

# FUNdraising Page Tips and Tricks

Not sure how to make your FUNdraising Page a success? Here are some simple tips and tricks to help you promote your page and activate your network.

## 1. Share a compelling personal story:

**This is your “WHY”.** Share why you chose to FUNdraise for this specific nonprofit. Was it in honor or memory of someone special, because this nonprofit impacted you, a family member or friend, or is it simply because you are passionate about the mission and the important work they do?

## 2. Be the first donor to your page:

Show your commitment to this cause and FUNdraising by being the first to donate to your page.

## 3. Reach out directly:

Start by sharing your FUNdraising page with family members or friends. This will help build momentum and give your campaign exposure. This will also help you build confidence to reach out to broader circles.

*(TIP: Personalize your outreach by using nicknames or terms of endearment, or including something relevant to that person (example: Uncle Bobby, Grandma, etc.)*



## Did you know...

**In 2018, 1,795 personal FUNdraising pages raised \$763,000 for 351 organizations**

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## 4. Share socially:

Be sure to share your page with your social networks (Facebook, Instagram, Twitter, and LinkedIn). You never know who shares your passion that might follow you on social media.

**Don't forget to include the URL link to your direct FUNdraising page.**

(TIP: Need help spreading the word? Turn to page 5 for sample social media post ideas.)

## 5. Provide updates throughout the campaign:

Share milestones with your supporters (i.e. "We're halfway to our goal! Help me close the gap!") and encourage them to invite family and friends to join them in support.

## 6. ALWAYS thank your supporters

Anytime someone contributes to your campaign it is so important to thank them, regardless of how much they gave. This makes your supporters feel seen and appreciated, and more likely to lend a hand in supporting your effort.

(TIP: You can see who has donated to your campaign and their email address by logging into your donor profile, selecting the tab labeled "My FUNdraising Pages", clicking the FUNdraising page name and clicking "See Donors to your FUNdraiser".

"Behind every successful woman is a tribe of other successful women who have her back!"

**#WhyIGive** on North Texas Giving Day is so that other women have the opportunity to thrive in a career they want to pursue.

Our Friends Place changes lives by requiring our residents to be employed at a steady job, be enrolled in educational or vocational courses to improve employability, and attend our award-winning life skills program. We teach empowerment, not entitlement, so young women can become self-reliant and build a better future for themselves.

Please join me by supporting Our Friends Place through North Texas Giving Day!



NORTHTEXASGIVINGDAY.ORG

**Be a friend of Our Friends Place!**

Be a Friend...Change a Life! I am starting this page to support Our Friends Place and all the good work they do for homeless young women in North Texas. With their t...

When posting on social media don't forget to include the hashtags

**#WhyIGive & #NTxGivingDay**

# Spread the Word

Now that you have set up your FUNdraising page, it's time to share it with your network! North Texas Giving Day makes it easy for you to share why you give and are passionate for your favorite nonprofit!

How you can promote your favorite organization:

- Share your favorite organization through social media #NTxGivingDay
- Send an email to your network(s), use the #NTxGivingDay email signature
- Let people know why you give by using the hashtag #WhyIGive, #NTxGivingDay and the photo filter



[facebook.com/NorthTexasGivingDay](https://facebook.com/NorthTexasGivingDay)

@NorthTexasGivingDay to tag



[twitter.com/ntxgivingday](https://twitter.com/ntxgivingday)

@NTxGivingDay to tag



[instagram.com/ntxgivingday](https://instagram.com/ntxgivingday)

@NTxGivingDay to tag

#NTxGivingDay

## Sample Facebook\* & Twitter Posts

\*For Facebook, each of these should be accompanied by an image

### Before Giving Day

- Save the date: 9.19.19 is #NTxGivingDay!
- Approximately 7 million people live in North Texas and together we can make a HUGE difference on #NTxGivingDay!
- “One is not born into the world to do everything but to do something.” Henry David Thoreau. Who is inspiring you to give this #NTxGivingDay?

### Scheduled Giving (September 9 - September 18)

- Did you know that you can schedule your #NTxGivingDay donation? Do it today! [[enter link to your FUNdraising page](#)]
- Make a difference and schedule you donation today! [[enter link to FUNdraising page](#)]

### North Texas Giving Day (September 19)

- Help build a stronger and more vibrant North Texas by donating today! [[enter link to FUNdraising page](#)]
- Today is #NTxGivingDay! Donate today to help us change North Texas for the better: [[enter link to FUNdraising page](#)]
- Join me and donate to your favorite causes TODAY on #NTxGivingDay!
- “How wonderful that no one need to wait a single moment to improve the world.” Anne Frank. Don't wait - #NTxGivingDay is today!
- Your gift matters! Let's show the world how North Texas Gives back and donate today!
- Help [[organization name](#)] get to the top of the #NTxGivingDay leaderboard! Donate here today: [[enter link to FUNdraising page](#)]