


How to Create Your North Texas Giving Day FUNdraising Page



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How to Create a FUNdraising Page

Feeling inspired and want to help make a nonprofit's North Texas Giving Day successful? Creating a FUNdraising page is quick and easy.

Key Dates:

- August 3:** FUNdraising page creation opens
- August 3 - September 17:** Set up a FUNdraising page anytime during this timeframe, even on the big day!
- September 1:** Early Giving opens
- September 17:** North Texas Giving Day

Follow these simple steps:

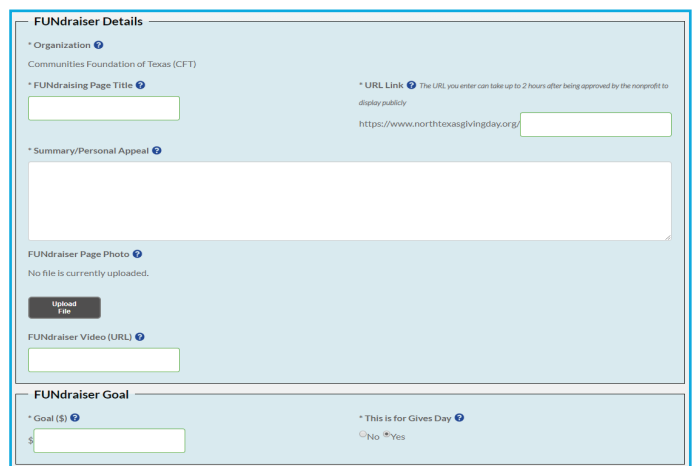
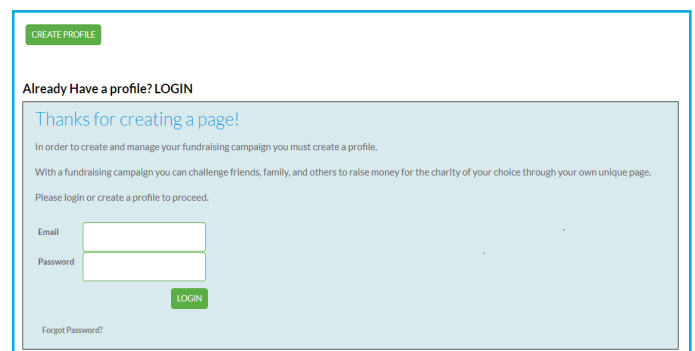
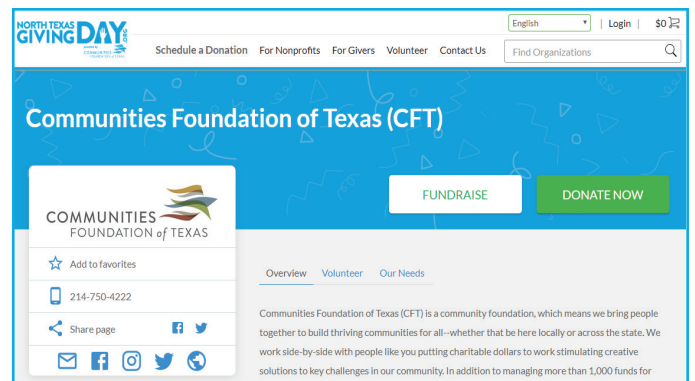
Step 1: Beginning August 3, you can create a FUNdraising page for your favorite nonprofit by going to the nonprofit's page on the NorthTexasGivingTuesdayNow.org website and clicking "FUNDRAISE".

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, such as FUNdraiser page title, your personal appeal, FUNdraiser goal, etc.

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. 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? Want to explore your “why” more? Check out the Why do YOU Give?: Identifying Your Unique Values and Passions Toolkit.

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”.

Promoting Your FUNdraising Page

Now that you have set up your FUNdraising page, it's time to share it with your network! Here's how you can promote your favorite organization:

- Share your FUNdraising Page on social media and tag the organization you are supporting
- Send an email to your network(s).
- Let people know why you give by using the hashtags #NTxGivingDay and #WhyIGive

Use the #NTxGivingDay hashtag on your social media posts!

