

## Personalizing Your Fundraising Page

### The importance of a personalized page

**Why:** Most potential donors you contact will be people you know personally: friends, relatives, co-workers, and others within your “network.” Often, their decision to donate will be made in support of YOU, rather than your cause. For this reason, directing your potential donors to a personal fundraising page is key! On your personal fundraising page, they will learn why you have chosen to participate, what the event and charity means to you, and how their contribution can help you achieve your goals.

**Team:** When you create your personal fundraising page, you have the ability to join a “Team.” The Teams you will choose from are based on the three Strategic Objectives of Great Rivers United Way. For help choosing which Team you will join, see the “Strategic Objectives” link at [www.gruw.org/imaginecampaign](http://www.gruw.org/imaginecampaign) (password: imagine). This will help you decide which of our three objectives aligns most closely with the issues you’re passionate about and what exactly you will be fundraising for.

**Page Defaults:** Once you sign up as an Ambassador, admin defaults will automatically fill in parts of your page.

- **Organization Background:** Organization background will be defaulted to the bottom of your impact tab. You are unable to remove this, but you are able to personalize the information above it.
- **Fundraising Thermometer:** Each page on the fundraising website has its own thermometer. There is a thermometer on the main page showing the collective amount raised. There are also thermometers on each Team’s page and all Ambassador pages, including yours. This will show you how much you have raised individually, what your overall goal is, and how many donors have donated directly to the campaign via you. Feel free to use these amounts throughout to highlight your campaign success!
- **Donation Button:** Your individual fundraising page will automatically have its own donate button embedded. This will lead your donors to another page where they can make their secure donation. Use your individual link and text-to-give keyword in your postings, emails, and communications to make it easy for your supporters to donate.

Thank you for becoming an Ambassador for Great Rivers United Way! We hope you find this guide for personalizing your fundraising page helpful as you advocate for an issue important to you and our community.

Make sure to always share your custom URL. It will start with the campaign name (IMAGINE) and end with your name. URL example:

*“ /IMAGINE/YourName ”*

Likewise, your text-to-donate keyword ends in a number unique to you. Donors can text that keyword to 30306. Your keyword will look like:

*“ IMAGINE# ”*

# IMAGINE CAMPAIGN TOOL KIT



Great Rivers United Way

What YOU need to do is customize portions of your page to make it personal. This is your chance to **tell your story!**

## What to include:

- Your name should be recognizable by your supporters. If your full name is Elizabeth, but most people know you as Beth, you might consider using Beth on your fundraising page so you are easily recognizable.
- Upload a personal photo so your supporters can recognize you on the main page and your personal page. Plus, everyone wants to see your smiling face!
- Include a personal mission statement. Why are you doing this? Providing more information about the reason YOU are participating will resonate with your supporters!
- What are your goals? How much are you hoping to raise? This helps create a sense of urgency and momentum to get supporters to join your Team.

Wanna show some team spirit? Wear your team LIVE UNITED t-shirt in any photos or videos you share, including your profile pic! You earn your shirt (we'll mail it to you) after raising your first \$25! Why not lead by example and make your own first gift?

Have questions or need help? Don't hesitate to reach out!

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