

# TRI SIGMA FOUNDATION

*learn · lead · give*

## **And now, The Fun Stuff...**

### **HOW TO CUSTOMIZE YOUR FUNDRAISER PAGE**

Click the “Edit Fundraiser” tab at the top of your fundraiser page to ...

- Edit your FUNDRAISER TITLE
- Edit the ABOUT MY FUNDRAISER section
- UPLOAD PICS AND VIDEOS

The more compelling your story section and the more engaging your page is, the more excited people are going to get about contributing to your campaign, so be sure to make it awesome. Also, be sure to click the “SAVE” button when you’re all set with edits so it publishes to your page.

### **HOW TO RAISE SO MUCH MONEY FOR YOUR CAUSE**

- Email drives donations way, way, way better than social media, and typically, the more people you can email, the more money you’ll raise for your charity.
- If possible, try emailing in batches of 10, instead of 1,000 or even 100. Making everyone feel super special will lead to more engagement.
- Use Facebook and Twitter to update people about your fundraising campaign but don't rely on it entirely. Email converts 100x better than social media.
- Use tools like fundraising widgets and get your fundraiser posted on your site, blog and all over the internet.
- Make your donors and fundraisers feel cool and appreciated. Be so good at thanking them and communicating with them that they're psyched to be a part of your team. The goal is to get everyone to share your message with their own friends and family.
- Get people excited about your campaign and turn your donors into fundraisers. A \$25 donor is great but a \$250 fundraiser is a game changer. Get everyone in your chapter involved as fundraisers so you can reach more and more people.
- Offer incentives to engage donors and fundraisers and talk about them in emails and on social media. EX: Donate at least \$50 to our cause and we'll send you a tee shirt.