



BE A MY.FUNDRAISING ONLINE FUNDRAISING MASTER

FLEX YOUR POPULARITY MUSCLES

One of our handiest features is the integrated email tool, allowing you to automatically upload your contacts and communicate with everyone connected to your campaign all at once. Input as many email addresses as you can: Mom and Dad and the grandparents are givens, but what about your neighbors, your teachers, your friend's parents, or even your brother's basketball buddies? The more people you contact, the better chance you have of reaching \$1K.

EMAIL LIKE A SUPERSTAR

Once you've entered all your contacts, review the dates your pre-written and pre-scheduled reminder emails are set to go out. We've set them five days apart by default but you may decide that every three, or maybe every 7 might work better for you depending on your timeline. You want to keep your fundraiser on the top of their minds, but you don't want to inundate them with reminders, either.

DELETE OUR WELCOME MESSAGE

We've created a standard welcome that appears at the top of your fundraising page to help you get your campaign kicked off quickly, but we encourage you to add to it, or better yet, scrap it and write your own from scratch. A thoughtfully-written message in your own voice is more personal and sincere. Again, visitors will appreciate the extra time and attention you're putting into the details.

SHOW OFF THAT BEAUTIFUL FACE

Why do Unicef and WWF ads work so well? Because they show the faces of the people and the animals you'll be impacting with your support – and seriously, how can you then say no? So, upload at least one photo of yourself to start, and then add more throughout your campaign. Visitors will feel personally connected to your cause and will notice that you're putting a lot of effort into the details of this fundraiser – every single day.

CALL IT QUITS

Um, what...? What we mean here is that it's important to officially end your campaign when you've reached your goal or your deadline has been reached. Why? An online campaign one-ups the emails you schedule by sending automated messages on special occasions to remind contacts of your cause. So once you've deemed your fundraiser done, simply click 'End Campaign' in the top right of your Campaign Manager. This will let our over-achieving platform know it's done a fine, fine job but now it's time to take a break.