


NORTH TEXAS GIVING DAY



.ORG

9.17.20

powered by

COMMUNITIES

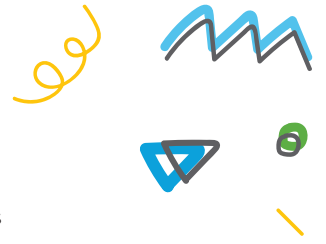
FOUNDATION of TEXAS



Nonprofit FUNdraising Pages Toolkit 2020



What are FUNdraising Pages?



North Texas Giving Day is a perfect opportunity to engage fans of your mission. FUNdraising pages are personalized giving pages housed on the North Texas Giving Day website and connected to your organization's profile. Supporters of your work can create these custom giving pages and share them with their networks, getting your mission and cause out in front of new audiences. This exciting platform feature empowers your superfans to champion the causes near and dear to their hearts while promoting your North Texas Giving Day campaign and helping you reach your fundraising goals.

Not sure who to ask? Alumni, clients, active volunteers, friends, trustees, staff members, and even donors are all great potential FUNdraisers for your organization!

Want to learn more? [Check out our Take 15 FUNdraising Pages on the Resources page now.](#)

Key Dates:

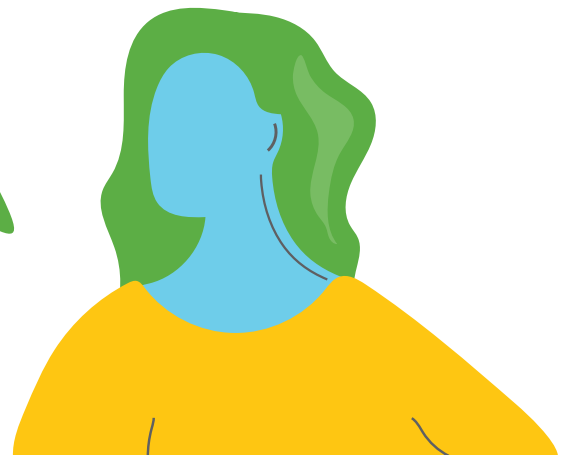
August 3: FUNdraising page creation opens

August 3 - September 17: Set up a FUNdraising page anytime during this timeframe, even on the big day!

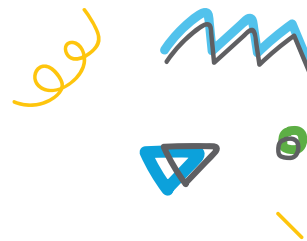
September 1: Early Giving opens

September 17: North Texas Giving Day

In 2019, 2,795 FUNdraising pages raised \$1,709,000 (a 124% increase) for 849 organizations! 63% of donors that gave through these pages were brand new to North Texas Giving Day.



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 2020, 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 our [FUNdraising Pages 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)]

Why Promote FUNdraising Pages?

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.



FAQs



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, clicking **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 nonprofit portal, click on the tab labeled "My FUNdraisers". From there, hover over the three dots on the right-hand side and click "Deactivate". 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.

PS - We have a FUNdraising Pages toolkit for donors! [Download here](#) and share with your supporters.

Don't see your question above? Reach out to our team at NorthTexasGivingDay@cftexas.org and we will be happy to answer all your FUNdraising page questions!

