



## Making the most of your personal fundraising page

- **Tell your story:** Write a compelling personal message explaining why you're committed to supporting NF Midwest:
  - What's your relationship to NF Midwest and its work?
  - Why is neurofibromatosis care and research important to you?
  - What impact will donations have?
- **Set a fundraising goal:** Donors want to see their friend succeed.
  - Set a fundraising target when editing your fundraising page.
  - Give updates on the status of your fundraising efforts.
  - Raise your goal once you reach it. Then, notify your donors again.
- **Add a picture or video:** Add an image that speaks to your donors, such as a photo of someone you know with NF or you at an NF Midwest event.
- **Make your fundraising stand out:**
  - Celebrate your birthday. Ask friends to make a donation to your fundraising page in lieu of presents.
  - Offer your services. In exchange for a donation to your fundraising page, you could: babysit; drive a friend to the airport; rake leaves, shovel snow, or cut the grass; give haircuts; or share your other talents.
  - Promise to do something crazy if you reach your goal. Some ideas are shaving your head or beard, jumping in to a freezing lake, "swimming" in the snow, dyeing your hair blue.
- **Tell your contacts:** Share your fundraising page with family, friends, colleagues, neighbors, or anyone in your community. Firstgiving provides email templates you can use in your account.
- **Thank your donors:** Firstgiving automatically emails a thank you message to your donors. When editing your fundraising page, personalize your thank you message. Tell donors in as much detail as you can, individually and collectively, what it means to you or how their donation is helping NF Midwest.
- **Keep sharing:** Send regular updates. Weekly, biweekly, or monthly. Sharing your stories about challenges, accomplishments, lessons, milestones, obstacles, funny experiences, and photos makes donors feel they're a part of your fundraising efforts. Firstgiving provides an email template you can use in your account.

## Tools to help you spread the word

- **Ask your supporters to spread the word:**

On your fundraising page, in the upper right corner, supporters can click **Share This Page**. They can choose from emailing their community, adding a widget or badge to their website or blog, and adding your page to their Facebook profile.

- **Email signatures:** Add a line about your fundraising efforts to your email signature at home or work.
- **Talk about your fundraising efforts on your blog.** Be sure to add a widget or link to your fundraising page.
- **Link to or add your page to your Facebook, Google, LinkedIn, or Twitter sites.**

### Here's what you can do on Facebook:

- **Add your page to your Facebook profile:** Once your page has been created, visit <http://apps.facebook.com/firstgiving> and enter the link to your page. After you add it, ask your friends to add it to their profiles, too.
- **Update your status**
- **Post photos & Change Profile Photo** to relate to Fundraising
- **Add videos**
  1. Use the Facebook video app. This is great for short videos, especially if your friends are in it. It has the same tagging functionality as the photos app, so it can spread through newsfeeds effectively.
  2. Use a dedicated video site like YouTube or Vimeo. Both YouTube and Vimeo have excellent Facebook integration. If you're already using these sites, make sure you share the videos in your newsfeed or use the dedicated applications.
- **Form groups:** Build a group on Facebook, and invite everyone to it.
- **Use Facebook mail**
- **Don't forget to say thanks:** When somebody sponsors you, post a thank you note to their wall.