

5 Tips for a Terrific Team Fundraising Page



Once you sign up to fundraise for your organization, your next step is to set up your team's fundraising page. Your fundraising 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 team's page the very best it can be. Here are five easy steps to creating a terrific team fundraising page:

1 Add a photo

Personalize your fundraising page with a photo. Whether you are walking, running or biking for yourself, a family member or a friend, 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 Team Fundraising Page* under the HELP tab for tips on resizing your photo!

2 Share your story

Your team 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 why the event is important to you.

3 Set a goal

Having a goal helps motivate your team 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 fundraising page!").

4 Update your team page's URL

On your 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 fundraising page using the "share" button, your URL will be included in the post, providing an opportunity for many people to see your team's 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 profile page), in addition to your own posts, then traffic to your page will increase, which in turn increases your team's totals.

As you are sharing your team's 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 team fundraising page!