

5 Tips for a Terrific Fundraising Page

Once you sign up to fundraise for Team Endurance, your next step is to set up your fundraising (profile) page. Your profile page will be frequently visited in the weeks leading up to your event. You want to motivate family and friends to support your team by making a donation. In order to maximize that opportunity, we recommend making your profile page the very best it can be. Here are five easy steps to creating a terrific profile page:



1 Add a photo

Personalize your profile page with a photo. Whether you are mountain biking for a family member affected by MS or hiking for a friend, adding a photo helps inspire people to give and allows them to put a face with the cause. Check out our *Managing Your Individual Profile Page* under the HELP tab for tips on resizing your photo!

2 Share your story

Your profile page is established with a default statement about the event, but only you can share your personal story. When someone can make a personal connection to your story, they may be more inclined to make a donation. Your profile could explain why you participate in the event, how many years you have been involved, or a personal story about how you, a loved one or friend have been affected by MS.

3 Set a goal

Having a goal helps motivate you to raise more money. Be certain to share this goal and keep everyone updated as you post to your social media outlets (ex: “Only \$200 to go before Team Alex reaches our goal! Please keep sharing our profile page!”).

4 Update your profile page’s URL

On your profile page, you are able to personalize your team’s URL. This is a great feature, and it allows you to have an easily recognizable and memorable URL. Each time you share your profile page using the “share” button, your URL will be included in the post, providing an opportunity for many people to see your page.

5 Invite friends and family to share your profile

Take advantage of your network. If your friends and family help share your page (using the “share” buttons on your profile page), in addition to your own posts, then traffic to your page will increase, which in turn increases your fundraising totals.

As you are sharing your profile page far and wide using social and email tools, you will be attracting visitors to your page, and you want to make the best impression possible. By following these recommendations, you are on your way to creating a terrific fundraising page!