

VRT HERO VOLUNTEER DESCRIPTION

- Raise at least \$100 as an individual or \$250 as a team for the Violence Response Team by setting up a personal fundraising page (very easy – see simple instructions below).
- The VRT Heroes that raise the most will be recognized during the event program. All donations must be received by 2 p.m. on October 28 to count towards the competition.
- Invite others to be VRT Heroes and engage through social media to promote the event.

VRT HERO COMMITMENT FORM

To complete this form online, visit bsvaf.ejoinme.org/VRT30th.

Please complete the registration process by October 18, 2023.

**JOIN OUR
TEAM!**



SIMPLE STEPS TO SET UP YOUR FUNDRAISING PAGE

- [CLICK HERE](#) to go to our VRT Fundraising page
- Click the **I Want To Fundraise For This** button.
- Register for an account with your chosen email address.
- After signing in, **Personalize This Page** is where you can tailor the page to suit you. You can return to this page at any time by clicking **Edit Page** at the top right corner of your fundraising page.
- Use **Name on Page** to edit how your name appears on the page.
- Under **Add A Note**, write a passionate personal note so your network understands the importance of contributing. An example is:

Please help me raise the most money during the VRT Heroes fundraising competition leading up to our Violence Response Team 30th Anniversary Celebration! on October 28, 2023!

Funds raised through this event will support the Bon Secours Violence Response Team (formerly Forensic Nursing). Bon Secours forensic nurses and victim services advocates provide care for children and adults who have experienced sexual or physical assault, strangulation, or human trafficking.

By supporting my VRT Hero fundraising efforts, you help these patients receive compassionate medical-forensic care and provide them with resources to obtain justice and see hope for the future!
- Add a fundraising goal for your campaign (in dollars) to the **Your Fundraising Goal** field.
- Upload a clear profile picture of your face, which is an important part of your profile. Your family and friends will feel more comfortable donating to your cause when they see and recognize you on the fundraising page.
- Click the **Save** button.
- Lastly, bookmark your fundraising page in your browser so you can easily return to it later. Alternatively, You can also visit the Campaign Page you're supporting and click the "Go To My Fundraiser" button at the bottom right.

For more detailed step by step instructions, learn more about HERO IMAGES and to upload video content, visit givelively.org/faqs/build-individual-peer-to-peer-fundraising-page.

For Give Lively support related questions, please contact support@givelively.org or use their chat feature. For all other VRT Hero related questions, contact Rachel Wallace at Rachel_Wallace@bshsi.org or 804-281-8012.

OUR EVENT WILL FEATURE:

30 years of celebration | Bourbon tastings | Fun raffles | Incredible auction items and more!

VRT HERO TEAM FUNDRAISING INSTRUCTIONS

1. Create a Team Fundraising page

To begin, create or sign in to your Give Lively account. Then pick a team name that represents your group. It could be a color, a noun, an adjective or a combination of words. The name should be concise, memorable, relevant and appropriate to the nonprofit you're supporting.

2. Customize your Team Fundraising page

Make it stand out with compelling imagery, a team logo and a personal note from you, the team leader.

- **Upload your team logo:** Pick a team logo that is aligned with the nonprofit's values and aesthetic. You could design your own or use a pre-set graphic.
- **Add an image or video to your team image:** Select a high-quality image or video that tells a story about what you're fundraising for. It could be the same image or video used on the nonprofit's campaign page, or one of your own choosing.
- **Pick your team's color:** It can be the same as the nonprofit's default campaign color, or a color unique to your team.
- **Add a personal note:** In your team leader personal note, highlight why you're passionate about the nonprofit's cause and/or the campaign. This is a great opportunity to demonstrate your commitment to the team and the nonprofit, and energize others who feel the same way and might follow your lead. The default note already in place can be edited any time the team leader feels ready or able to personalize it.
- **Set your goals:** As a team leader, you set the team's overall fundraising goal and the team members' individual fundraising goals.

3. Customize your individual fundraising page

As a team leader, you manage the team page, but you are also a fundraiser, so you'll automatically have an individual fundraising page connected to the team. To find this page, use the dropdown with your name in the top right of the page. This shows all of the individual fundraising pages and team pages associated with any nonprofit and campaign on Give Lively that you were or still are raising funds.

To edit your individual page, click the option under **Your Fundraising Page** and then select **Edit Page**. Take time to customize it by writing a passionate personal note and uploading a clear profile picture of your face.

4. Build your team

Now that you have a beautifully designed Team Fundraising page, it's time to add team members. Recruit from your network. Reach out to friends, family, neighbors, coworkers or any other select groups of people that will help you grow your team. A good strategy for recruitment is to send emails, post on social media, shout from the rooftops – whatever it takes to build a big, committed team.

Here's an example of a team recruitment text that can be used in an email:

Hi there! I'm excited to be leading a fundraising team in support of the **Bon Secours Violence Response Team**. Bon Secours forensic nurses and victim services advocates provide care for children and adults who have experienced sexual or physical assault, strangulation or human trafficking. Will you join my fundraising team, **[team name]**, to help **the VRT Heroes** reach their goal and **help these patients receive compassionate medical-forensic care and provide them with resources to obtain justice and see hope for the future!** Together we can make a big impact. Sign up here: **[link to team's fundraising page]**.

5. Fundraise

Make a plan with your team. Identify team and individual fundraising goals, then strategize about fun ways to achieve them. Hold fundraising events (in real life or live streamed), make donation asks, use social media to spread the word, etc.

6. Encourage your team and stay in touch

As a team leader, you can set your team up for success by holding them accountable. Send motivational messages every week or so to keep your team engaged and on track.

