

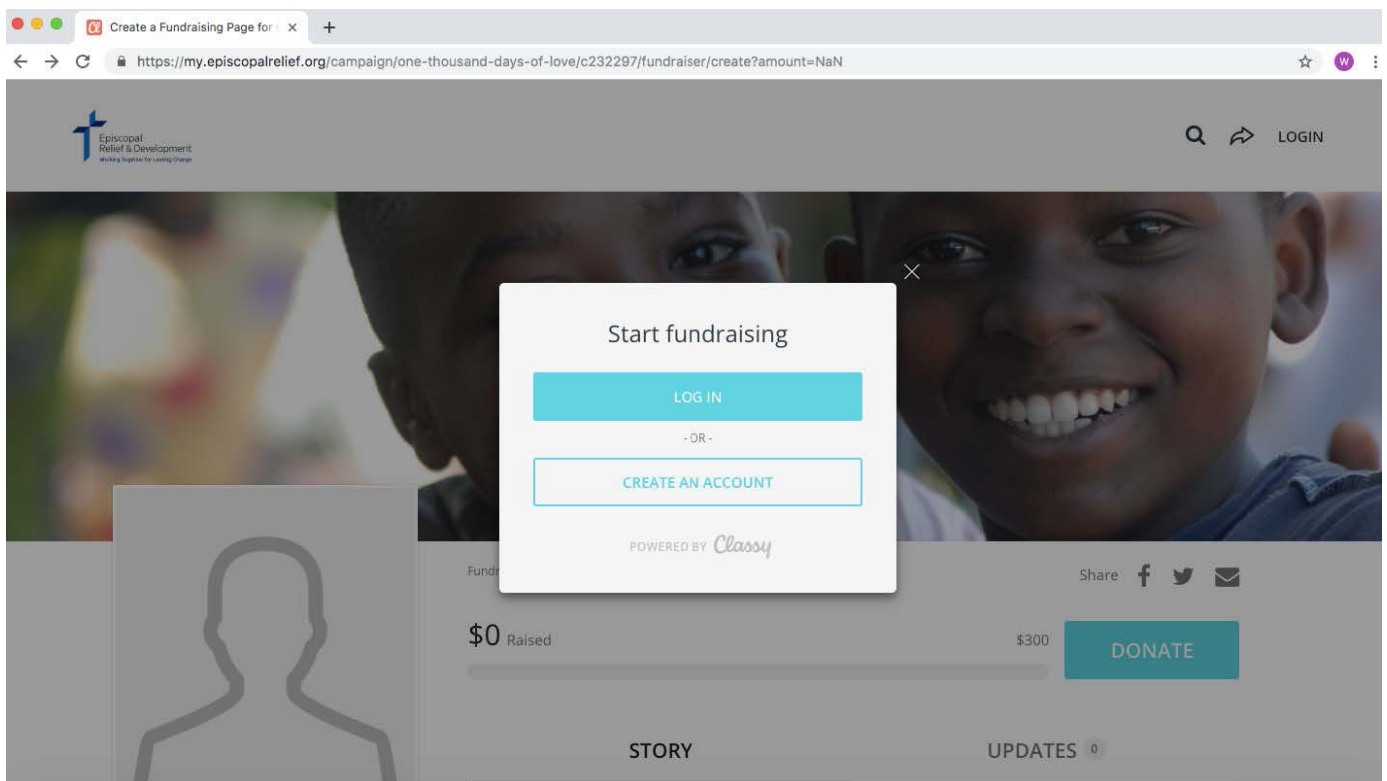
# GUIDE TO CREATING YOUR FUNDRAISING PAGE

## Welcome!

Thank you for fundraising in support of ONE THOUSAND DAYS OF LOVE , a grassroots church campaign to increase funding for Episcopal Relief & Development’s programs for children.

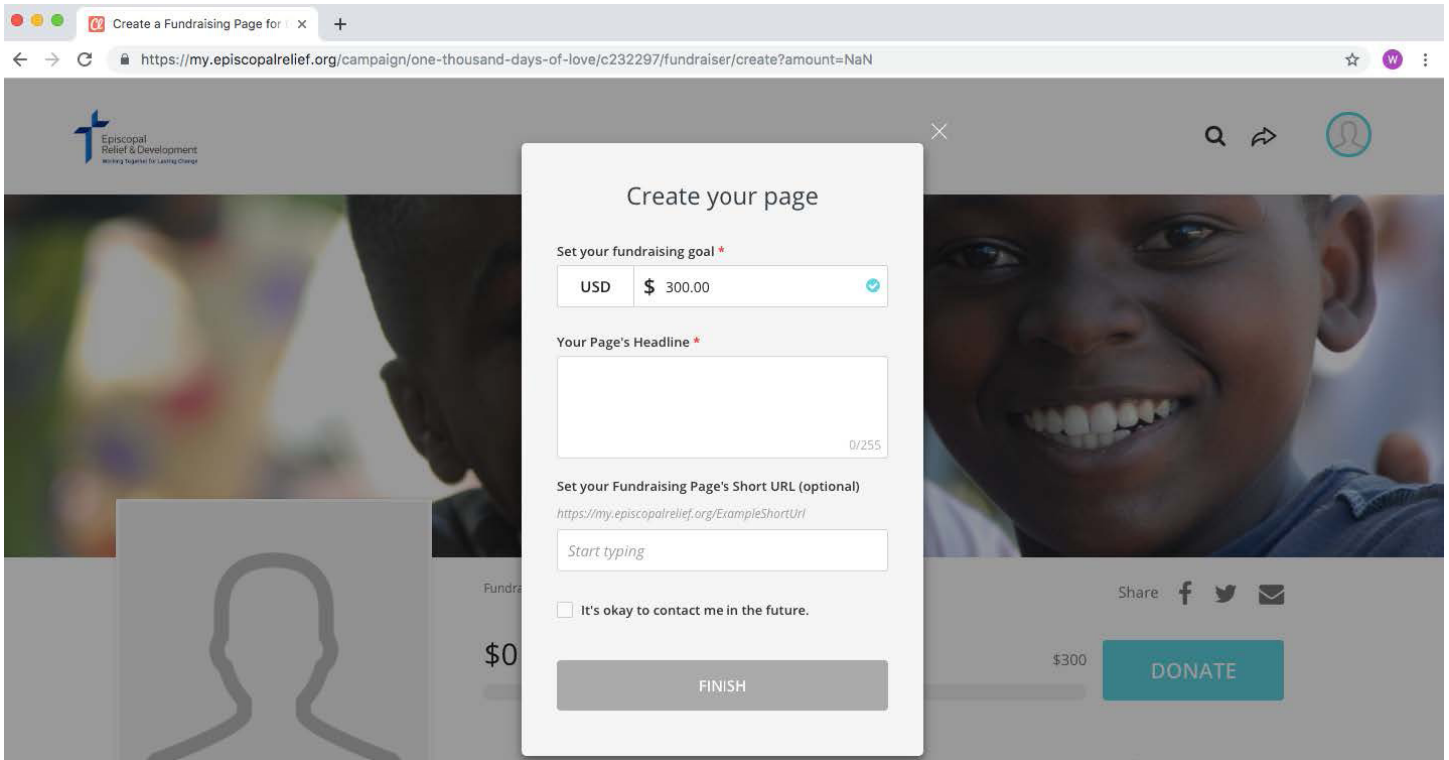
## STEP 1: Setting Up Your Fundraising Page

1. Click on this link to go to: <http://my.episcopalrelief.org/1000DaysOfLove>
2. Select “Become a Fundraiser”
3. Choose “As an individual” or “Join a team” or “Create a team”
4. Log in if you already have a Classy account, or click on “CREATE AN ACCOUNT” to register with your email and name



## STEP 2: Create your page

- Set your fundraising goal target amount.
- Give your page a headline, e.g. "Support my bike ride for charity!" or "Help me donate my birthday to Episcopal Relief & Development!" or whatever is appropriate for your fundraiser
- Create a short URL (optional) to make your page URL easier to remember, e.g. you could use your name, or an event description



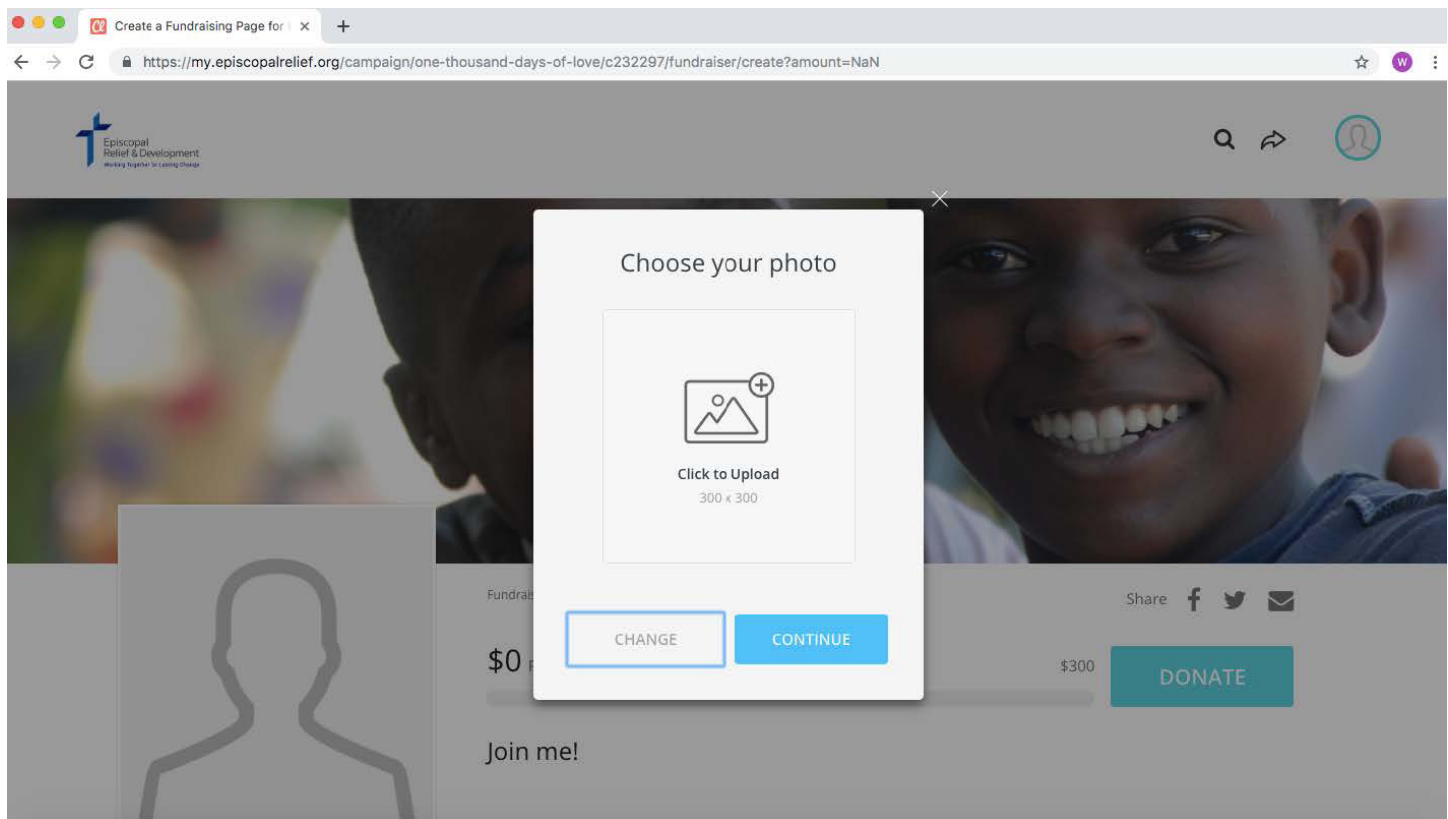
The screenshot shows a web browser window with the URL <https://my.episcopalrelief.org/campaign/one-thousand-days-of-love/c232297/fundraiser/create?amount=NaN>. The page features the Episcopal Relief & Development logo and a background image of a smiling child. A modal form titled "Create your page" is overlaid on the page. The form includes the following fields and options:

- Set your fundraising goal \***: A dropdown menu set to "USD" and a text input field containing "\$ 300.00" with a checkmark icon.
- Your Page's Headline \***: A large text input field with a character count of "0/255".
- Set your Fundraising Page's Short URL (optional)**: A text input field with a placeholder "Start typing" and an example URL <https://my.episcopalrelief.org/ExampleShortUrl>.
- It's okay to contact me in the future.
- FINISH**: A grey button at the bottom of the form.

In the background, a "DONATE" button is visible with a "\$300" amount and social media share icons for Facebook, Twitter, and Email.

### STEP 3: Choose your photo

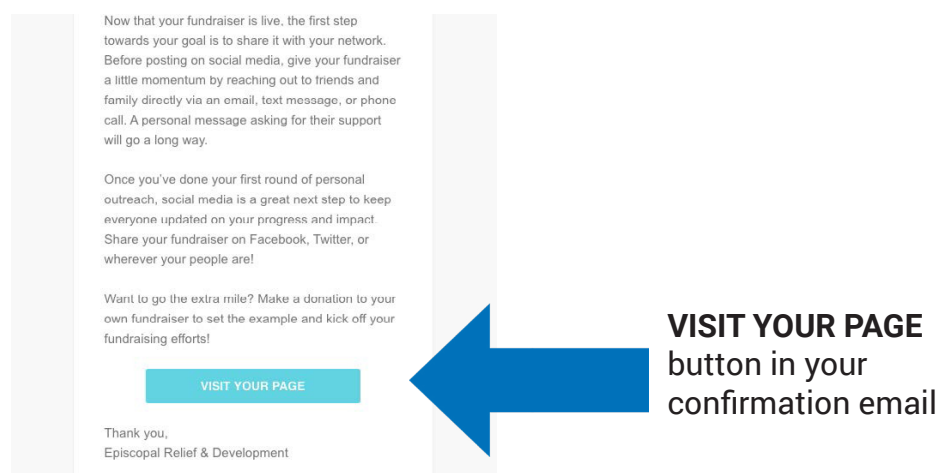
A great way to personalize your page is to add a photo of yourself...or your dog...or anything else you prefer!



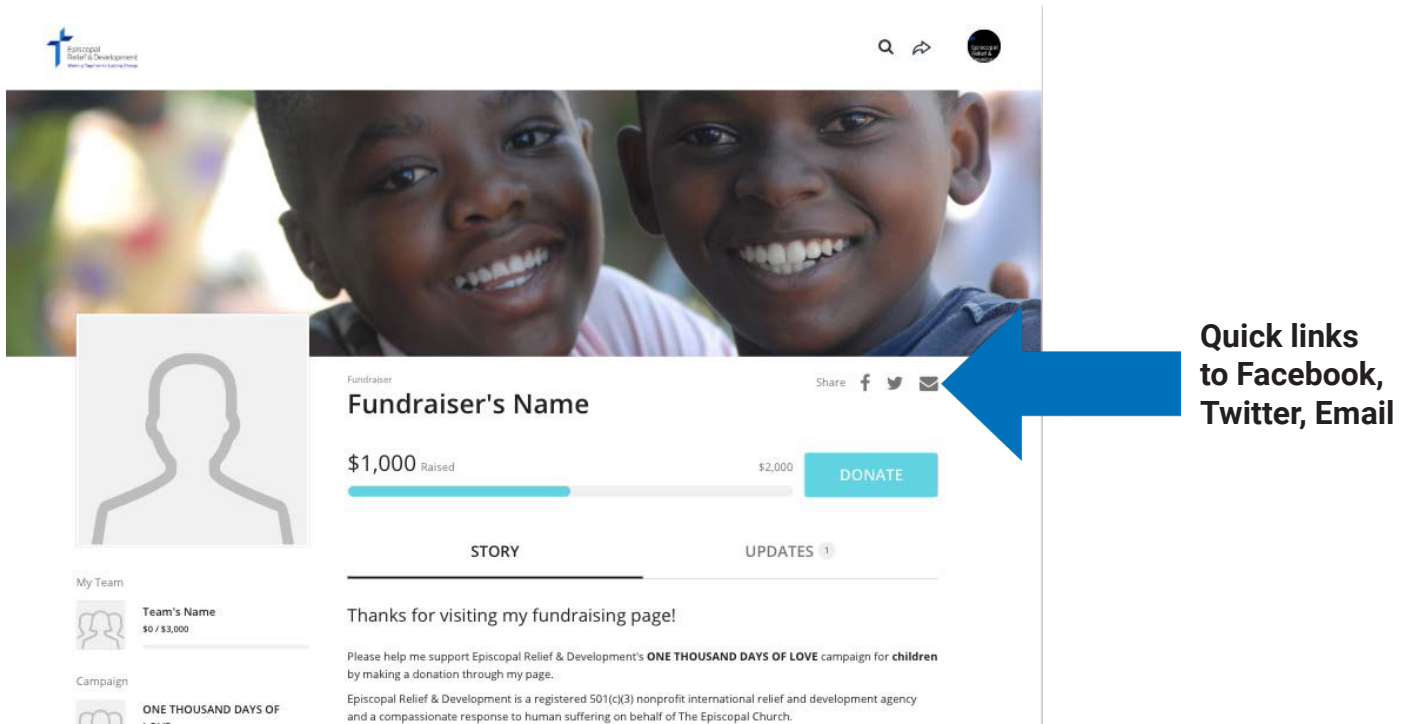
### STEP 4: Start Fundraising!

**Your fundraising page is now ready!** Your page is personalized and you are all set to start fundraising.

You will receive an email from Episcopal Relief & Development confirming you have created your fundraising page and providing helpful tips to get started. And you can follow the **“VISIT YOUR PAGE”** button to get to your personalized fundraising page.



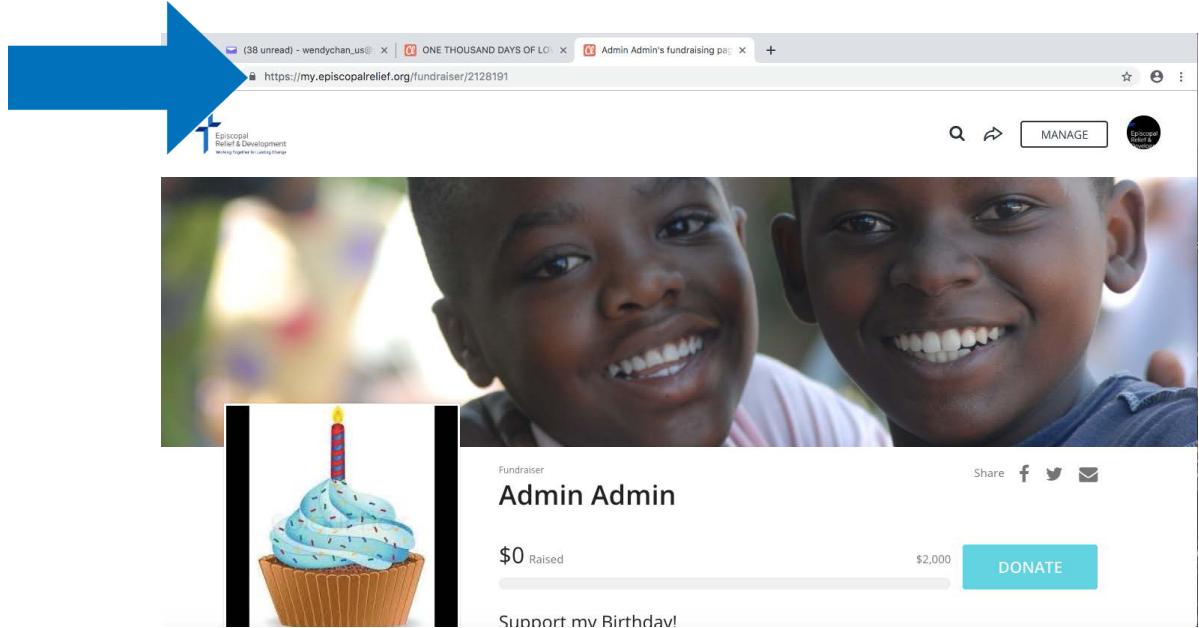
On your fundraising page, use any of the quick link buttons on the upper right area of your page to start asking for support through Facebook, Twitter or email.



The screenshot shows a fundraising page for 'Fundraiser's Name' on the Episcopal Relief & Development website. The page features a large header image of two smiling children. Below the image is a profile picture placeholder and a progress bar showing '\$1,000 Raised' out of a '\$2,000' goal, with a 'DONATE' button. The page title is 'Fundraiser's Name' and it includes 'Share' buttons for Facebook, Twitter, and Email. A blue arrow points from the text 'Quick links to Facebook, Twitter, Email' to these share buttons.

Or copy the URL from your browser and use your personal email account to share the page with your network, or paste it into a Facebook post to personalize even more with more details about your story.

Copy the URL from your browser



The screenshot shows a browser window with the URL 'https://my.episcopalrelief.org/fundraiser/2128191' highlighted. A blue arrow points from the text 'Copy the URL from your browser' to the URL. Below the browser window is a screenshot of the fundraising page for 'Admin Admin', which features a birthday cake image and a progress bar showing '\$0 Raised' out of a '\$2,000' goal, with a 'DONATE' button.

## Reach Your Goal – \$300!

The set-up form has a preset fundraising goal of \$300, but you can adjust the goal higher or lower if you like when you customize your page.

Here is a breakdown of how to easily raise \$300 for **ONE THOUSAND DAYS OF LOVE**.

- Make a self-donation to get things started \$20 = \$20
- Ask your significant other to donate \$20 = \$40
- Reach out to three close family members for \$40 each = \$160
- Ask your closest friend for \$40 = \$200
- Ask five friends or co-workers to donate \$20 each = \$300 !

## Fundraising Tips

- **Activate your Network.** Use the tools available on your fundraising page to contact your network and ask for donations. Social media, email, and phone calls are great ways to engage people you know.
- **Self-Donations.** Consider donating to your page to get things started, even if it's small it will show you believe in your own efforts!
- **Draft Potential Donor List.** Think of people that you can count on for their support – friends, family, neighbors, and co-workers.
- **Segment your Donors.** For best results contact your potential donors in the way that is best for them. e.g. A personal email or phone call to key contacts might be best for them. Lay out your approach and group your contacts by the best form of contact. Start with friends and family, co-workers, and fellow church-goers.
- **Ask, then Follow Up.** People want to support you, but everyone is busy and forgets. Follow up with your supporters, send updates to help remind them of your efforts. And personalize your requests.
- **Update Often.** Don't just send out asks, send out updates on your progress as well. Let your donors know when you reach certain milestones, or if there has been an exciting update from Episcopal Relief & Development.
- **Thank Them.** Be sure to personally thank your supporters, either by email, phone, eCards or in person, they want to know you appreciate them.

## Sample Messages

Here are six sample templates to help get you started with your outreach!

Copy and paste the messages into your personal email or social media platforms, then add the information in red. Remember that email is one of the best ways to reach out for support, so be sure to add your own personal touch.

### 1) Email Template: Donation Request – Ask for support!

SUBJECT: Please Help More Children

Dear {insert name}

I have joined Episcopal Relief & Development's campaign **ONE THOUSAND DAYS OF LOVE** to help empower more families, in more places, to support more children in reaching their full potential.

The first years of life are critical to a child's future success. I am excited to be helping Episcopal Relief & Development's **ONE THOUSAND DAYS OF LOVE** campaign for children.

Will you support my efforts by donating to my fundraising page and helping me reach my goal of **INSERT GOAL AMOUNT**?

A gift of any size helps Episcopal Relief & Development support and expand their integrated programs and partnerships with local churches and communities around the world nurture children so they are learning, growing and thriving.

Please help me benefit more children by donating HERE – **INSERT LINK TO FUNDRAISING PAGE**.

Thank you so much for your support!

**YOUR NAME**

For more information on the ONE THOUSAND DAYS OF LOVE campaign visit [www.episcopalrelief.org/1000DaysOfLove](http://www.episcopalrelief.org/1000DaysOfLove)

## 2) Email Template: Thank You Message – Thank people who donated!

SUBJECT: Thank you for your donation!

Dear {insert name}

THANK YOU! So far I have raised **INSERT TOTAL RAISED** for Episcopal Relief & Development's **ONE THOUSAND DAYS OF LOVE** campaign for children.

To find out more information about the ONE THOUSAND DAYS OF LOVE campaign visit [www.episcopalrelief.org/1000DaysOfLove](http://www.episcopalrelief.org/1000DaysOfLove)

Thank you so much for your help!  
**YOUR NAME** #1000DaysOfLove

## 3) Social Media Templates – Donation Request Messages

I'm raising **INSERT GOAL AMOUNT** to help Episcopal Relief & Development's **ONE THOUSAND DAYS OF LOVE** support more children. Please join me by donating here **INSERT LINK TO FUNDRAISING PAGE** #1000DaysOfLove

## 4) Social Media Templates – Donation Thank You Messages

Thank you **@nameofdonor** for giving to my #1000DaysOfLove fundraiser **INSERT LINK TO FUNDRAISING PAGE**. Your donation will help empower more families, in more places, to support more children in reaching their full potential.

## 5) Social Media Templates – Additional Donation Request Messages

I'm halfway to my goal of raising **INSERT GOAL** to help #1000DaysOfLove. Will you consider a gift to help me reach my goal? **INSERT LINK TO FUNDRAISING PAGE**

## 6) Social Media Templates – Thank You for Supporting Me Messages

We did it! With your support, I raised **INSERT TOTAL**. Together we helped #episcopalrelief support more children. Thank you! Check out the results: **INSERT LINK TO FUNDRAISING PAGE** #1000DaysOfLove