



HOW TO START A FUNDRAISER FOR THE SIDE OF EQUITY™ FUND

1. Select your preferred platform
 - a. GIVEBUTTER (This is already connected on our website at [VOICEINSPORTFOUNDATION.ORG/side-of-equity](https://voiceinsportfoundation.org/side-of-equity))
 - b. FACEBOOK OR INSTAGRAM
 - c. GO FUND ME
2. Include the appropriate links to donate
 - a. In general we recommend sending donors to the connected DONATE button on [VOICEINSPORTFOUNDATION.ORG/side-of-equity](https://voiceinsportfoundation.org/side-of-equity) Page
 - i. <https://givebutter.com/VIS>
3. Share on Social or send a mass email using Social campaign assets.
4. Follow @voiceinsportfoundation and partner brand @voiceinsport
 - a. [Instagram](#): @voiceinsportfoundation
 - b. [Facebook](#): @voiceinsportfoundation
 - c. [Twitter](#): @voiceinsportFnd
 - d. [LinkedIn](#): @voiceinsportfoundation
 - e. VISF does not have a TikTok

USE OUR SIDE OF EQUITY™ CAMPAIGN ASSETS:

See *Social Campaign Assets Button* on [VOICEINSPORTFOUNDATION.ORG/side-of-equity](https://voiceinsportfoundation.org/side-of-equity) Page or click [here](#) to access directly the google drive.

Assets Includes:

- Graphics with VOICEINSPORT Foundation logo
- Graphics explaining the Side of Equity™ Fund
- Side of Equity™ Logo
- Premade Posts to support and drive awareness around campaign

PRESS RELEASE

Check out our [Press Release at the VOICEINSPORT Foundation](#) to customize your own campaign and leverage the facts around equal pay to inspire your community to donate and help close the gap. Remember this is just our first initiative. We hope with the success of one we can create many more to close the opportunities for athletes around the world.

VOICEINSPORT Foundation is a Public Charity - 501c3.

EIN# is 84-4003762

3 Platforms to raise money for the Side of Equity™ Fund.

START A FUNDRAISER WITH GIVEBUTTER

Why choose Givebutter?

VOICEINSPOORT Foundation has selected Givebutter as its donation platform because of the easy to use tools and website integrations. Choose this option if you want to direct donors back to the VOICEINSPOORT Foundation website donation page to donate. Through our integration with Givebutter anyone who donates to the Fund will receive an automatic Thank you note and receipt for Tax purposes. This makes giving easy and all you have to do is direct your friends and family to:

The about Side of Equity page: <https://www.voiceinsportfoundation.org/side-of-equity>

The direct Donation page: <https://givebutter.com/VIS>

Step 1: Head to the Donation page <https://givebutter.com/VIS> and click “Fundraise Yourself”



Step 2: Fill out the short Team Fundraiser form below with your Name, Profile Picture (this will be public facing) and set up your log in (email and password).

Step 3: Share your personal link to your friends and family, invite people to join and track your donations.

A screenshot of the Givebutter "Fundraise" form overlay. The form is titled "Fundraise" and includes a "Sign up" button. The form fields are: Profile Picture, First name*, Last name*, Email*, Phone*, and Password*. The "Sign up" button is blue. Below the button, there is a small text: "By creating an account, you agree to the Terms of Service and Privacy Policy." The background shows a fundraising page with a progress bar at \$51, 6 Supporters, and a list of donors including Pop, Lillian, and Amy C, each having made a \$10 donation 8 days ago. The page is powered by Givebutter.

START A FUNDRAISER WITH FACEBOOK OR INSTAGRAM:

Why choose Instagram?

VOICEINSPORT Foundation is a registered public charity (501c3) in the United States and has been approved by Meta (Instagram) as a non profit Partner. This means anyone that has an Instagram account can create a “Fundraiser” button on your specific social profile page that links back to VOICEINSPORT Foundation. It makes donating easy and there are no fees.

Get started with Instagram:

Step 1: Log into your personal account on Instagram.

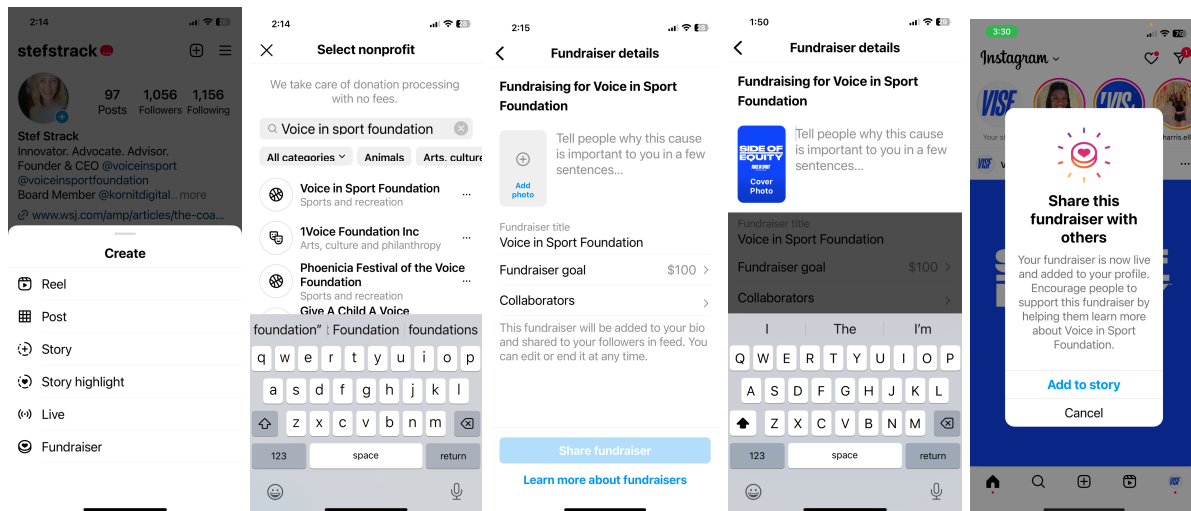
Step 2: Click the + icon in the top right corner to create a “post, reel, story, or fundraiser” Select Fundraiser. Use the image provided in the Social Media assets for instagram Stories with the branding “Side of Equity™ Fund”

Step 3: Search “Voice in Sport Foundation” in the search bar. Select Voice in Sport Foundation and set your Fundraising goal. Add collaborators if you want to do it with a friend.

Step 4: Share with your community and track your fundraising on Instagram App.

Example Title Your Fundraiser “Side of Equity™ VOICEINSPORT Foundation”

Example Text: The Side of Equity™ Fund is raising money for Women Athletes globally to close the pay gap. The first initiative is the 2023 Women’s World Cup - where the prize money set by FIFA is \$330M less than the men’s in 2022. The VOICEINSPORT Foundation is aiming to close the gap and the funds will go directly to the women athletes at this years WWC and the winners of the first 8 WWC’s - where prize money was 0 - 2% of the men’s!

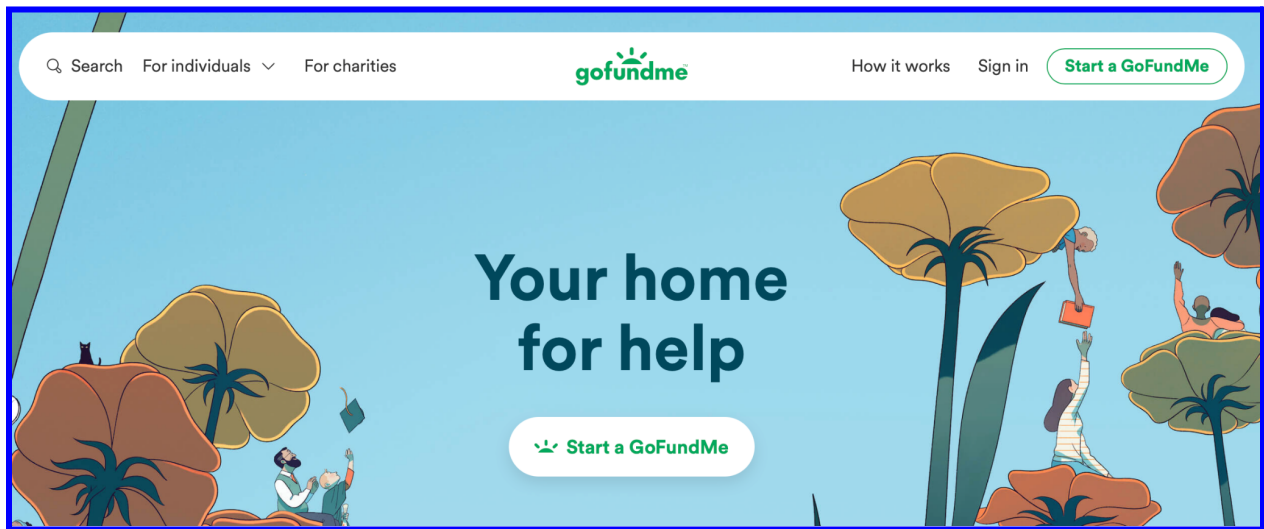


START A FUNDRAISER WITH GOFUNDME

Why choose GoFundMe?

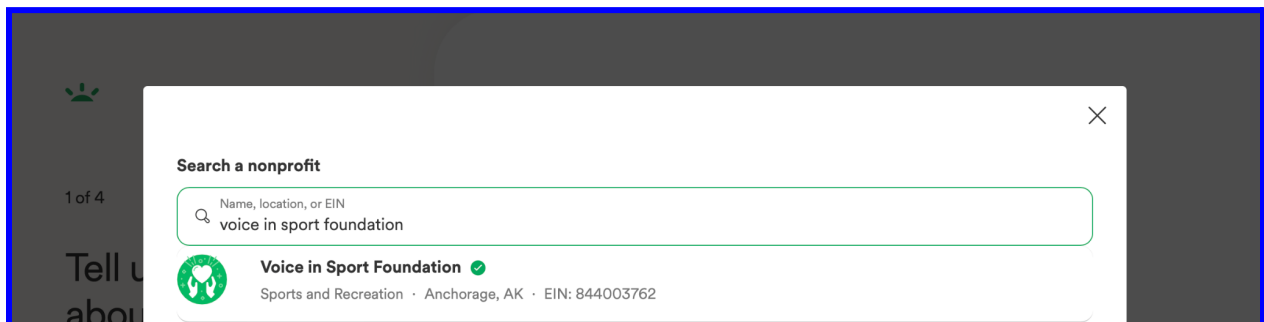
VOICEINSPORT Foundation is a registered public charity (501c3) in the United States and has been approved by GoFundMe as a non profit partner. This means anyone can start a “Fundraiser” on GoFundMe and donate directly to the VOICEINSPORT Foundation. There is a small processing fee for donations that are collected on GoFundMe but **you** as the Fundraiser do not have to pay those fees. Use GoFundMe if you have an account and you want to add more story telling to your campaign.

Step 1: Open GOFUNDME and click “start a GoFundMe”



Step 2: Enter your Country & Zip Code and **Select “Sports”**

Step 3: Click “Charity” and search Voice in Sport foundation (EIN:844003762)



Step 4: Set your starting goal. We would recommend \$5-10k as a start.

Step 5: Sign In to your GOFUNDME account or create one

Create an account to save and continue

Your account details

👁

By continuing, you agree to the GoFundMe [terms of service](#) and [privacy notice](#).

Step 6: Upload a Photo from the Social Media Assets Folder

Step 7: Title Your Fundraiser **“Side of Equity™ VOICEINSPORT Foundation”** and copy this description below:

The [Side of Equity™ Fund](#), is a new Global Fund that will close the pay gap for women athletes who participate in the Women’s World Cup—where the Prize Money set by FIFA is **\$330 Million LESS** than what the men’s teams received last year at the 2022 Men’s World Cup in Qatar. While FIFA has stated that they have a goal to reach parity by 2026/27 for the women, the VOICEINSPORT Foundation Founder & CEO, **Stef Strack** has created a tangible path for the 2 billion expected fans and global brands to get involved by stating, *“Why wait? We must take action as a global community and accelerate the progress we all expect to see for women athletes. They deserve more investment, sponsorship and support. If you want to get involved during a major global sporting moment, contribute to this Fund and be on the right side of equity.”*

Step 8: Click Continue, then Complete Fundraiser

5 of 5

Confirm your nonprofit fundraiser

Remember, money raised will support:

Voice in Sport Foundation
EIN: 84-053762

This means you will not personally withdraw money from your fundraiser.

PayPal Giving Fund, a 501(c)(3) charity, will receive the donations and grant the funds to your chosen nonprofit via PayPal or (if the charity hasn't enrolled with PayPal Giving Fund) via check.

PayPal Giving Fund delivers money to charities on a monthly basis, near the 25th of the month, and typically within 15-45 days of the original donation (or 30 days if the charity has not yet enrolled with PPGF).

If, after reasonable efforts, PPGF is unable to grant funds to your chosen charity, the money may be granted to another charity per PPGF's policies.

By continuing, you agree to GoFundMe's [terms](#) and PayPal Giving Fund's [terms](#).

By launching your fundraiser, you understand donors will donate to and receive tax receipts from PPGF.

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