

# 5 WAYS TO RAISE MONEY FOR DISASTER RELIEF



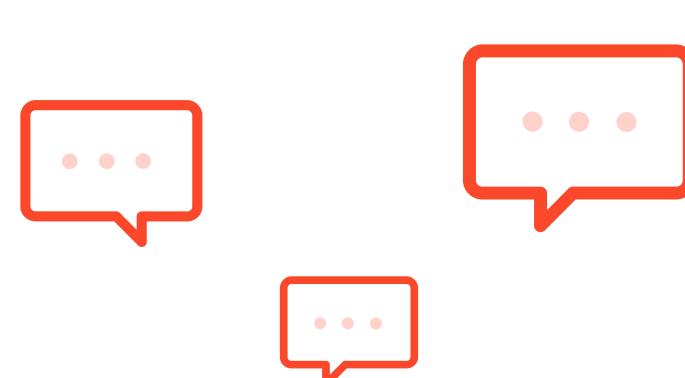
## NATURAL DISASTERS REQUIRE RAPID RESPONSE FUNDRAISING & COMMUNICATIONS TO:



Stay in touch with supporters via text messages, email, online and social media

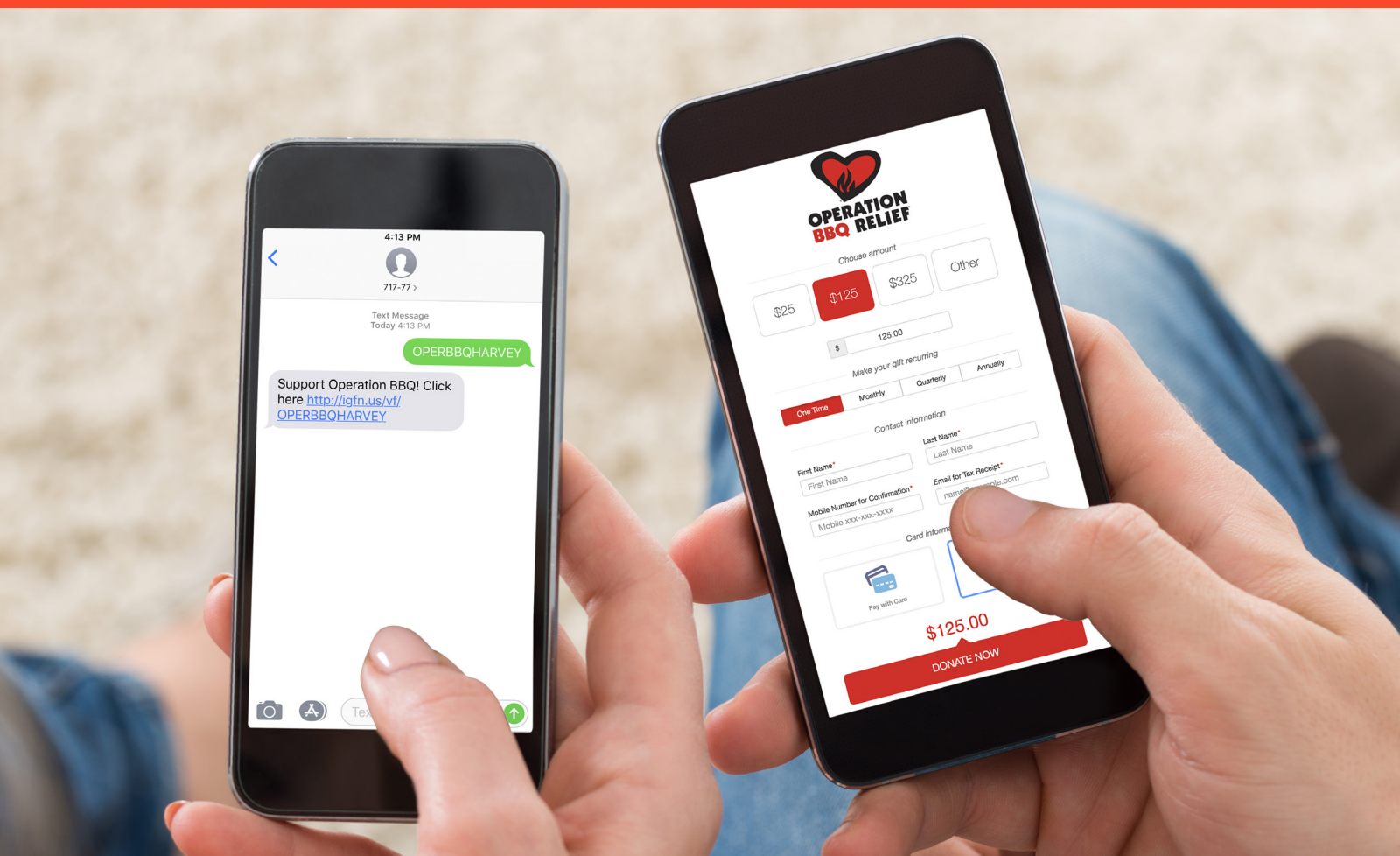


Deliver funds and supplies quickly to victims



Develop communications and alerts to keep constituents updated on relief efforts

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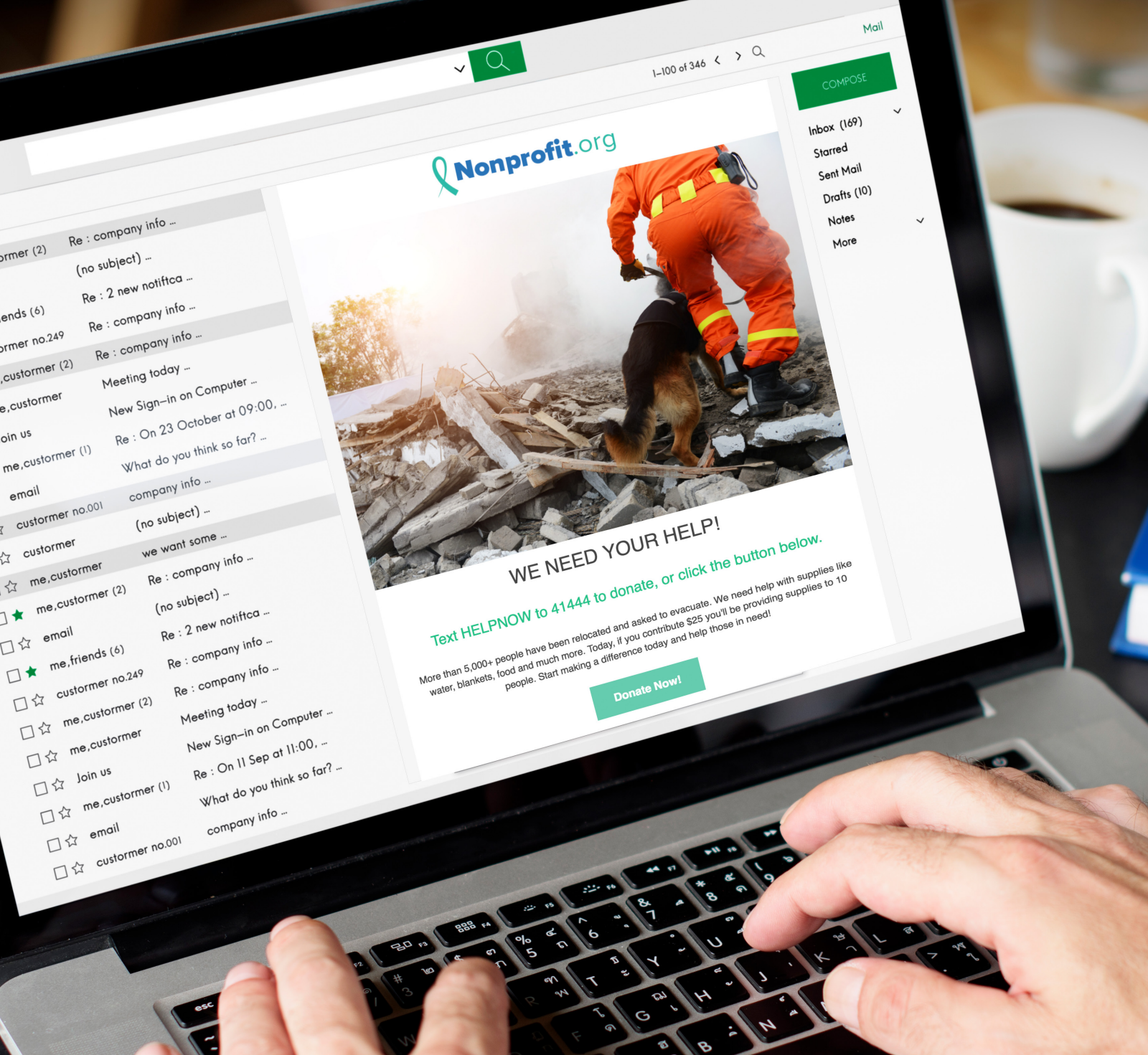
### 1. Set-Up a Keyword & Shortcode

Internet service in disaster areas may be limited. By setting up a KEYWORD, such as *RELIEF*, with a 5-digit shortcode, *51555*, you make it easy stay in touch with your organization. Promote your keyword and shortcode to capture supporters quickly.



### 2. Create a Disaster Relief Donation Page

MobileCause makes it fast and simple to set up a customized form to drive donations or capture volunteers related to recovery efforts. Embedding the form on your website offers supporters greater assurance that the funds/support will go directly to victims.



### 3. Send Communications

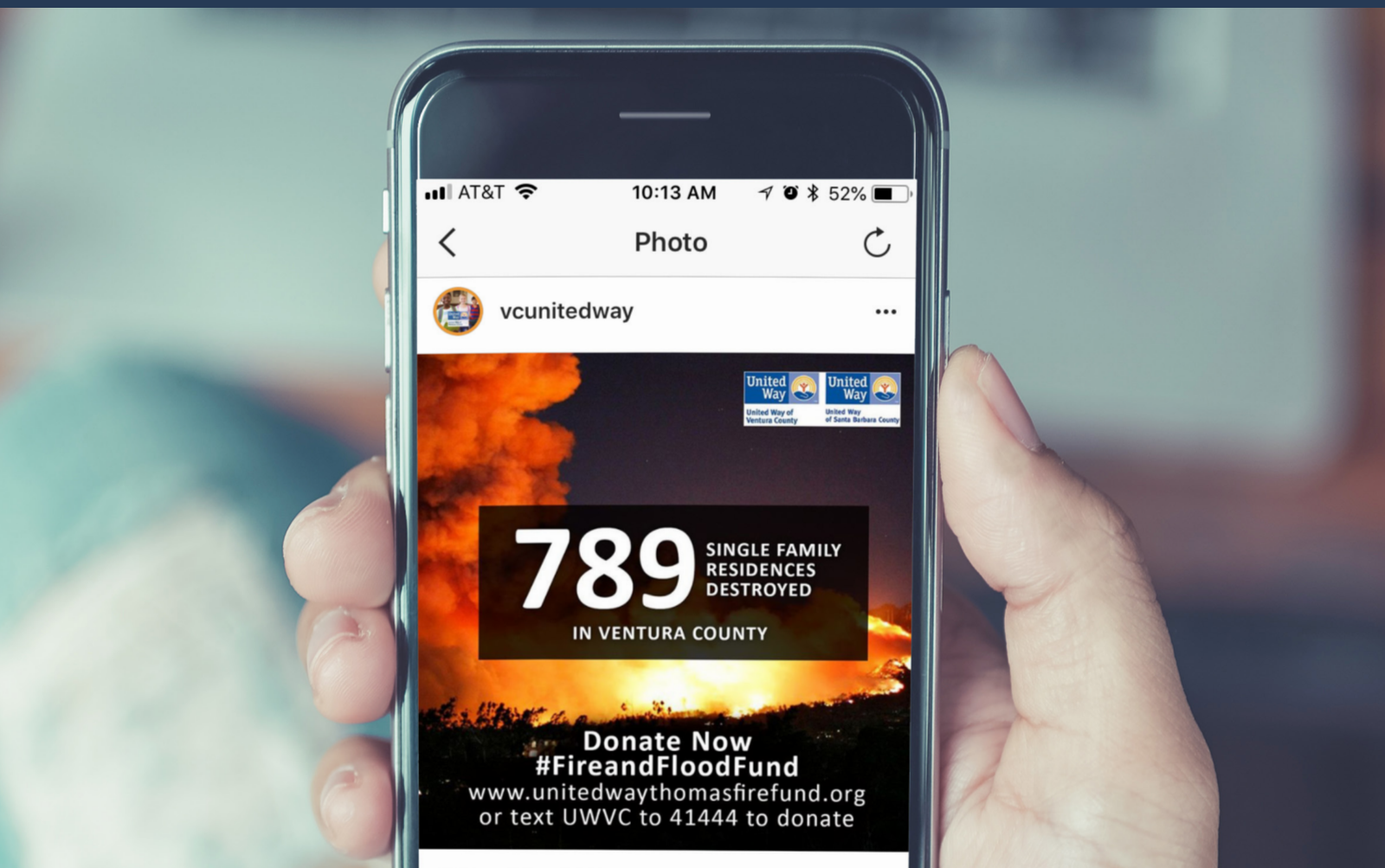
One of the most important elements of a disaster relief campaign is regular communications. Use email, website, text messages and social media channels to send regular updates on recovery efforts, funds/supplies needed, volunteer sign-ups, etc. Suggested communications include:

- Local shelter availability & needs
- Video of supply delivery to victims
- Text KEYWORD to sign up to distribute necessities like canned goods, water, toiletries
- Medical facility locations and local resources



### 4. Post Social Media Updates

Use your social media network to ask for money, supplies and resources to help local needs, as they arise. Post videos of devastated areas to demonstrate the need. Check-in victims as 'safe'. Publish a list of supplies needed or funds required to deliver the necessary support for local victims.



### 5. Share Friends, Family, & Pet Reunions

After a natural disaster, sharing moments of hope can be a great way to get people inspired to help in the weeks and months ahead. Capture reunions, community outreach, everyday heroes that help in small and big ways. Post videos, images, stories on your website and social media channels, share via text message or send an email. Any ways that you can demonstrate strength, hope and the power of community can drive 'in the moment' giving.

## BONUS: Use Peer-to-Peer Fundraising As Part of Community Building

In these type of natural disasters, communities come together for a common purpose. This is a great opportunity to set-up a peer-to-peer fundraising campaign and enable individuals, teams and corporate partners to set-up their own campaign with a personalized keyword and short code to promote with their friends and family.

