation's critically wounded, ill, and injured service members, veterans, and military families. Supporting all branches of the U.S. Armed Forces, we provide one-on-one case management, connection, and lifetime support.

Our work focuses on three mission pillars:

- Service Member & Family Support – provides direct financial assistance and vital programming for combat wounded, critically ill, and catastrophically injured service members and military families during hospitalization and recovery.
- Transition Assistance – incorporates a proven holistic approach that helps those we serve connect and grow, post-injury or following illness.
- Integrative Wellness – applies a holistic approach to long-term health, providing tools to improve body, mind, and spirit.

All grants, which are given on a needs-based basis, are delivered through a one-on-one case management relationship, the result of which is life-changing and lifesaving. Since our founding, The Fund has provided assistance to over 39,000 service members, veterans, and military families.

Semper Fi & America's Fund is celebrating 22 years of providing unique and innovative programs to support our nation's critically wounded, ill, and injured service members, veterans, and military families. Supporting all branches of the U.S. Armed Forces, they provide one-on-one case management, connection, and lifetime support.

Today. Tomorrow. Together.

Every combat wounded, critically ill, and catastrophically injured U.S. service member and military family will experience the appreciation and respect of our supporters. Our warriors and their families will achieve the highest possible quality of life and independence in a loving, caring, and committed community. They will not be forgotten on their road to recovery.

The Semper Fi & America's Fund has been awarded the highest ratings from watchdog groups: A+ Top Rated Charity from CharityWatch, and 4 Stars from Charity Navigator. To learn more about the Semper Fi & America's Fund please go to thefund.org.

Thank you for supporting the Semper Fi & America's Fund and for helping those who have given so much in the name of freedom!

A Little More Wisdom

- **Make It Easy to Say Yes**

- **Donation Levels:** Offer a range of donation amounts so every supporter can find a level that's right for them. *(If every donation level feels out of reach or intimidating, supporters may choose not to give at all.)*

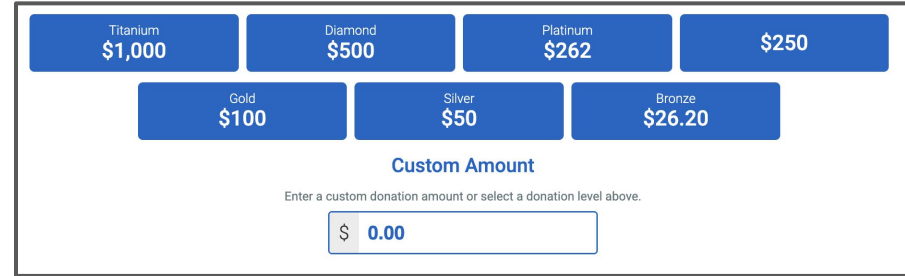
[Donations>>Setup>>General Settings](#)

- **Donation Checkbox or Checkout Add-on:** Give registrants one final opportunity to contribute before completing their registration.

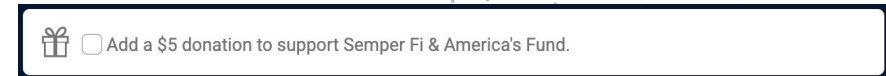
[Donations>>Charity Partners](#)

[Donations>>Setup>>Checkout Add-on](#)

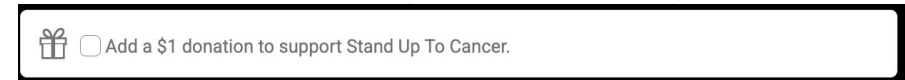
- **"No Donation Is Too Small"** Remind supporters that every dollar counts and every contribution matters.



The screenshot shows a donation interface with six blue buttons arranged in two rows. The top row contains 'Titanium \$1,000', 'Diamond \$500', 'Platinum \$262', and '\$250'. The bottom row contains 'Gold \$100', 'Silver \$50', and 'Bronze \$26.20'. Below the buttons is a 'Custom Amount' section with a text input field containing '\$ 0.00' and a small instruction: 'Enter a custom donation amount or select a donation level above.'



The screenshot shows a checkbox add-on with a gift icon and the text: ☐ Add a \$5 donation to support Semper Fi & America's Fund.



The screenshot shows a checkbox add-on with a gift icon and the text: ☐ Add a \$1 donation to support Stand Up To Cancer.

Wisdom Worth Sharing

- **Make It Simple to Share**

- **Default Fundraising Message:** Give fundraisers a ready-to-share story that clearly communicates your mission.

[Fundraising](#)>>[Individual Fundraisers](#)>>[General Settings](#)

- **Customize Fundraiser Share Text:** Set fundraisers up for success with messaging designed to inspire donations.

[Fundraising](#)>>[Individual Fundraisers](#)>>[General Settings](#)

- **Donation Confirmation Email:** Include matching gift information to help donors maximize their impact.

[Donations](#)>>[Setup](#)>>[General Settings](#)

Double Your Donation Today! Do you know if your company has a matching gift program? Check with your Human Resource department to see if your company matches employee gifts. If they do match employee gifts, make sure to use this opportunity by having your employer match your contribution!

\$9,510 Raised of \$20,000



21 years running for the Semper Fi & America's Fund!

So excited to be back as a member of the Semper Fi & America's Fund 2026 Marine Corps Marathon team! 2026 will be my 21st consecutive year at the MCM running for the Fund, and 20th Marine Corps Marathon!*

*(2023 was a 10K year due to an injury)

Here's to another great year of injury free training, joyful fundraising, and celebrating another memorable MCM weekend with all the amazing folks at the Semper Fi & America's Fund, the Team Semper Fi athletes, and my fellow community athletes.

Now let's get to work!

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Thank you for supporting the Semper Fi & America's Fund and for helping those who have given so much in the name of freedom!

Recognitions



[View All Recognitions](#)

Top Donors

\$9,510 Raised By 4 Donors

\$4,455 On Behalf Of GE Aerospace Foundation Matching

\$4,455 on behalf of Painting For Patriots



Supporting Charity
Semper Fi & America's Fund



Natalie May Runsignup

Just now · 🌐



GIVESIGNUP.ORG

PTC's Annual 5K and 1K Hybrid Event

Philadelphia Theatre Collective's Annual 5K and 1K are hybrid events this year! For our 2026 event, we are offering flexible options to make sure that everyone can be included in PTC's TWENTY-TWENTY-FUN...

Wisdom For The Win

- **Make It Fun to Keep Going**

- **Fundraisers Milestones:** Smaller milestones create frequent wins that encourage continued engagement.
- **Fundraiser Milestone Notifications:** Recognize progress as it happens to keep momentum high, while encouraging fundraisers to take the next step toward their goal.
- **The Power of Winning:**
 - People are naturally motivated by progress, achievement, and recognition
 - Unlocking badges and reaching milestones turns fundraising into an engaging experience where **every achievement feels like a win**

Which leads us to...Gamification!

Gamification: Creating a High-Engagement P2P Fundraising Experience

Milestones, Badges, and Notification Emails:
*Turn fundraising into an interactive experience
participants actually want to engage with*

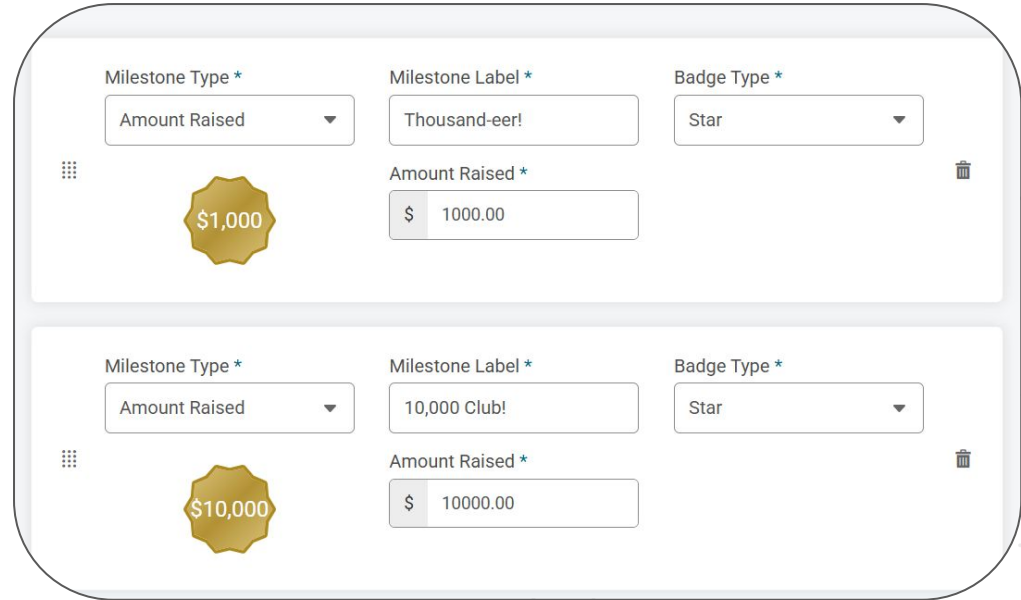


Why Milestones, Badges & Recognition Matter

- **Keeps Fundraising Momentum Going:**
 - Common reasons why fundraisers stop fundraising:
 - They don't know what to do next
 - They never receive recognition
 - Experience feels static after registration
 - Lack of communication or reminders
- **Proven psychology behind gamification**
 - Why Gamification works
 - Unlockable achievements create anticipation and motivation
 - Fundraisers are more engaged when they can track what's next
 - Progression system displays milestone badges in clear achievable goals
 - Social sharing of fundraiser accomplishments

What are Fundraiser Milestones?

- **Fundraiser Milestones**
 - Milestones are progress markers you can setup for things like Amount Raised and/or Number of Donors
 - Badges are also added to the Trophy Case on their Fundraising Website
- **First step is to set up milestone levels**



The screenshot displays a user interface for setting up fundraiser milestones. It features two identical configuration cards, each with a trash icon on the right. Each card contains the following fields:

- Milestone Type ***: A dropdown menu with "Amount Raised" selected.
- Milestone Label ***: A text input field. The first card has "Thousand-er!", and the second card has "10,000 Club!".
- Badge Type ***: A dropdown menu with "Star" selected.
- Amount Raised ***: A text input field with a dollar sign prefix. The first card has "1000.00", and the second card has "10000.00".

Below each set of input fields is a preview of a gold star badge. The first badge displays "\$1,000", and the second badge displays "\$10,000".



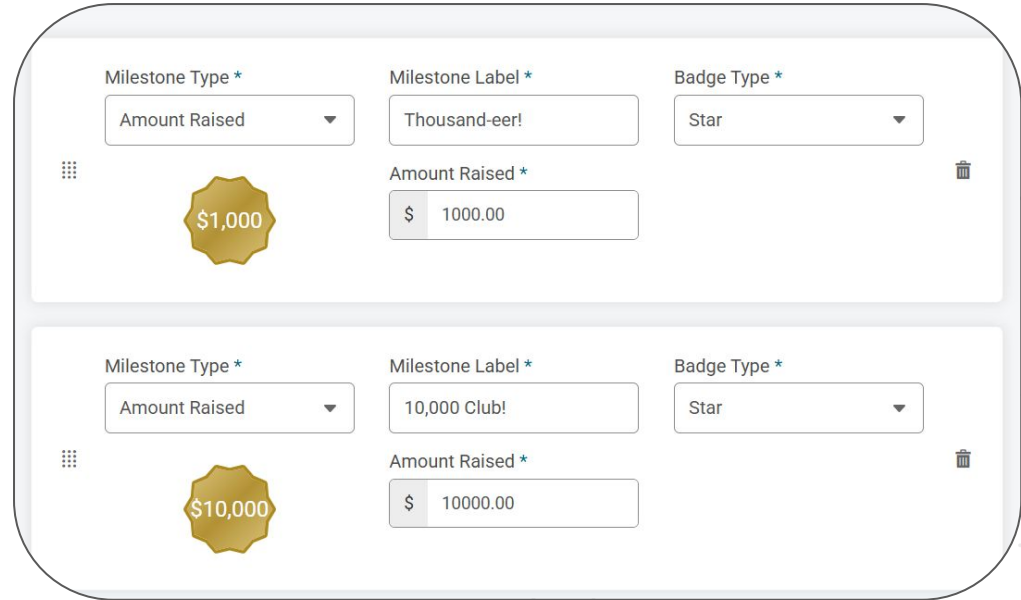
DASHBOARD
LOCATION

Fundraising ➤ Individual Fundraising ➤ Fundraiser Rewards ➤ **Add Milestone**

What are Milestone Badges?

- **Milestone Badges**

- Default Badges are created based on the milestones you set
- You can also create your own custom ones, which is highly recommended for branding and elevating the fundraising experience



The screenshot displays two identical default badge configurations within a rounded rectangular container. Each configuration includes a grid icon on the left, a trash icon on the right, and three main input fields at the top: 'Milestone Type *', 'Milestone Label *', and 'Badge Type *'. Below these is a visual representation of the badge (a gold star) and a corresponding 'Amount Raised *' input field.

Milestone Type *	Milestone Label *	Badge Type *	Amount Raised *
Amount Raised ▼	Thousand-er!	Star ▼	\$ 1000.00
Amount Raised ▼	10,000 Club!	Star ▼	\$ 10000.00



DASHBOARD
LOCATION

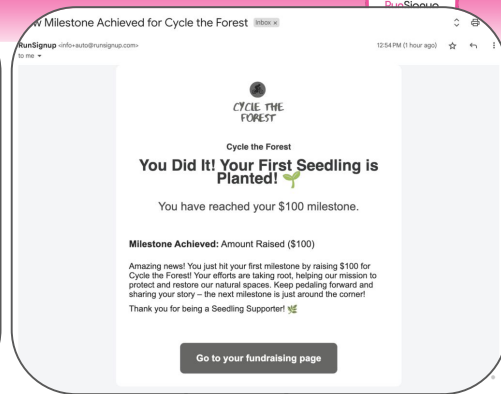
Fundraising ➤ Individual Fundraising ➤ Fundraiser Rewards ➤ **Add Milestone**

What are Fundraiser Milestone Notifications?

Once your Milestones are created, you can add the fundraiser milestone notifications

- **Important:** you will not see the link to “Configure the achieved email” until you *set up the milestone* and re-enter Fundraiser Rewards
- Select the option to send a notification when the milestone is achieved
 - Add a custom message congratulating them on their progress!

This screenshot shows the 'Milestone Email Content: Seeding Supporter' form. It includes a 'Send Email When Achieved?' section with a checked checkbox for 'Send email notification to participant when this milestone is achieved.' Below this is an 'Email Title' field with the text 'You Did It! Your First Seeding is Planted!'. The 'Email Message' section contains a rich text editor with the following content: 'Amazing news! You just hit your first milestone by raising \$100 for Cycle the Forest! Your efforts are taking root, helping our mission to protect and restore our natural spaces. Keep pedaling forward and sharing your story – the next milestone is just around the corner! Thank you for being a Seeding Supporter!'. The form has 'Save' and 'Cancel' buttons at the top right.



This screenshot shows the 'Individual Fundraisers: Fundraiser Rewards' form. It includes fields for 'Milestone Type *' (set to 'Amount Raised'), 'Milestone Label *' (set to 'Seeding Supporter'), and 'Badge Type *' (set to 'Custom'). There is a 'Badge Image' section with a placeholder for an image and a 'Choose your image' button. The 'Amount Raised *' field is set to '\$ 100.00'. At the bottom right, there is a link 'Configure the achieved email.' with a red arrow pointing to it.

Fundraiser Milestones

Customer Examples

- **Pedal the Cause**
- Custom badges for milestones
- Notifications with *real* rewards

Milestone Type *
Amount Raised

Milestone Label *
Podium

Badge Type *
Custom

Badge Image

Choose your image
You can upload .png, .jpeg, .jpg, or .gif files.

Amount Raised *
\$ 25000.00



[Configure the achieved email.](#)

Send Email When Achieved?
☒ Send email notification to participant when this milestone is achieved.

Email Title
You're on the Podium, congratulations! You are at the TOP of our Top Fundraisers!

Email Message
This message will show in the notification that is sent.

File Edit View Insert Format Tools
Paragraph A B I U List Link Undo Redo
WOW!!! You made it to Podium! Thank you for all your hard work and dedication!
100% of what you have raised will directly fund transformative cancer research at Siteman Cancer Center and Siteman Kids at St. Louis Children's Hospital.
Your efforts have earned you 6 extra ticket to Taste the Cause. If you are a registered rider or spinner, you already receive a ticket for yourself to Taste the Cause. Now you can bring guests!
Claim your guest ticket here: <https://www.givesignup.org/Race/Register/?traceId=168224>
Enter the code at checkout to apply your discount.

Fundraiser Milestones

Customer Examples

- Marine Corps Marathon
- Fun, custom badges
- Team captain recognition



Fundraiser Milestones

Customer Examples

- **Asylum Pride House**
- Bright colorful badges
- Using first donation badge

Trophy Case for Chris Newcomer

 Recognitions

5/5

Amount Raised



Recognitions



Fundraiser Milestone Notification

Example Text Halfway There

Hello!

You are halfway to your goal! We are so grateful you have taken your time and energy to support our organization. Keep sharing your fundraising page with friends and family and you'll be at your donation goal in no time.

Thanks!



Fundraiser Milestone Notification

Example Text: Goal Achieved

Hello!

Congratulations you have hit your goal! We are so grateful you have taken your time and energy to support our organization. Don't forget to pick up the swag you earned when you check in on event day!

Thanks!



Building Your Fundraising Milestone Strategy

Create a fundraiser milestone journey to encourage participation from first donation to final goal.



Milestone Badge Types

- First Donation
- Amount Raised
- Team Member
- Team Captain
- Goal Reached
- Number of Donors
- Custom Question

Milestone Type *

— Select A Milestone —

Badge Image



Choose your image

You can upload .png, .jpeg, .jpg, or .gif files.

Fundraiser Milestone Tips & Tricks

- **Build early momentum:** Start with an easy “quick win” milestone to kick things off
- **Achievable Milestones:** Use a milestone progression that feels motivating.
- **Strategic Spacing:** Space milestones to allow consistent fundraising engagement
- **Recognize Actions:** beyond fundraising totals (first donation, team captain, etc.).
- **Exciting Milestone Names:** Use names that are motivating and accomplishment-driven.
- **Goldilocks:** Avoid creating too few or too many milestones
 - Too few = boring
 - Too many = hard to follow

Creating Your Fundraiser Milestone Strategy

Planning Questions

- What milestone levels will feel motivating and achievable for your audience?
- What early “quick win” milestones can help build fundraising momentum?
- What achievements or behaviors should be recognized with badges or rewards?
- How will you keep fundraisers engaged and motivated after they register?
- What fundraising moments should trigger automated emails, notifications, or recognition?

**The goal isn't just creating milestones —
it's building a fundraising experience that keeps participants motivated and engaged.**

Creating Your Fundraiser Milestone Badges

Planning Questions

- What badge themes or visuals would resonate most with your audience?
- Will your badges follow a progression or tier system (gold, silver, bronze?)
- What can you do to make your badges feel exciting, recognizable, and share-worthy?
- Do you plan to keep your badge designs consistent with your event branding?

**The best badges don't just recognize achievement —
They create excitement, motivation, and continued engagement.**

Hands-on Workshop:

*Elevating the Fundraiser Experience with
Milestones, Badges & Recognition Emails*



Canva Badge Template



<https://canva.link/of5fy51d1r5ygl7>



Feel free to make a copy for your own use!



Milestone Setup Demo



Milestone Notification Setup Demo

A photograph of a runner crossing a finish line. The runner is wearing a green and black triathlon suit with the number 224 and is raising their arms in celebration. The background features a large 'FINISH' banner and several sponsor banners including Hammer Nutrition, Blue 70, Varlo, Guys Bicycles, and Tanzi Brothers Endurance. A digital clock shows a time of 4:05:33. A RunSignup University 2026 logo is overlaid in the center.

Thank You!

Any Questions?



Up Next:

Lunch 12:30pm-1:15pm

Served in Room 1518: Eat anywhere!



1:30pm-2:45pm

**Create a
Marketing Plan**

1514



1:15pm-2:30pm

**The RaceDay
CheckIn App**

1508



1:15pm-2:30pm

**Tour of the
RunSignup Dashboard**

1506

1:15pm-2:00pm
Triathlon Discusson

1514

2:00pm-2:45pm
**Ultra & Trail
Discussion**

1514

Study Hall is Open (1512)