

SO YOU'VE CREATED A PAGE... NOW WHAT?

Thanks so much for creating your very own page for our campaign! Below are tips on what's next:

FIRST, SPRUCE UP YOUR PAGE!

1 Set a Goal



Set a realistic goal for how much to raise and make sure it is within the parameters of what the organization needs. Don't make your goal too high, either — we want you to succeed! A goal does not have to be exclusively financial. You can set other goals beneficial to the campaign, such as spreading awareness of the mission to your network and recruiting other fundraisers to create their own pages.

2 Craft Your Story



Strengthen your page by sharing a compelling personal story about your own connection to the cause. Your network is primarily interested in you, and now it's your job to convince them of the importance of an organization's work. Speak to your passions for the organization's mission, your history as a supporter with it, and why it would be worthwhile for your network to get involved.

3 Add Media (Optional)



Pages with visuals are much more engaging than those with just copy. Add photos and videos that illustrate your personal story in relation to the campaign's mission. Videos are especially engaging and memorable, and have the added benefit of allowing your network to hear your real voice convey your message. Photos and videos can be embedded in your story.

NOW THAT YOUR PAGE IS COMPLETE:

4 Share



Announce your campaign through multiple outlets to reach the most potential donors in your network. Spread the word on your social media channels and through email outreach. Make print-outs or business cards with a link to your page to distribute to your friends. You can even throw a small launch event to kick it off!

5 Keep it Up



Send follow-up emails to your network reminding them about the importance of the cause you are supporting as well as your fundraising goal and deadline. Keep track of who has donated and get creative with outreach to those who have yet to support the campaign. Continue to share your page on social media as your approach your goal.

6 Say Thanks!



Remembering to say thank you goes a long way! Write your donors thank you emails or take it a step further and write personalized, handwritten notes. Give your campaign supporters regular shout outs on social media. With a simple thank you, donors in your network are far more likely to become long-term supporters.

