

GiveButter Campaigns

Everything You Need to Know

100 Keep 100% of Your Fundraising

One of the biggest advantages of fundraising through the Green & Gold Booster Club is simple:

Your team keeps 100% of the money you raise.

Unlike many fundraising platforms that retain 20%, 30%, or even 40% of donations through platform fees, administrative fees, or required percentages, GGBC does not keep any portion of your campaign proceeds.

The only potential deduction is standard credit card processing fees if a donor chooses not to cover them.

The good news?

Approximately 99% of our donors voluntarily choose to cover those fees, meaning nearly every dollar donated goes directly to your team.

We believe your supporters are donating to help students—not to pay unnecessary platform fees.

What is GiveButter?

GiveButter is our preferred online fundraising platform for donation campaigns.

It's perfect for fundraising goals like:

- Team Camps
- Equipment
- Uniforms
- Competition Fees
- Travel Expenses
- Team Meals
- Special Projects
- Senior Activities
- General Team Support

If your fundraiser involves asking family, friends, and community members to donate, GiveButter is usually the best option.

Why We Love GiveButter

- ✓ Your team keeps 100% of the money raised.
- ✓ Donations can be made in minutes.
- ✓ Donors can give from anywhere.
- ✓ Campaigns are easy to share.
- ✓ Built-in fundraising thermometer keeps supporters engaged.
- ✓ Secure online payments.
- ✓ Mobile friendly.
- ✓ Excellent reporting and donor tracking.

Step 1 — Submit a Fundraising Request

Every GiveButter campaign begins with a [Fundraising Intake Form](#).

Tell us:

- Your fundraising goal
- Dollar amount you're hoping to raise
- What the money will be used for
- Preferred campaign dates
- Photos or logos you'd like included

Step 2 — We Build Your Campaign

GGBC will:

- ✓ Create your GiveButter campaign
- ✓ Add your team branding
- ✓ Write your campaign description

- ✓ Set your fundraising goal
- ✓ Upload photos
- ✓ Generate your QR code
- ✓ Create your campaign link

Step 3 — We Create the Marketing

We'll provide:

- Campaign flyer
- QR code
- Website promotion
- Social media promotion
- Facebook Event (when appropriate)

Everything your team needs to begin fundraising.

Step 4 — Your Team Shares the Campaign

This is where your team makes the difference.

Successful campaigns don't happen because they exist.

They happen because people share them.

Encourage your athletes and families to:

- Share on Facebook
- Share on Instagram
- Share in text messages
- Email family members
- Ask grandparents
- Share with coworkers
- Share with neighbors

Every share creates another opportunity for someone to support your team.

Tips for a Successful Campaign

✓ Tell a story.

People give to people—not fundraising goals.

Explain why you're raising money and how it benefits students.

✓ Use photos.

Campaigns with photos consistently receive more donations.

✓ Give updates.

Celebrate milestones throughout your campaign.

"We're halfway there!"

"We just passed \$2,500!"

"Only three days left!"

✓ Share often.

Most donations happen because someone saw your campaign multiple times—not just once.

Supercharge Your Campaign with Individual Fundraising Pages

One of the most powerful features of GiveButter is the ability for each athlete or family to create their own personalized fundraising page—all while contributing to one team fundraising goal.

Instead of everyone sharing the same campaign link, each participant can have a unique page with their own story, photos, and fundraising progress. Every donation made through an individual page is automatically added to your team's overall campaign total.

Why Use Individual Fundraising Pages?

✓ Every athlete can participate.

✓ Each family receives their own personalized fundraising link.

✓ Donors can support a specific athlete while still helping the entire team.

✓ Families can easily share their page with friends, relatives, neighbors, and coworkers.

- ✓ The campaign tracks how much each participant has raised.
- ✓ Team leaders can recognize participation and celebrate fundraising milestones.

Great for Friendly Competition

Many teams enjoy recognizing participation by celebrating fundraising milestones or highlighting top fundraisers throughout the campaign.

This creates excitement, encourages sharing, and helps your campaign reach more people—without requiring anyone to sell products or collect money.

Perfect For

Individual fundraising pages work especially well for:

- Team Camps
- Travel Expenses
- Competition Fees
- Band Trips
- Uniform Purchases
- Equipment
- Special Team Projects

Need Individual Fundraising Pages?

Simply let your Fundraising Director know when submitting your Fundraising Intake Form.

We'll configure your campaign so athletes and families can easily join your team fundraiser and begin sharing their own personalized fundraising page.

Campaign Timeline

Campaign Launch

- Website
- Social Media
- Team Announcement

Weekly Updates

Celebrate progress.

Share milestones.

Thank donors.

Final Week

Increase reminders.

Countdown to the finish.

Celebrate reaching your goal.

Booster Club Responsibilities

GGBC will:

- Build your GiveButter campaign
- Create your QR code
- Design your flyer
- Promote on our website
- Promote on our social media
- Answer campaign questions

Team Responsibilities

Your team is responsible for:

- Sharing the campaign
- Encouraging donations
- Providing photos
- Providing campaign stories
- Thanking supporters
- Promoting regularly

The more your team shares, the more successful your campaign will be.

Frequently Asked Questions

Does the Booster Club keep any of our donations?

No. Your team receives 100% of the money donated.

Are there any fees?

Only standard credit card processing fees if the donor chooses not to cover them. Nearly every donor elects to cover those fees.

How long should our campaign run?

Most successful campaigns run between 2–6 weeks, depending on the fundraising goal.

Can donors remain anonymous?

Yes. GiveButter allows donors to choose whether or not to publicly display their donation.

Can we share our campaign outside of Marysville?

Absolutely! Friends, relatives, alumni, businesses, and supporters from anywhere in the country can donate.

Can we see who donated?

Yes. GGBC can provide campaign reports and donor information as appropriate.

Need Help?

The Fundraising Director is happy to help your team build a successful GiveButter campaign.

 fundraising@greenandgoldboosters.org

Thank you for supporting our Charger students.