

# FUNDRAISING PAGE TIPS

## 1. Personalize your fundraising page.

Your friends, family, and coworkers are going to donate because they know YOU. Make sure your page reflects who you are. Upload your own photo and change the fundraising story and templated messages to sound like they're coming from you.

## 2. Set a goal that will be a bit of a stretch for you to reach.

Putting a dollar figure on your page also helps your donors feel like they're helping you reach your goal, and gives you something to strive for.

## 3. Write your own story on your personal fundraising page.

Use your own words to tell why you want to raise funds for BrainTrust Canada. Sharing your connection to our cause will inspire people to give. If you're holding an event, this is also the place to share event details - name of event, date and time, location, cost to participate, etc.

## 4. Make a donation to your own fundraising page.

This shows you believe in the cause and the organization. People are also more likely to donate if they see that someone else has already given.

## 5. Use the Participant Centre that comes with your personal fundraising page.

To send donation (sponsorship) requests, first add the contact information of people you would like to email by using the *Address Book* tab at the top of the page. Then, from the *Email* tab check out the emails under *Sample Fundraising Emails*. You can use the templates provided or create your own message - just be sure to keep the part that gives a link to your page. Select the contacts you want to receive your email and send away! You might want to combine the email approach with our **How to Raise \$500 in a Week** plan.

## 6. Get social.

In your Participant Centre you can also click on the *Get Social* tab at the top. Then click the *Connect* button for Facebook. Then you can *Share* your fundraising page on your Facebook page and ask your Facebook friends to support you or your event. **The key to fundraising is to ask.**

**7. Thank everyone who gives.** A simple note of thanks goes a long way in making people feel appreciated. The email templates in your Participant Centre make it quick and easy. Everyone who donates \$20 or more to your fundraising page will receive a charitable tax receipt via email.