

NORTH TEXAS GIVING TUESDAY | NOW



How to Create a FUNdraising Page

Beginning April 14, you can create a FUNdraising page on behalf of your favorite nonprofit and help raise funds on North Texas Giving Tuesday Now. This feature allows you to highlight an organization close to your heart to help them reach their fundraising goals amidst the immediate needs created by the COVID-19 pandemic. Encourage your networks to support your FUNdraising page by sharing to your networks via social media, email, etc.

Key Dates:

- April 14:** FUNdraising page creation opens. Early Giving also opens
- May 5:** North Texas Giving Tuesday Now

Follow these simple steps:

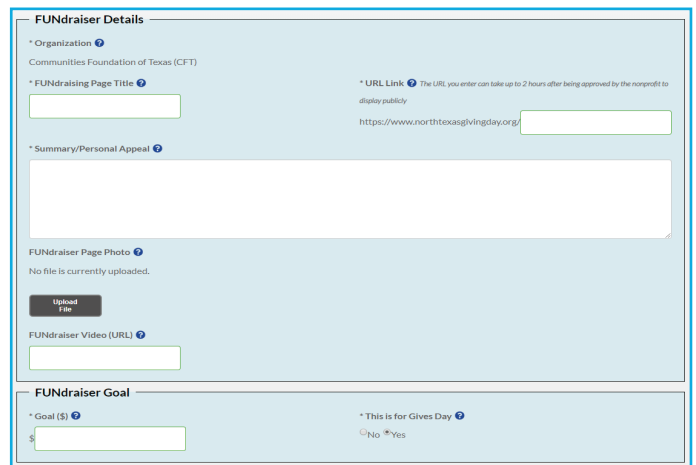
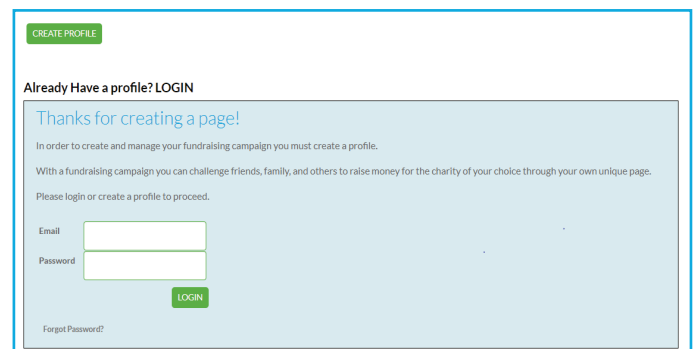
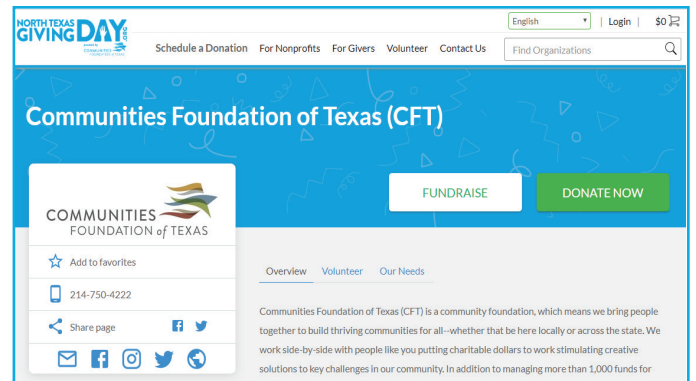
Step 1: Starting **April 14**, you can create a FUNdraising page for your favorite nonprofit by going to the nonprofit's page on the NorthTexasGivingTuesdayNow.org website and click "FUNDRAISE".

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 promoting your FUNdraising page to begin raising funds for your chosen nonprofit!

NOTE: As your network helps you support your favorite nonprofit, you will receive an email letting you know that someone just donated.



FUNdraising Pages 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.

Share a compelling personal story:

This is your “WHY”. Share why you chose to FUNdraise for this specific nonprofit.

Be the first donor to your page:

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

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.)

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.**

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.

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”.