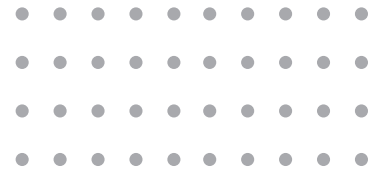




Alliance Community Crowdfunding Program



Instructions And Tips For Setting Up a Campaign



The Alliance of Coalitions for Healthy Communities (the Alliance) is delighted that friends throughout the community wish to join the effort to raise funds to benefit the Alliance, its mission to fight substance misuse disorder and its prevention, harm reduction, recovery support and wellness programs.

These guidelines explain how individuals, families, and others can assist and support the Alliance by using its Community Crowdfunding Program. These guidelines also outline how the program works to ensure that participants and the Alliance can work well together with shared expectations and together fight substance misuse disorder.

How to Get Started



For Teams

- 1 Send us an email.** Email info@achcmi.org with the subject line "crowdfunding with a team". In your email please provide the following:
 - Your name and any group (e.g. your company, your neighborhood, your family) you may be working with
 - Your contact information including preferred phone
 - Your desired timeframe for the crowdfunding effort. Please note, we require at least a two-week minimum lead time to get your crowdfunding page up and running.
 - Any in-person components that you hope to include with your crowdfunding effort
- 2 Look out for a Google Form.** If we are able to accommodate your request including your timing, we will respond within 3 business days with a Google Form to initiate the process.
- 3 Fill out the form.** Complete and submit the Google Form with the details requested (including team name, dates, fundraising goals, colors, photos and more) and we will create your crowdfunding page. We may need to contact you with questions, so please watch for our email and/or phone calls.
- 4 Preview the form.** Once drafted, we will send you a link to preview the form. We will give you two business days to review and request any changes before we finalize the form.
- 5 Share your links.** Once finalized, your form will be made live with links that you can share with your team members.
- 6 View your team page.** Your team page will have totals, donors, and other details that you choose to show, should you choose to show it.

For Individuals and Team Members

- 1 Create your own form!** Whether you are working as an individual doing your own crowdfunding or a member of a team, you will be able to create your own form and raise funds that support the Alliance.
- 2 Use your team link.** If you are part of a team that is working together, be sure to use the link provided by your team captain so your totals will roll up to your team.
- 3 Not part of a team?** Visit the Alliance website and click on "Raise Funds" on the "Get Involved" page.



Up and Running



Share your links. Once your page is live you will receive links to share on social media and via email. We encourage you to share these links with as many people as you can and as often as you can.

Check your totals. You can check your totals, donors, and progress to goal by visiting your crowdfunding page.

Create a sense of urgency. Let people know the deadline for reaching your goal. Gifts are often made in the first 3 and last 3 days of crowdfunding campaigns, so setting dates and making announcements about those dates are very important.

Donating online. Your donors will receive automatic receipts, along with a thank you from the Alliance, if they donate via credit card on the platform.

Donating by check. For those donating by check, have them make checks out to “The Alliance” and put your name/team name on the memo line. Receipts will be mailed to the donors and their gifts will be added to your totals. Checks should be mailed to:

The Alliance, Community Crowdfunding Program
5505 Corporate Drive, Suite 301 • Troy, MI 48098

Thank your supporters! The crowdfunding platform will tell you who has donated (if the donor gives permission). We encourage you to send a note of personal thanks via email, mail, or text. Even a personal phone call! Any way that you can show appreciation will mean a lot to your supporters.



The Fine Print

Here to Support You! The Alliance is pleased to provide the support you need during this process. Our team will be available Monday through Friday from 9:00 a.m. until 4:00 p.m. You may reach us at info@achcmi.org or (248) 221-7101.

Donations processing. Donations will be processed through the crowdfunding platform by the Alliance. No funds will be distributed to you or your organization. You can proudly say “All funds donated will go to support the programs of the Alliance, a 501c3, non-profit organization”.

Fees. If you have added an in-person component and there is a fee of some sort, the Alliance cannot process these for you.

Alliance logo usage. Aside from sharing the crowdfunding pages on social media, via email with friends, and spreading the good word, the Alliance logo and name, and Shatter the Stigma logo may not be used without preview and authorization by the Alliance. **Five business days lead time is required for this review and approval before it may be used.**

Using the Alliance name. If you are including a live component of your fundraising, the Alliance may only be named as a beneficiary. The Alliance is not, and cannot sponsor your event, or underwrite costs. If you do have interest in a speaker, a training, or another idea, please put that information in your initial email. We cannot promise that our team can be present at every event, but we will certainly consider it.

Promotion of your event. The Alliance is very excited about its new Crowdfunding program. We will be promoting it year-round in line with our communications and marketing calendar. We cannot promise specific social media or other messaging for your specific crowdfunding platform due to many pre-planned communications. We will do our best to assist you in your efforts and will most certainly share our gratitude, but promotions can vary.

Other forms of Crowdfunding. If you wish to raise funds outside of the Crowdfunding platform via games of chance, ticket sales, or other methods, these must be run wholly by you/your group and the Alliance cannot provide support, funding, or licensing.

