

How to Create Your NTX Giving Day FUNdraising Page



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COMMUNITIES
FOUNDATION *of* TEXAS

— NTX —

GIVING
DAY

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How to Create a FUNdraising Page



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

August 1: FUNdraising page creation opens. You can set up a FUNdraising page from August 1 - September 23!

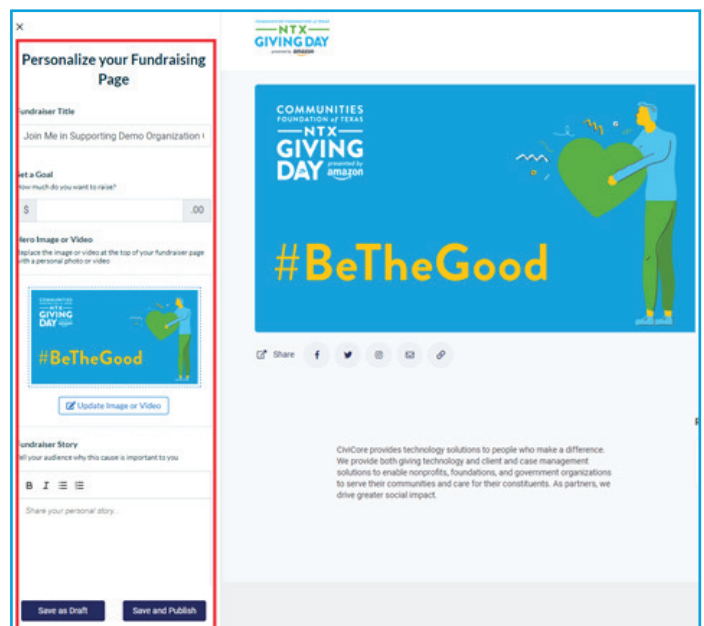
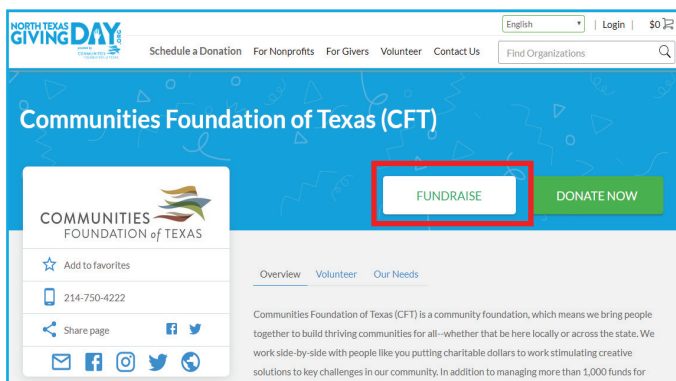
September 1: Early Giving opens

September 23: NTX Giving Day

Follow these simple steps:

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

Step 2: Use the editing tool on the left side to adjust your FUNdraiser Title, Goal, and Hero Image or Video. You can also scroll down on the left side to add a short story to tell your audience why this cause is important to you.



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How to Create a FUNdraising Page, cont.



Step 3: Once you hit “Save and Publish” or “Save as Draft”, you’ll navigate to the Neon Raise Login screen where you can create your profile (if this is your first time creating a FUNdraising Page for NTX Giving Day 2021).

NOTE: This is a critical step which will save your fundraising page so you can access it again to make changes, track donations, etc. Even if you have an existing donor account, you will still need to create a Fundraiser account. Don’t skip this step!

Step 4: Start promoting your FUNdraising page to begin raising funds for your chosen nonprofit!

Step 5: Thank your donors! Anytime someone contributes to your fundraiser 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 fundraiser and their email address by logging into your fundraiser profile, selecting FUNdraising Pages at the top, clicking the Fundraising Page name and clicking Donations on the right. You will also receive an email each night letting you know the list of donors who gave to your page that day.)

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

Make sure to take the time to thank each donor who contributed to your FUNdraising Page. A personal email, phone call, video message or a handwritten note can go a long way in showing your gratitude.

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 between September 1-23
- Send an email to your network(s).
- Let people know why you give by using the hashtags #NTxGivingDay and #BeTheGood

Use the #NTxGivingDay hashtag on your social media posts!

