

Ready, Set, Go!

3 Simple Steps to Gifts-in-Kind Campaign Success

From your friends at RightGift

Why are charities, schools and even companies turning to gifts-in-kind fundraising campaigns when it seems easier to just give money? Because we have a problem with donor trust ... a big problem ... and the problem is getting worse, not better. You can read about it [here](#).

The challenge is simple:

***Donors want to know where their donations will go,
and what the impact will be.***

RightGift's one-of-a-kind gifts-in-kind giving platform meets that challenge head on by offering a better way for donors to know exactly what their donation will go and how it will impact the the lives of those in need. How do we do that? By enabling your donors or employees to select specific items - "stuff" - that your charity needs, and ensuring that those supplies are delivered right to the charity's doorstep.

Send doggie beds to an animal shelter, baby formula to a children's clinic, or classroom supplies to a school. It's that easy! - Kyle Kothe CEO, RightGift

Best of all, a RightGift gifts-in-kind website is easy to use - **and it's free!** Just follow our

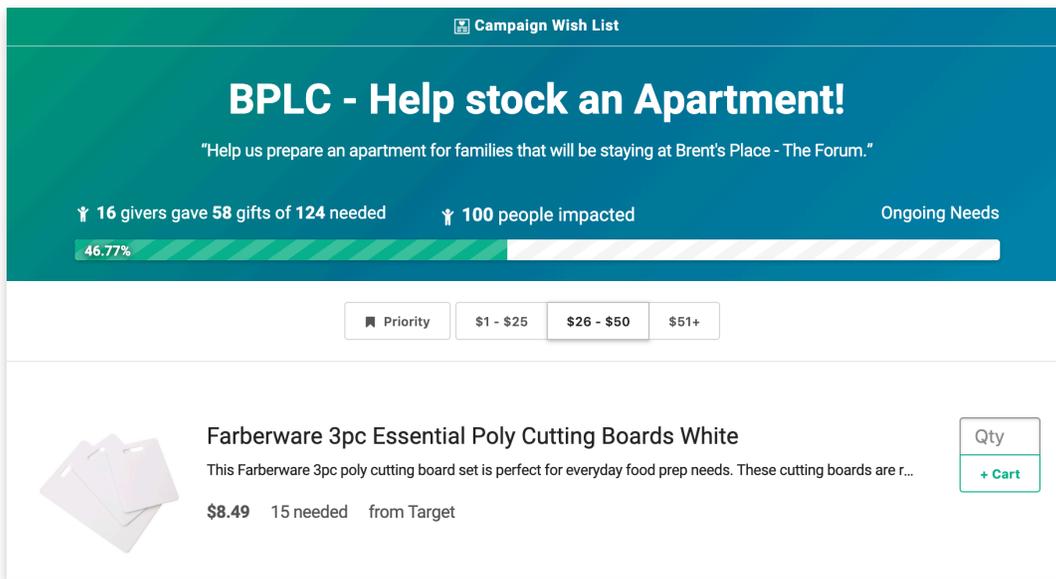
3 simple steps - Ready, Set, Go!

Step 1

Get READY

Getting “ready” means planning for your success. Especially if you are running your first gifts-in-kind campaign. Remember: a little planning goes a long way.

- Put together a small team - many hands make light work!
- Pick a cause and be specific - avoid vague descriptions or long lists of what you need.
- Set a goal and deadline - nothing inspires action like goal setting ... with a deadline.



The screenshot shows a campaign page titled "BPLC - Help stock an Apartment!". It features a progress bar indicating that 16 givers have given 58 gifts out of 124 needed, with 46.77% completion. The page also shows 100 people impacted and ongoing needs. Below the progress bar are filters for Priority, Price Range (\$1 - \$25, \$26 - \$50, \$51+), and a list of items. The first item is "Farberware 3pc Essential Poly Cutting Boards White", priced at \$8.49, with 15 needed from Target. A "+ Cart" button is visible next to the item.

Step 2

Get SET

As in, “Get SET UP”. Activate your RightGift software by using an existing campaign theme or building your own wish list from participating retailers such as Walmart, Petco, or Target.

RightGift software is easy to set up. It also tracks your progress against goals and deadlines, and it can even help you with communications. Want help with activation? Just [let us know](#).

And speaking of communications, be sure to set up your marketing channel. For example, you can load email lists into RightGift to send out email invites to your donors. Or you can use your existing digital marketing systems with a link back to your RightGift website. In addition, create messages to send through your social media channels and company intranet.

Step 3

GO!

This is the fun part. Launch that gifts-in-kind campaign by publishing your website wish list, sending out email invitations, and sharing initial posts through social media. Today's fundraising campaigns require that we reach out to our supporters through multiple media channels. A gifts-in-kind campaign is no different.

Your donors not only benefit with the opportunity to support a great cause, but they also benefit from the knowledge and comfort of knowing exactly what they gave and how it is being used. And what a great way to re-engage lapsed donors with a renewed sense of giving!

Final tip: Be sure to thank everyone when your campaign wraps. You'd be surprised to learn how many fundraisers forget to say "Thank you". ALL of your supporters deserve to be appreciated. Let them all share in your success ... even those who did not participate this time.

About RightGift

We hope you have found our "Ready, Set, Go!" guide helpful.

RightGift is a B-corporation headquartered in Austin, TX. We have hundreds of customers, both nonprofits and companies. Our one-of-a-kind gifts-in-kind software is available to customers for free, and we do not mark up item prices from our retail partners. We simply earn a small commission on every purchase, paid to us directly by the retailer. That's it!

And one last thing - let us know if we can help!!

[Start Your Campaign](#)

OR

[Contact RightGift](#)

Set up your RightGift account today for FREE.

Share Your Needs

[Your Live Page](#)

Please make sure the campaign is **published** before sharing.

Share on Social Media



Share Link

The following link can be used for emails, newsletters, a

<https://rightgift.com/nonprofits/brents-place/wish-list>

Put the RightGift Button on Your



[Get Code](#)