

NORTH TEXAS
GIVING
DAY  .ORG

9.19.19

powered by

COMMUNITIES 
FOUNDATION of TEXAS

Get Up
& Give

FUNdraising Pages Toolkit
for Superfans



How to Get Involved

North Texas Giving Day is not a party without you!
FUNdraising pages are easy, fun, and super rewarding.

Is your favorite nonprofit participating in North Texas Giving Day? Explore NorthTexasGivingDay.org to find all your favorite nonprofits! With 2,000+ organizations to choose from, you can help make our community stronger. Visit NorthTexasGivingDay.org and you can search by cause area, nonprofit name, geographic area or some combination to learn about North Texas Giving Day participants within the areas you are most passionate about!

Beginning August 1, you can create a FUNdraising page on behalf of your favorite nonprofit and help make this their best North Texas Giving Day yet! This exciting feature allows you to highlight an organization close to your heart, and helping them reach their fundraising goal. With your personal FUNdraising page, you can make North Texas Giving Day even bigger, help raise more dollars, and touch more lives during this 18-hour giving extravaganza! What a great way to get up and give! Create a FUNdraising page and watch how you will make an impact on our North Texas region.

KEY DATES:

- **August 1:** First day to create your FUNdraising page!
- **September 9:** Begin promoting your FUNdraising page, so your network* can start to give to your favorite organization!
- **September 18:** Last day to create a FUNdraising page.
- **September 19:** North Texas Giving Day!

* As your network helps you support your favorite nonprofit, you will receive an email letting you know that someone just donated.

How to Create a FUNdraising Page

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

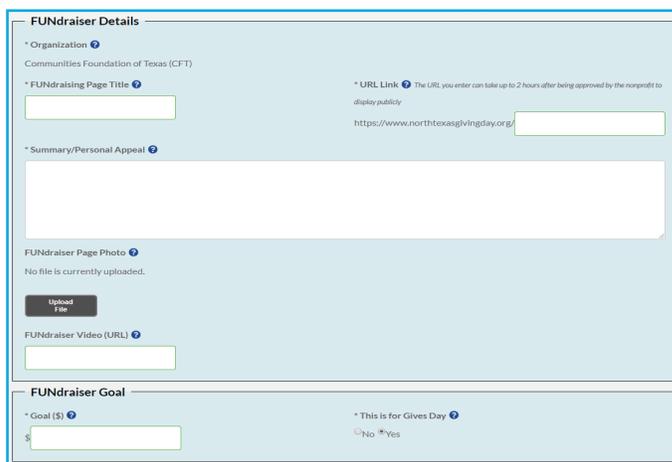
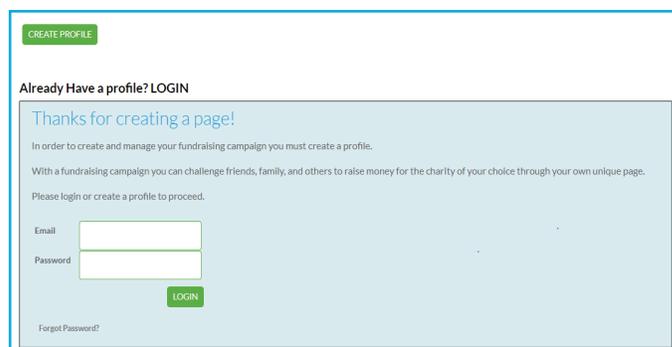
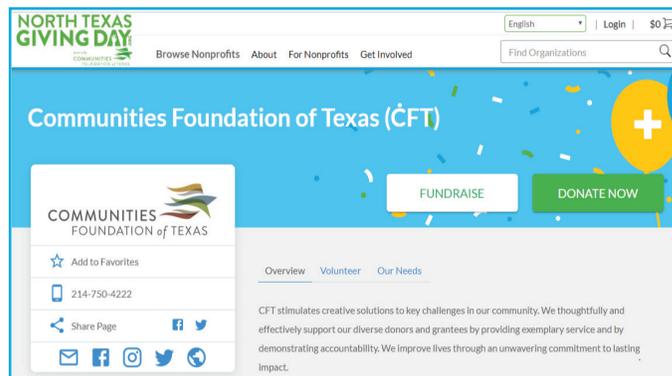
Follow these simple steps:

Step 1: Starting **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 click "FUNDRAISE".

Step 2: If you already have a donor account, sign in. If you do not have a donor account, you can create a new one by simply clicking the green "Create Profile" button.

Step 3: Fill out the required information to create a FUNdraising page, and submit your campaign for approval.

Step 4: Start planning how you will promote your FUNdraising page that will start accepting donations on September 9.



Need ideas on how to promote your page?

Check out **page 5** of this toolkit for sample post and language that can be used on social media or in emails to your network!



FUNdraising Page 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.

1. 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?

2. Be the first donor to your page:

Show your commitment to this cause and FUNdraising by being the first to donate to your page.

3. 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.)



Did you know...

In 2018, 1,795 personal FUNdraising pages raised \$763,000 for 351 organizations

FUNdraising Page Tips and Tricks

4. 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.

(TIP: Need help spreading the word? Turn to page 5 for sample social media post ideas.)

5. 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.

6. 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".

"Behind every successful woman is a tribe of other successful women who have her back!"

#WhyIGive on North Texas Giving Day is so that other women have the opportunity to thrive in a career they want to pursue.

Our Friends Place changes lives by requiring our residents to be employed at a steady job, be enrolled in educational or vocational courses to improve employability, and attend our award-winning life skills program. We teach empowerment, not entitlement, so young women can become self-reliant and build a better future for themselves.

Please join me by supporting Our Friends Place through North Texas Giving Day!



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Be a friend of Our Friends Place!

Be a Friend...Change a Life! I am starting this page to support Our Friends Place and all the good work they do for homeless young women in North Texas. With their t...

When posting on social media don't forget to include the hashtags

#WhyIGive & #NTxGivingDay

Spread the Word

Now that you have set up your FUNdraising page, it's time to share it with your network! North Texas Giving Day makes it easy for you to share why you give and are passionate for your favorite nonprofit!

How you can promote your favorite organization:

- Share your favorite organization through social media #NTxGivingDay
- Send an email to your network(s), use the #NTxGivingDay email signature
- Let people know why you give by using the hashtag #WhyIGive, #NTxGivingDay and the photo filter



facebook.com/NorthTexasGivingDay

@NorthTexasGivingDay to tag



twitter.com/ntxgivingday

@NTxGivingDay to tag



instagram.com/ntxgivingday

@NTxGivingDay to tag

#NTxGivingDay

Sample Facebook* & Twitter Posts

*For Facebook, each of these should be accompanied by an image

Before Giving Day

- Save the date: 9.19.19 is #NTxGivingDay!
- Approximately 7 million people live in North Texas and together we can make a HUGE difference on #NTxGivingDay!
- “One is not born into the world to do everything but to do something.” Henry David Thoreau. Who is inspiring you to give this #NTxGivingDay?

Scheduled Giving (September 9 - September 18)

- Did you know that you can schedule your #NTxGivingDay donation? Do it today! [[enter link to your FUNdraising page](#)]
- Make a difference and schedule you donation today! [[enter link to FUNdraising page](#)]

North Texas Giving Day (September 19)

- Help build a stronger and more vibrant North Texas by donating today! [[enter link to FUNdraising page](#)]
- Today is #NTxGivingDay! Donate today to help us change North Texas for the better: [[enter link to FUNdraising page](#)]
- Join me and donate to your favorite causes TODAY on #NTxGivingDay!
- “How wonderful that no one need to wait a single moment to improve the world.” Anne Frank. Don't wait - #NTxGivingDay is today!
- Your gift matters! Let's show the world how North Texas Gives back and donate today!
- Help [[organization name](#)] get to the top of the #NTxGivingDay leaderboard! Donate here today: [[enter link to FUNdraising page](#)]



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