

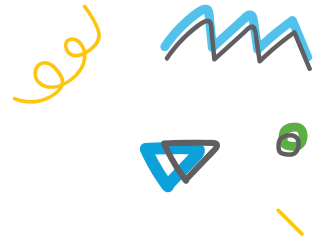


2021 Nonprofit FUNdraising Pages Toolkit

— 9.23.21 —
COMMUNITIES
FOUNDATION of TEXAS

— **NTX** —
GIVING
DAY presented by
amazon

What are FUNdraising Pages?



NTX Giving Day is a perfect opportunity to engage fans of your mission. FUNdraising pages are personalized giving pages housed on the NTX 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 NTX 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!

Please note: This year we have upgraded our peer-to-peer platform with our technology partner, Neon One. To manage and create FUNdraising pages, [please go to your organization's Raise profile.](#)

Key Dates:

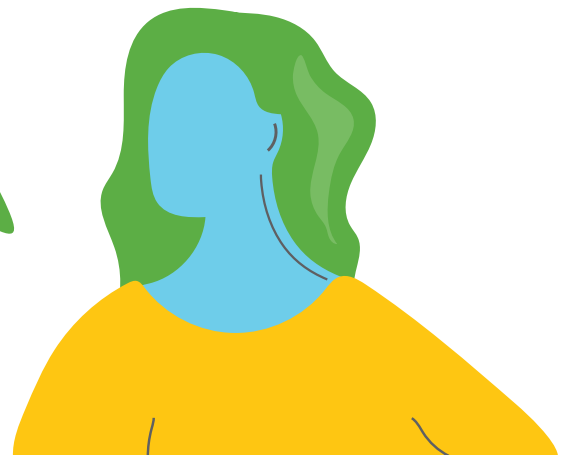
August 1: FUNdraising page creation opens. You can set up a FUNdraising page from August 1 - September 23!

September 1: Early Giving opens

September 23: NTX Giving Day

Please note that only donations made to FUNdraising pages from September 1-23 will count towards NTX Giving Day totals and prizes.

In 2020, more than 3,000 FUNdraising pages raised \$2.2 million for 721 organizations! Nearly half of donors that gave through these pages were brand new to NTX 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 NTX 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 generosity 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' NTX 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 2021, we have a goal of raising [\$XX,XXX] during NTX 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? With our upgraded peer-to-peer platform, FUNdraising pages can only be accessed through your organization's Raise profile. You'll receive an email when someone has created a FUNdraising page on your organization's behalf.

- Once logged in to your Raise profile, click "View My Gives Day Campaign"
- Select Fundraising Pages on the left-hand navigation.
- From Fundraising Pages, you can view and manage peer-to-peer FUNdraising pages created by you or on your behalf.

Can I create FUNdraiser page templates and share with my contacts?

Yes, under the NTX Giving Day Campaign under Templates you can create an unlimited amount of templates which you can then email to your board, volunteers, employees and biggest fans. These pages can be pre-loaded with content and an image or video link to help simplify page creation and start raising money faster.

Do I have the capability to edit any FUNdraising pages? Yes, you will have the ability to edit all FUNdraising pages within Raise, click on the name of the FUNdraising page and then select Edit Page.

Can we remove FUNdraising pages from appearing publicly? To remove a FUNdraising page from appearing publicly, you can log in to your Raise application, click on the 3 dots next to the FUNdraiser to unpublish. We encourage you to reach out to the donor and share why you unpublished their page.

How will I know if someone has given to a FUNdraising page? Any donation given through a FUNdraising page will show up under the NTX Giving Day Campaign under Fundraising Pages. You can also export a donor list in Raise that shows which FUNdraising page received the donation.

When should I promote my FUNdraising page(s)? Although you can create your FUNdraising Page(s) as early as August 1, you will want to wait to promote your page(s) until September! Only gifts that come through FUNdraising Pages between September 1 – 23 will count towards your NTX Giving Day campaign and be eligible for bonus and prize funds.

Donors who create a FUNdraising page will receive an email notification within 24-hours with donor information (if they haven't marked themselves as fully anonymous) on anyone who gives to their page.

Don't see your question above? Reach out to our team at Support@NorthTexasGivingDay.org and we will be happy to answer all your FUNdraising page questions! More information on Neon Raise's Peer-to-Peer Fundraising can be found in the [Nonprofit Help Center](#).

