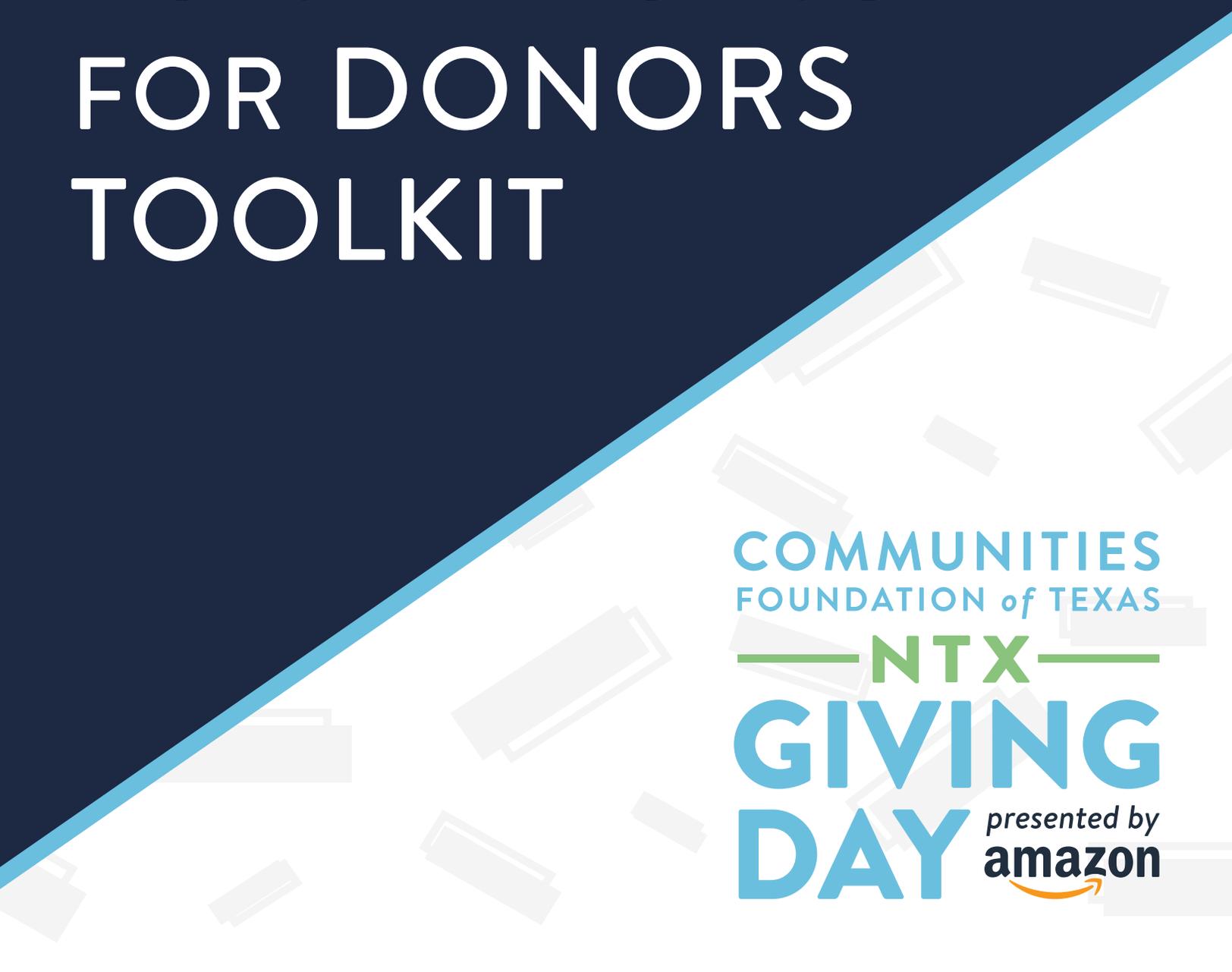




2022 FUNDRAISING FOR DONORS TOOLKIT



COMMUNITIES
FOUNDATION *of* TEXAS

— NTX —
GIVING
DAY presented by
amazon

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!

You can set up a fundraising page from September 1 through NTX Giving Day on September 22!

Follow these simple steps to create a Fundraising Page:

Step 1: Create Your Fundraising Page

- Beginning September 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 the *Fundraise* button.

Step 2: Reset Your Password

- If you have created a user account on the NTX Giving Day site in the past, we carried over your information! You will need to reset your password and can do so by selecting the *Forgot Password?* button on the login page.

TIP:

You can see who has donated to your fundraiser and their email address by:

- [Logging into your fundraiser profile](#)
- Hover over your name in the top right corner and select your fundraising page
- Once on your fundraising page, click on the *dollar sign icon* and selecting *Donation Report*

Step 3: Edit Your Page

- Use the *Page Editor* tool on the left side to adjust your Fundraiser title, goal, and image or video. You can also add a short story in the description section to tell your audience why you are passionate about this cause.

Step 4: Publish Your Page

- Once you complete all the mandatory sections, click on the rocketship on the left-hand side which will prompt you to publish your page. Select the green *Publish* button which will make your page go live.

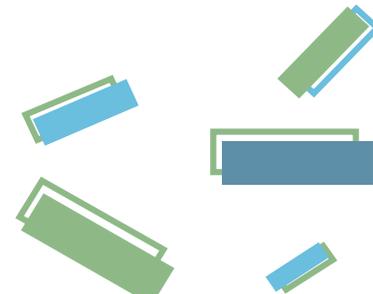
Step 5: Promote Your Page

- Start promoting your fundraising page to begin raising funds for your chosen nonprofit! *Need support with promoting your page? Check out the last page of this guide for some sample posts and copy!*

Step 6: Thank Your Donors

- Don't forget to thank your donors! It is crucial to thank each donor that supports your fundraising campaign, no matter the size of their gift. Be sure to let them know how meaningful their gift is, regardless of the amount. This makes your supporters feel seen and appreciated and helps build a relationship that will encourage them to support your effort again.

How to Be a Successful Fundraiser



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 are passionate about the nonprofit you chose to fundraise for. 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 in our community?

Be the first donor to your page:

Show your commitment to this cause and fundraising by being the first to donate to your page. Peer-to-peer fundraising is more successful when your network is able to see your support firsthand.

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 addressing each person in a familiar and friendly way; use your relational connection to make it personal: (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.

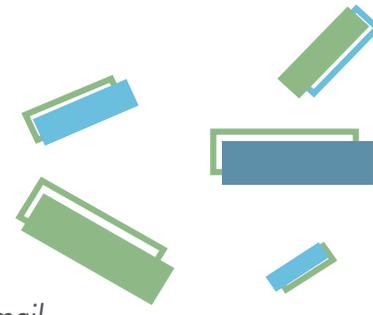
Provide updates throughout the campaign:

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.

How to Promote Your Fundraising Page



Now that you have set up your fundraising page, it's time to share it with your network! Below are some sample posts you can use to share your passion through social media and email.

Social Media Sample Posts

Early Giving (September 1 through September 21)

- A little goes a long way when North Texans give all at once. My passion is supporting [core mission constituency, e.g., homeless youth, children with cancer, etc.] and I would love for you to join me in giving to [Organization Name]. You can make your #NTxGivingDay gift early from now until September 22! [enter link to donation page]
- Did you know that you can make your #NTxGivingDay donation early? Do it today and #GiveWithPurpose! [enter link to donation page]

NTX Giving Day (September 22)

- Help build a stronger, more vibrant North Texas and #GiveWithPurpose today! [enter link to donation page]
- Today is #NTxGivingDay! Donate today to help us impact North Texas for the better: [enter link to fundraising page]
- Your gift and your cause matter! Let's show the world how North Texas gives back, and donate today

Sample Email Template

Dear [Name],

This year, on Thursday, September 22, 2022, [Organization Name] is participating in Communities Foundation of Texas' NTX Giving Day, an online giving extravaganza for our whole region.

You might know that the mission of [Organization Name] is to support [core mission constituency, e.g., homeless youth, children with cancer, collies and dachshunds.] which is a passion of mine. [Consider sharing an example of how this organization has had an impact on you.]

During the month of September leading up to NTX Giving Day on September 22, you can make a gift which will go towards supporting our North Texas community! It's easy to give: between now and September 22, you can make your gift online at [insert your NTX Giving Day fundraising page link].

After you make your gift, encourage your friends, family, and colleagues to be a Giving Hero like you! Thanks for your support of [Organization Name] and being a part of the NTX Giving Day movement!

Sincerely, [Name]