A Talent Show Reimagined:
students share a talent or interest and earn 95% for their organization!

WiddyUP is a fundraising platform that empowers students to showcase an interest or talent while making a difference for their organization.

Organizations earn 95% of donations received.

This might put a smile on your face: Presenting WiddyUP!

By creating short videos that highlight a talent or interest and sharing them with family and friends, students can help raise money for their organization while building community at the same time.

Check out this short video describing WiddyUP

On average, participants in a WiddyUP fundraiser are **receiving $40 per donation!**

The WiddyUP onboarding process includes **three simple steps**:
1. Organizations register on the WiddyUP website
2. Students receive a unique link used to create their account on the WiddyUP site
   (WiddyUP materials sent to participants are in English & Spanish)
3. The WiddyUP fundraiser typically runs for two weeks and the money participants earn is distributed to the organization within 30 days

The safety of our participants is core to the WiddyUP mission. We've implemented strict measures to ensure appropriate video content is sent to friends and family:
- **Automated video screening:** We've integrated state-of-the-art software to identify inappropriate content, preventing it from being sent out.
- **Privacy Settings:** Participants can control who sees their videos: Just their family & friends, other participants in their organization on WiddyUP, or all participants on WiddyUP.
- **Participant Pledge:** At sign up, each student commits to the video code of conduct.
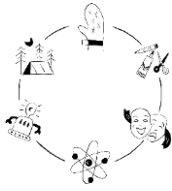
It's time to have fun with your community while raising money for your school! What interest or talent will you share?

Reach out and we'll give you a backstage peek at a WiddyUP show.

Things are looking up...WiddyUP! Go **here** to sign up today.

For more information check out www.widdyup.com or WiddyUP in the news.
Questions? Send us an email at info@widdyup.com.

How Chairpeople Can Set the Stage for a Successful Show!

What Will Make This Fundraiser Successful?
- Determine an effective way to communicate with participants (i.e. by email, social media, flyer, marquis, school specific app., etc.)
- Build excitement and encourage participation
- Encourage teachers to create and share a video of their talent or interest with their students
- Engage their school's clubs and organizations and come up with an incentive specific for them
- Set an example and show how much fun it can be. Students will follow your lead!

Who Should Be On The Chair's Team?
WiddyUP is an online platform and, while primarily student driven, their team's enthusiasm about sharing an interest or talent will be contagious! Team members can help:
- Send communications to participants
- Organize an in-school incentive program
- Build excitement about the fundraiser and encourage participation

The WiddyUP Steps for Students
1. Create and upload a <u>Pitch to Donors</u> video (telling donors what they're doing and asking for support)
2. Share the <u>Pitch to Donors</u> video with family, friends, and community members (this is how money is raised)
3. Create and upload a <u>Follow-Through</u> video (showcasing their talent or interest)
4. Have fun, be themselves, and go for it!

What Can You Have Chairs Do Now?
1. Determine the show dates and register on www.widdyup.com
2. Establish a team and invite additional chairs to the show when registering
3. Set a clear mission for the fundraiser – the more specific, the more connected students and donors will feel
4. Determine the most effective means of communicating with participants so they know to check their email for important show information
5. Prepare and upload a .csv files of student and teacher emails to their dashboard for important fundraiser communications
6. Decide which of their most popular in-school incentive programs to roll out
7. Connect with the leaders of their school's clubs and organizations and establish an incentive that creates the most excitement and drives the highest participation

Questions? Email us at help@widdyup.com.

Things are looking up…WiddyUP!

WiddyUP Fundraiser Action Timeline*

Minimal Time Committment · No Inventory · Few Volunteers Needed · 100% Online · Fun for All!

	WiddyUP	Chairperson	
		Required	**Optional** *(but will help drive a successful show)*
Two Weeks Prior To Fundraiser Kick-Off	★ *"A Talent Show Reimagined"* fundraiser announcement emailed to students/parents and teachers, building awareness and excitement **(30 mins)**	★ Upload .csv files of student and teacher emails to dashboard **(5 mins)** Determine what money is being raised for and dollar amount goal **(more specific = more profit)**	★ Encourage principal and teachers to make their own videos and send to students/parents ★ Advertise through school's communication channels ★ Determine in-school incentives
One Week Prior To Fundraiser Kick-Off	★ Email *"1 Week Til Kick-Off"* to students/parents, and teachers	★ Make sure WiddyUP registration is complete (i.e. financial information input) **(10 mins)**	
Fundraiser Kick-Off	★ Kick-off email, with school's unique registration link, sent to students/parents, and teachers announcing the fundraiser start and inviting them to sign up		★ Announce in-school incentives ★ Advertise over school communication channels ★ Have teachers promote the fundraiser in their classrooms
2 Days After Kick-Off	★ *"Sign up and Submit Your Pitch"* reminder emailed to students/parents and teachers		
Day 7 Of Fundraiser	★ Fundraiser update and check in	★ Brighten your day by checking out students' videos, accessible through your dashboard	
Day 12 Of Fundraiser	★ Reminders to create, upload and share videos sent to students/parents and teachers	**ALL DAY!!!**	★ Continue to encourage participation, talk up incentives, and have teachers promote the fundraiser in their classrooms
Day 15 Of Fundraiser	★ Thank you and follow-through showcase video emailed to donors		★ Congratulate your students and teachers on sharing a talent or interest and helping your school!

***based on a 2 week fundraiser**

Helpful Videos – instructional and informational

LINK: https://vimeo.com/widdyup/presentingwiddyup

LINK: https://vimeo.com/widdyup/intro

LINK: https://vimeo.com/widdyup/howto

LINK: https://vimeo.com/510863816/7e30536b53
(THIS IS THE KICK-OFF DAY VIDEO)

LINK: https://vimeo.com/485614578/7b9bbe05a8
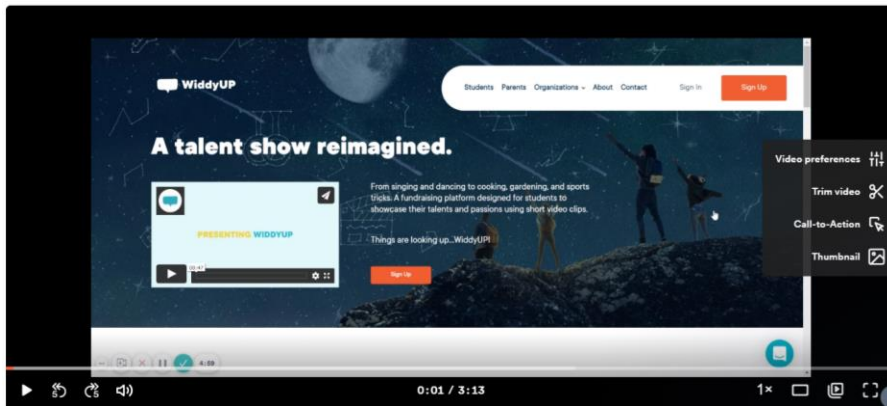

LINK: https://vimeo.com/482670480/b78cbe8063

Helpful Videos – a backstage peek

Chairperson Onboarding Walkthrough:

LINK: https://www.loom.com/share/ba2b72f74cbd45e28e26e4854df4987a

Student/Member Onboarding Walkthrough:

LINK: https://www.loom.com/share/81174d61144c4b7f9c7720a950d27d7d

Donor Experience:

LINK: https://www.loom.com/share/6e28e8593abb4da7ab46b435366aa1b4
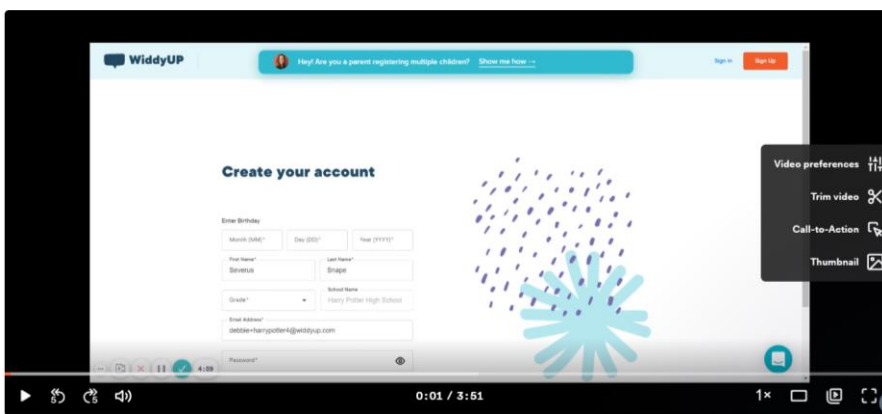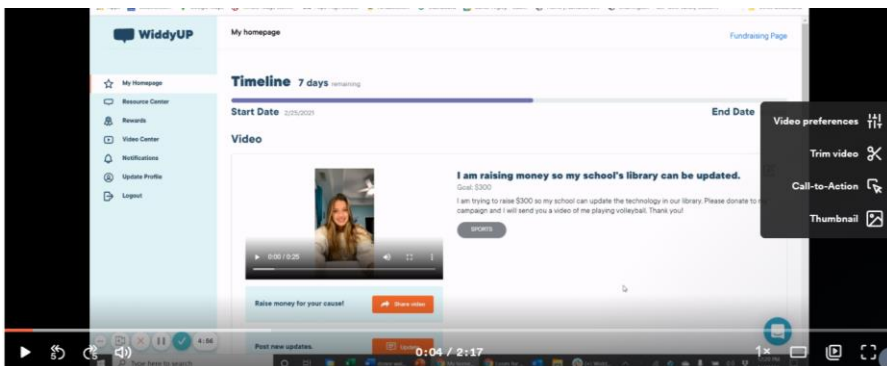
Helpful Videos – participant videos

LINK: https://vimeo.com/519706308/2db84c1a9b

LINK: https://vimeo.com/509913032/3e762557b9

LINK: https://vimeo.com/499396405/f2fe441b60

LINK: https://vimeo.com/520157294/2a5963d6a3

LINK: https://vimeo.com/521106231/e698c9864b