NORTH TEXAS GIVING DAY
9.17.20
powered by
COMMUNITIES FOUNDATION of TEXAS
TAKE 15: FUNDRAISING PAGES
Agenda

I. Welcome
II. FUNdraising Pages Overview
III. Frequently Asked Questions
IV. Spread the Word
V. Thank Your Donors
VI. Closing Remarks
What are FUNdraising Pages?

FUNdraising pages empower superfans of participating nonprofits to fundraise on behalf of their favorite causes!
Why are FUNdraising Pages important?

FUNdraising Pages can help propel your campaign!

Last year, 2,795 FUNdraising Pages raised $1,709,000.
Why are FUNdraising Pages important?

1. FUNdraising pages are based on a two-way relationship

2. FUNdraising partners provide new opportunities for compelling messaging

3. Societal norms can be powerful motivators
Who can be a FUNdraiser?

Board members, volunteers, staff, clients, alumni and/or donors can help champion your cause!

Amy's FUNdraising Page

Grant Halliburton Foundation provides education and support for mental health awareness and suicide prevention through education, resources and connection throughout the North Texas community. Please support them through your special gift. COVID-19 can't cancel community. Or generosity. Or kindness.

North Texas Giving Tuesday Now is about giving where we can't go. It's our moment to get up, 'go' to the places we're physically unable to and give big, and to go the distance and close the gap of needs faced by so many right now. North Texas is a resilient community. Let's do this together. #NTxGivingTuesdayNow
NEW: FUNdraising Pages Progress

New this year, you will be able to set and track your FUNdraising pages progress right from your dashboard!
NEW: FUNdraising Page Progress

You will be able to set FUNdraising goals and will be able to see last year’s metrics when setting goals!
NEW: FUNdraising Page Progress

At the start of Early Giving (September 1st) you will be able to see your progress tick up. The bar will fill with blue as the goal is satisfied.
Frequently Asked Questions
How do I ask superfans to fundraise on my organization’s behalf?

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 [XXX,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)]
How does a superfan create a FUNdraising Page?
When can superfans start creating FUNdraising Pages?
Do I need to approve the FUNdraising Pages?
How do I know who has set up a FUNdraising page on behalf of my organization?
Do I have the capability to edit any FUNdraising pages?
Can we remove a FUNdraising page from appearing publicly?
When can FUNdraising pages start receiving gifts?
How will I know if someone has given to a FUNdraising page?
Our team has put some simple tips and tricks together to support superfans in promoting their pages and activating their networks!

**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".)
Spreading the Word

Encourage FUNdraising page creators to share their unique URL via email and social media platforms!
Don’t forget to thank your donors for their generosity on North Texas Giving Day!
Thank Your Donors!
Have Questions?

- Check out the “Resources” section on the website
- Review the Frequently Asked Questions section of the website
- Reach out to the team at NorthTexasGivingDay@cftexas.org
Key Dates!

• June 18 – Registration Opens
• June 18 – Kickoff
• June 23 – Take 15: Matching Funds
• July 7 – Social Media Training
• July 10 – Early Bird Perks Deadline
• July 14 – Graphics Basics and Editing
• July 21 – Take 15: Board Engagement
• July 28 – Take 15: Volunteer Strategy
• August 3 – FUNdraising Page Creation Opens

Key Dates/Deadlines

• August 4 – Take 15: FUNdraising Pages
• August 11 – How To Register
• August 17 – Registration Closes
• August 18 – Take 15: Donor Stewardship
• August 28* – Last Day to Edit Profiles
• September 1 – Early Giving Opens
• September 1 – Take 15: Donor Report
• September 17 – North Texas Giving Day

*August 28th is the last day to make content changes to your profile, but you CAN edit your overall fundraising goal, add a matching fund, and create FUNdraising pages all the way through September 17th.