

# 5 Tips for a Terrific Fundraising Page

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



## 1 Add a photo

Personalize your fundraising page with a photo. Whether you are biking, running or swimming for a family member or friend affected by MS, adding a photo helps inspire people to give and allows them to put a face with the cause. Check out our *How to Manage Your Fundraising Page* under the HELP tab for tips on resizing your photo!

## 2 Share your story

Your fundraising 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 join your team or make a donation. Your page could explain why you participate in the event, how many years you have been involved, or a personal story about how you 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 I reach my goal! Please keep sharing my fundraising page!").

## 4 Update your fundraising page's URL

On your page, you are able to personalize your URL. This is a great feature, and it allows you to have an easily recognizable and memorable URL. Each time you share your fundraising 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 page

Take advantage of your network. If your team members, friends, and family help share your page (using the "share" buttons on your fundraising 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 fundraising 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!