GalaBid

FREE FUNDRAISING THERMOMETER KIT

Fundraising Thermometer *Template Kit*

Set a goal people can see. Printable thermometers, a launch plan and a message for every milestone, so supporters keep giving.

SET · PRINT · UPDATE · CELEBRATE



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START HERE

How this kit *works*

A thermometer turns your goal into something people can see filling up. Set it, show it, and update it often.

Inside this kit

01 **Set your goal**
Work out the number, the markers and your launch total

02 **Print a thermometer**
Classic, milestone and poster versions, ready to fill in

03 **Plan your updates**
A weekly update schedule and a progress log

04 **Say the right thing**
A message for every milestone, including a stall

05 **Display it well**
Where to put it and how to keep it moving

Before you start: the 60-second check

- ☐ Does our goal include the costs of running the fundraiser?
- ☐ Do we have a clear deadline?
- ☐ Have we lined up early gifts, so we never launch at zero?
- ☐ Who updates the thermometer, and how often?
- ☐ Where will people see it, online and in person?
- ☐ Do we have a message ready for each milestone?

Anything in **[square brackets]** or on a _____ line is yours to fill in.

STEP 1

Work out *your goal*

Your goal is what the cause needs plus what the fundraiser costs to run.

	Amount
What we need for our cause (A)	$
Costs of running the fundraiser (B)	$
Goal (A + B)	**$**
What we raised last time (if any)	$
Is the goal within reach? Aim for no more than 10 to 20% above last time, unless something has changed.	☐ Yes ☐ Adjust

Final goal: $_____ **Deadline:** _____

STEP 2

Find your *marker amounts*

Divide your goal by 10 to get each marker on the thermometer. The 25%, 50% and 75% marks are your milestones.

Goal ÷ 10 = each marker on the thermometer

Goal	Each 10% marker	25%	50%	75%
$1,000	$100	$250	$500	$750
$2,500	$250	$625	$1,250	$1,875
$5,000	$500	$1,250	$2,500	$3,750
$10,000	$1,000	$2,500	$5,000	$7,500
$25,000	$2,500	$6,250	$12,500	$18,750
$50,000	$5,000	$12,500	$25,000	$37,500
Your goal: $_____	$_____	$_____	$_____	$_____

STEP 3

Don't start *at zero*

A thermometer that already shows progress gets more support than an empty one. Line up early gifts from your board, committee or closest supporters before you launch.

Early gift from	Amount	Confirmed
	$	☐
	$	☐
	$	☐
	$	☐
	$	☐
Launch total	**$**	

Aim high at launch: open with at least 10 to 25% of your goal already filled.

READY TO PRINT

We're raising

$_____

for _____

Deadline: _____

Every gift brings us closer.

Give at: _____



100% $_____

90% $_____

80% $_____

70% $_____

60% $_____

50% $_____

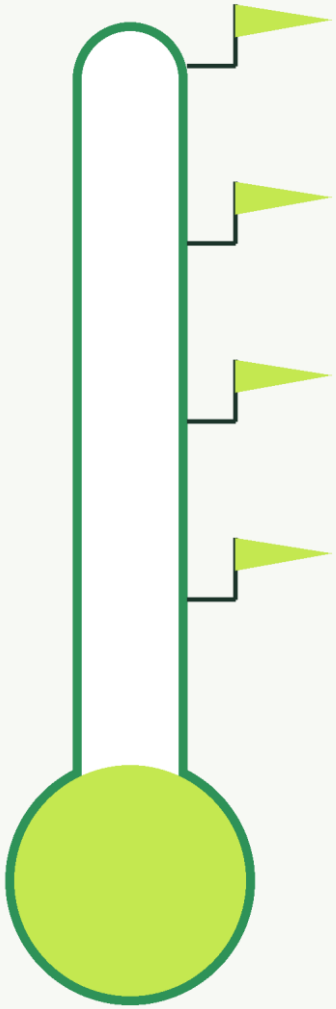
40% $_____

30% $_____

20% $_____

10% $_____

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MILESTONE THERMOMETER

Our goal: $_____

Plan a thank-you for every flag before you launch.

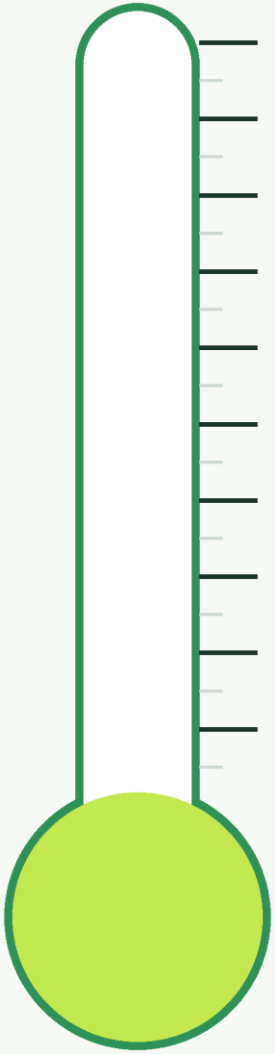
Milestone	Amount	How we'll celebrate or say thank you
25%	$	
50%	$	
75%	$	
100%	$	

Celebration ideas

- ✓ A thank-you video from the people you help
- ✓ A photo of your team holding the thermometer
- ✓ A shout-out to every supporter so far
- ✓ A fun challenge: the coach shaves their beard, the principal wears the mascot costume
- ✓ A behind-the-scenes look at where the funds will go

POSTER

Help us reach $_____!



[Cause]

[Organization]

Give at:

_____

QR code

Print note: print at 100% on letter paper, or scale it up at a print shop for a poster.

UPDATE PLAN

Update it *every week*

A thermometer only works if it moves. Plan your updates before you launch.

Week	Planned update	Channel	Done
Launch	"We're off!" with your starting total	Social, email	☐
Week 1	First milestone or first-week total	Social	☐
Week 2	Halfway update or a supporter shout-out	Email	☐
Week 3	"What your gift does" story	Social	☐
Final week	Countdown: amount left and days left	All channels	☐
Final 48 hours	Final push	Text, social	☐
After	Goal reached and thank you	All channels	☐

PROGRESS LOG

Track every *update*

Date	Total raised	% of goal	Thermometer updated?	Update shared?
	$	%	☐	☐
	$	%	☐	☐
	$	%	☐	☐
	$	%	☐	☐
	$	%	☐	☐
	$	%	☐	☐
	$	%	☐	☐
	$	%	☐	☐
	$	%	☐	☐
	$	%	☐	☐

Rule of thumb: only show funds actually raised or confirmed. A thermometer people can trust is one they'll keep giving to.

MESSAGES FOR EVERY MILESTONE

Say the right thing at *every stage*

Copy, swap in the **[bracketed]** details, and send with a photo of your thermometer.

LAUNCH

We're raising $**[goal]** for **[cause]**, and thanks to some early supporters, we're already **[x]**% of the way there! Help us fill the thermometer: **[link]**

25%

A quarter of the way! We've raised $**[amount]** toward our $**[goal]** goal for **[cause]**. Thank you to everyone who's given. Help us keep it climbing: **[link]**

50%

Halfway there! $**[amount]** raised for **[cause]**. Every gift from here goes toward **[what the funds will do]**. **[link]**

75%

Three quarters of the way! Just $**[amount left]** to go. Can you help us close the gap? **[link]**

PROGRESS HAS STALLED

We've raised an amazing $**[amount]** for **[cause]**, and we're **[x]**% of the way to our goal. If everyone who's given asks just one friend, we'll get there. Could you share this today? **[link]**

FINAL 48 HOURS

48 hours left, and only $**[amount left]** to go! Will you help us fill the thermometer for **[cause]**? **[link]**

GOAL REACHED

We did it! Thanks to you, we've raised $**[amount]** for **[cause]**. Here's what your support makes possible: **[one sentence]**. Thank you!

WENT PAST THE GOAL

We didn't just reach our goal, we passed it! $**[amount]** raised for **[cause]**, **[x]**% of our target. Thank you to every single supporter.

DISPLAY CHECKLIST

Put it where *people look*

Tick these off before launch, then keep the second list in mind every week.

Where to put your thermometer

- ☐ At the entrance, where everyone passes
- ☐ On your website and fundraising page
- ☐ In every social post and email update
- ☐ On screen or stage during your fundraiser
- ☐ In your newsletter or school bulletin

Keep it moving

- ☐ Launch with early gifts, never at zero
- ☐ Update it at every milestone, and at least weekly
- ☐ Thank supporters every time you share an update
- ☐ Pair it with a deadline
- ☐ Celebrate the finish publicly, and share what the funds will do

TAKE IT ONLINE

A thermometer that *updates itself*

Skip the markers and the coloring in.

- ✓ **Fills as supporters give, bid and get tickets**
- ✓ **Help from real people by live chat, 7 days a week**
- ✓ **Online or in person, and on screen at your event**
- ✓ **Zoom support calls and a Campaign Health Check**

See pricing for your region: galabid.com/pricing

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Raise more, stress less.