The background is white with scattered confetti in blue, yellow, and green. There are four balloons: a yellow one with a white ribbon, a blue one with a white plus sign, a green one with a white musical note, and a blue one with the text 'Get Up & Give'.

# NORTH TEXAS GIVING DAY

.ORG

9.19.19

*powered by*

COMMUNITIES  
FOUNDATION of TEXAS



Get Up  
& Give

FUNdraising Pages Toolkit  
for Nonprofits

# Who can FUNdraise?

North Texas Giving Day is not a party without your fan base! Encourage your superfans to create a FUNdraising Page to help make this the best North Texas Giving Day yet!

**In 2018, 1,795 personal FUNdraisers raised \$763,000 for 351 organizations!**

**Beginning August 1**, superfans can create a FUNdraising page on behalf of your nonprofit! This exciting feature allows your champions to highlight the organizations closest to their heart, while promoting your North Texas Giving Day campaigns and helping you reach your fundraising goal.



**Not sure who to ask? Look at the list below to get some ideas on who could be your organization's superfans!**

- Alumni
- Active Volunteers
- Board of Directors
- Clients
- Friends
- Staff Members



# Why Promote FUNdraising Pages?

## What are the benefits of promoting FUNdraising pages?

Peer-to-peer fundraising has unique characteristics that make it an effective way to FUNdraise.

- 1. FUNdraising pages are based on a two-way relationship.** Traditional fundraising techniques are usually one-sided with the nonprofit promoting their campaign and encouraging people to give. FUNdraising pages are rooted in existing relationships between your organization's biggest champions and their family and friends.
- 2. FUNdraising partners allow for authentic and compelling messages.** Donors can be hesitant at first to give to new organizations. By having your superfans help promote your organization through FUNdraising pages they can be your advocate and help build a connection between your organization and potential donors.
- 3. Societal norms can be a powerful motivator.** Everyone wants to feel like they belong and are a part of something bigger. When we see our extended networks come together to support a good cause, we too are motivated to join them.

## KEY DATES:

- **July 31:** FUNdraising Pages Facebook Live - hear how one nonprofit used this feature as a catalyst to raise funds in 2018!
- **August 1:** First day to create FUNdraising pages!
- **September 9:** Scheduled giving opens. Encourage FUNdraisers to promote their pages to their networks!
- **September 18:** Last day to create any FUNdraising Page.
- **September 19:** North Texas Giving Day!!

Did you know...

In 2018, 67% of donors who donated through a FUNdraising page were new to North Texas Giving Day.

# Frequently Asked Questions

**You have questions, we have answers!**

- **How do I ask someone to FUNdraise on my organization's behalf?** You can find an email template on **page 5** of this toolkit with sample language on how to ask your superfans!
- **Do I need to approve FUNdraising Pages?** No, FUNdraising pages will be approved automatically, and will appear on your organization's page.
- **How do I know who has set up a FUNdraising page on behalf of my organization?** You can see who has created a FUNdraising page for your organization by logging in to your nonprofit page click **My Organization** and the tab labeled FUNdraisers.
- **Do I have the capability to edit any FUNdraising pages?** Yes, you will have the ability to edit all FUNdraising pages.
- **Can we remove FUNdraising pages from appearing publicly?** To remove a FUNdraising page from appearing publicly, you can log in to your organization's page and deactivate the page. We encourage you to reach out to the donor and share why you deactivated their page.
- **How will I know if someone has given to a FUNdraising page?** Any donation given through a FUNdraising page will show up on your donor report. The donor report will also show which FUNdraising page received the donation. Donors who create a FUNdraising page will also receive donor information on anyone who gives to their page.

Don't see your question above? Reach out to our team at [northtexasgivingday@cftexas.org](mailto:northtexasgivingday@cftexas.org) and we will be happy to answer all your FUNdraising page questions!



# FUNdraising Page

## Examples from 2018

- **Frisco Moms Care** ran a campaign “100 Moms for Frisco Moms Care”. They encouraged 100 moms to ask 10 friends to donate \$10 each to help them reach their \$10,000 goal.

#NTXGIVINGDAY

100 moms for Frisco Moms Care

#icantbutWEcan  
#thepowerofcare

1. create your very own FUNdraising Page
2. teach 10 friends about FMC
3. ask 10 friends to give \$10

100 moms X \$100 = \$10,000 FOR LOCAL FAMILIES IN NEED

- **Girl Scouts of Northeast Texas** hosted a **Facebook Live event** to teach superfans how to create a FUNdraising page, to give tips on compelling messages for why others should donate, and to show how to share the link via social media and emails.

CELEBRATING 10 YEARS

NORTH TEXAS GIVING DAY

Hosted by the Fund Development Team for the GSNEX Learning Channel

SEP 6 FUNdraising on North Texas Giving Day

Public · Hosted by Gsnex Learning Channel

★ Interested ✓ Going

Thursday, September 6, 2018 at 7 PM - 7:30 PM

- **Dallas United Crew** had each of their students set up personal FUNdraising pages and had over **60** FUNdraisers across the metroplex!

Mary Immaculate Catholic School

September 13, 2018

Yay! So excited that we have all grades setup with NTG campaign pages. They're ready to compete to see which grade will raise the most \$\$ for NTG day!! The funds raised will help MIS keep Catholic education affordable. Thank you for your prayerful consideration of help!! Click here to schedule a gift for your favorite grade: <https://www.northtexasgivingday.org/index.php...>

51

3 Shares

- **Mary Immaculate School** had a friendly competition between classrooms. Each teacher created a FUNdraising page for his/her classroom that could be shared by the parents and students of those classes. The grade who won got a jeans day and pizza party. **One class brought in over \$12,000!**



# How to Ask your Superfans



**Not sure how to ask your superfans? Check out the email template below.**

The following example offers ideas and language you can use to recruit North Texas Giving Day FUNdraisers. Feel free to copy, paste or adjust as you see fit for your organization.

Dear [Superfan Name],

Thank you for your ongoing support of [organization name]! Your generous support makes a meaningful difference to [core mission constituency, e.g. homeless youth, seniors, veterans, rescue dogs], as we continue to change lives every day.

Communities Foundation of Texas' North Texas Giving Day gives us a chance to introduce our organization to a new audience and raise funds to keep our mission going. This year we are asking you to join us by creating a FUNdraising page on [organization's name] behalf to share with your networks about why our organization is important to you. For 2019, we have a goal of raising [\$XX,XXX] during North Texas Giving Day. Will you help us reach that goal?

Creating a FUNdraising page is quick, easy, and can make a huge impact on our organization.

For more information on how to sign up and what you can do to make your FUNdraising page successful view this [FUNdraiser Toolkit](#).

We hope that you will join us so that we can make a bigger impact on our North Texas community!

Sincerely,

[Name]

[Title (Executive Director, Board Chair, Volunteer)]

Still not sure if FUNdraising pages are right for your organization? Watch our FUNdraising Pages 101 video airing on **July 31** to learn how one organization implemented FUNdraising pages into their North Texas Giving Day strategy in 2018.

# How to Create a FUNdraising Page

It's quick and easy to create a FUNdraising page. Follow these simple steps below:

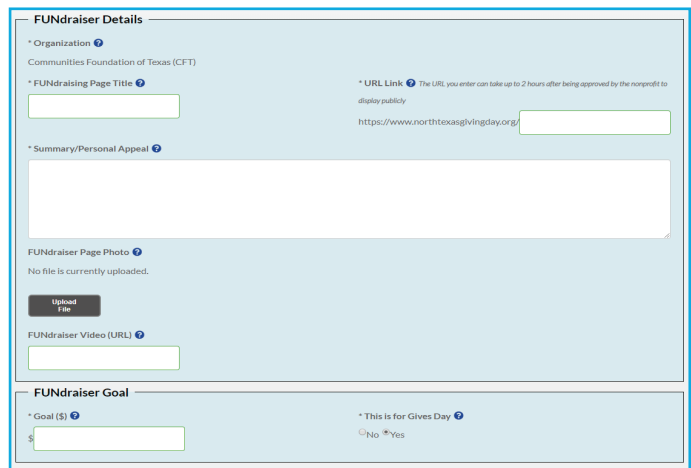
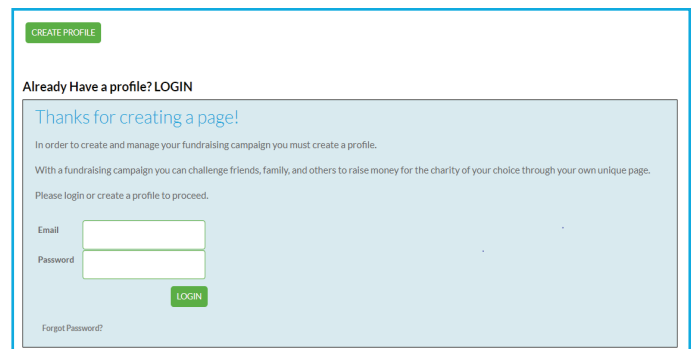
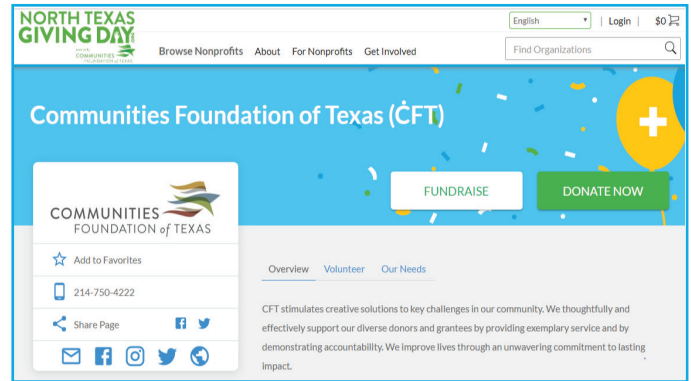
Follow these simple steps:

**Step 1:** Starting **August 1**, you can create a FUNdraising page for your favorite nonprofit by going to the nonprofit's page on the [NorthTexasGivingDay.org](http://NorthTexasGivingDay.org) website and click "FUNDRAISE".

**Step 2:** If you already have a donor account, sign in. If you do not have a donor account, you can create a new one by simply clicking the green "Create Profile" button.

**Step 3:** Fill out the required information to create a FUNdraising page, and submit your campaign for approval.

**Step 4:** Start planning how you will promote your FUNdraising page that will start accepting donations on September 9.



Get Up  
& Give

We have a toolkit just for donors!

**"FUNdraising Pages Toolkit for superfans"**

# Spread the Word

Now that you have set up your FUNdraiser, it's time to share it with your network! #NTxGivingDay makes it easy way 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 using 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](#)]





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[CFTexas.org](http://CFTexas.org) | [EdTX.org](http://EdTX.org) | [CFT4B.org](http://CFT4B.org) | [NorthTexasGivingDay.org](http://NorthTexasGivingDay.org)