



ONLINE FUNDRAISING

Raise more funds for the hungry by taking these simple steps when you set up your online fundraising page!

CUSTOMIZE YOUR PAGE

- Update with your own photo and message.
- Choose the video you like best.
- Import your contacts.
- Make a personal donation on your page - your gift will inspire others to do the same.

SET A GOAL AND PUBLICIZE IT

- Set a lofty goal and then establish some milestones.
- Break down your goal into specific amounts. For example, \$1,000 goal means 20 people giving \$50 each or 40 people giving \$25. If you need 40 donors, reach out to 80!
- Give updates as you get closer to your goal.
- Don't stop at Walk Day – continue to send out a few requests until you meet your goal.

SHARE YOUR “WHY I WALK”

- Use provided templates for emails, edit them to share your personal motivation and why you believe people should donate.
- Share what impact specific donations can have – check out the price points sheet in this section.

SEND PERSONAL EMAILS

- Ask people directly – it brings in more donations.
- Send an email to everyone you know – coworkers, friends, family, childhood friends, former colleagues – always include the link to your fundraising page.
- Send reminders with follow-up emails.
- Text your friends and include your fundraising page link.

USE SOCIAL MEDIA

- Post donation requests to increase your donations – see sample posts on the sheet in this section.
- At least every five days, share why you are fundraising for the Walk.
- Tag your potential donors.
- Post a thank you to every donor individual and tag them - it reminds others to give to you.
- Always include a link to your personal fundraising page.

RAISING *animals*; GROWING *communities*.