

CUSTOMIZING YOUR FUNDRAISING PAGE

- The more compelling your page is, the more likely people will stick around to learn more about your participation, read about the cause you're supporting and the more likely they are to donate to your campaign too.
- From the "Edit Fundraiser" tab you can add up to 12 pics and even a video to the slideshow section of your page plus you can personalize the story section.

EDIT THE STORY SECTION

- Login to your account and Head to your fundraiser page
- Click the "Edit Fundraiser" tab
- Add personalized story text to your page. Tell your story and why someone should donate to your cause.
- Be sure to click "Save" when you are done so the story appears on your page

ADD SOME PICTURES

- Login to your account and Head to your fundraiser page
- Click the "Edit Fundraiser" tab
- Scroll down to the "Upload Pics and Videos" section and click the "edit" link in the upper right hand corner of that box
- There is a grey box with a plus sign in it – click there and you'll be prompted to find the pic on your computer and upload it
- Be sure to click "Save"

ADD A GOAL

- Login to your account and Head to your fundraiser page
- Click the "Edit Fundraiser" tab
- Scroll down to the "Upload Pics and Videos" section
- Under the "Set Fundraising Goal" section, click the orange "edit" button
- Enter the amount you'd like to raise for and click "Save"

ADD A VIDEO

- Login to your account and Head to your fundraiser page
- Click the "Edit Fundraiser" tab
- Scroll down to the "Upload Pics and Videos" section
- Click the "edit" link next to "Videos"
- Enter the URL of your video in YouTube or Vimeo format
- If you want the video to appear before any of the pictures click the checkbox
- Be sure to click "Save"

Fundraising Tips and Tricks

- Email is the best way to connect with everyone and raise money. It drives donations way better than social media. So, the more people you email, the more you'll raise for your cause. Direct messaging on Facebook and Twitter works well too.
- If possible, try emailing people one at a time or in batches of 10. Making everyone feel special will lead to more engagement.
- Your supporters are on this journey with you so message 'em often with updates, photos, and stories to keep them connected.
- Definitely still post on social media to get the word out too -- be sure to have a clear call to action in the post. Something like "Please Donate to my fundraiser for the FCAA" plus include the direct link to your page.
- Make your donors feel appreciated. Be so good at thanking 'em that they are compelled to share your page too.
- Keep the energy high. Momentum is important too - kick things off strong and keep pushing/messaging till the event.

SAMPLE EMAIL DRAFT

{NAME},

I just signed up for the **{Fundraiser Name}**. It's going to be so amazing.

I'm reaching out to everyone I know to help me raise **{YOUR FUNDRAISING GOAL}** for this cause. Any amount you can give is amazing and so appreciated.

Just click here **{LINK TO YOUR FUNDRAISING PAGE}** to check out my fundraiser and click the big donate button. Please give what you can. It'll take you about ten seconds.

Here are some quick facts about my cause...

{ADD: SOME INFO ABOUT YOUR CAUSE. THE MORE TANGIBLE THE CAUSE THE BETTER, For Example: Donate \$10 to provide a hot meal for a victim after a disaster}

Thanks so much for your support.

{YOUR NAME}