

1 | Create a Personal Fundraising Page

While many potential donors will be interested in the work that Community Action does, others might be primarily interested in **you!** Suggestions to personalize your page: add your own photos, text, and personalize your page so that people can learn about why Community Action's work is important to you. Make sure you're telling them why you're getting involved.

Consider donating to your own fundraising page (if you've already given, we can load that donation to your pages to set the tone for the type of giving you are looking for)! Investing in Community Action demonstrates to potential supporters that you are serious about your fundraiser and people are more likely to donate to a fundraising page when they see that someone has already contributed.

HOW TO DO IT

- Click on the BECOME A FUNDRAISER button on Community Action's new Service Center classy webpage.
- You'll need to create a Classy member profile so you can access and manage your fundraising page. You will need to provide your name, email address, create a password, and enter your birthdate. (note: you must be over 13 years of age to have a fundraising page on Classy)
- Enter additional information
- Tour your page to find out how to personalize your story, donate to your page, and share your fundraiser on social media

RESOURCES

- <https://support.classy.org/customer/portal/articles/262460-how-do-i-create-a-personal-fundraising-page->
- <https://support.classy.org/customer/portal/articles/402725-how-do-i-edit-my-fundraising-page->
- <https://www.youtube.com/watch?v=pTiMugqIWtc>



2 | Personalize your Communications

We've put together an email template for you that you can use right from your fundraising page. The most important thing you can add to this message is **why you're supporting Community Action's new Service Center**. Let your family and friends know why this matters to you, and how they can help reach your goal.

When personalizing the email template, just remember: A) Start with your connection to Community Action and why this fundraiser is important to you, B) be clear about what you're asking for (to donate, share, etc.), C) personalize the message for your closest contacts and remember that you know them best (you've got this!), D) thank them for their time and support, and E) don't forget to hyperlink your fundraising page!

It's always a good idea to email your closest contacts first, because they are the most likely to donate and support your efforts. Then, progressively work outward to more contacts. Try sending some quick, personalized messages to your inner circle to build up some momentum.

HOW TO DO IT

- **Day 1, Email #1.**
Send a personalized email (based on the handy template on the next page) to 5-10 very close contacts. Typically, this will be your family members, and one or two friends.
- **Day 2, Email #2.**
Next, send this email to 10-15 close contacts. This should be your entire circle of good friends.
- **Day 3, Email #3.**
Third, send to as many other contacts you feel comfortable sending a message to. This could include coworkers, friends of friends, distant relatives, your entire address book, etc.



3 | Personalize our Email Template

Hi [Name],

This holiday season I'm challenging myself to fundraise on behalf of a local nonprofit, Community Action of Skagit County, because I want to make a difference and help our community members in Skagit County.

Recently, Community Action received a \$50,000 grant from Sharon and Rich Stewart that will be used as [match](#) for our capital campaign! That means all gifts received this holiday season will be matched — dollar for dollar — up to \$50,000!

I've set a personal goal to raise [\\$X amount](#) to help Community Action make their new services center a reality!

The reason I'm choosing Community Action is [insert personal story about why Community Action is important to you](#).

Would you join me, cheer me on, send me a message of encouragement (I'll need them!), share my fundraising page on social media, and/or go to my fundraising page and give to Community Action to help me reach my goal?

Together we can make a difference in the lives of so many people living in our community. Thank you so much for your support!

-Your Name



4 | Spread the Word

This is the easiest way you can impact our capital campaign, and help us reach our goal!

HOW TO DO IT

- **Tag People**
Thank people who have already donated to start your fundraiser off on the right foot! When you tag someone, your post gets shared in your activity feed and the other person's activity feed too!
- **Set Goals**
Set a goal each week, and use your social media presence to update followers on your progress. Make sure you're asking them to help you get over the next hurdle, too!
- **Don't ask with every post**
Go to Community Action's page to share heart stories, statistics, initiatives, and other information about our community and what Community Action is doing to help people in need.
- **Use the embedded share button**
If you're using the Classy fundraising page, you can share right from your page! Click on the resources link below for more info.

WHEN TO SHARE

- **Day 4, Social Media Post #1.**
Promote to your entire social media network.
- **Post as often as you'd like.**
Share why you support Community Action. Remember, just don't ask people to donate every post!

RESOURCES

- <https://support.classy.org/customer/portal/articles/402717-how-do-i-share-my-fundraising-page->



5 | Spice Up our Social Media Samples

THE ANNOUNCEMENT:

This holiday season I'm fundraising to help raise funds for Community Action's new services center in Skagit County! My personal goal is to raise **\$X Amount**. And, all gifts will be matched dollar for dollar during the holiday season up to \$50,000 — so now you can make twice the impact! Please spread the word or donate if you can! #GiveBack #GiveHope

or

This year I'm challenging myself to raise **\$X amount** for Community Action of Skagit County's new services center, because I want to make a difference this holiday season. Last year, Community Action helped nearly 30,000 individuals and families while mobilizing more than 3,000 volunteers. Yet, as the gap widens between housing expenses and local wages, we saw a 21% increase in service needs from 2015 to 2016. Community Action needs the right sized building to address the size of the issues our community is experiencing. Together we can help more people in Skagit County get the tools and support they need to exit poverty. Would you cheer me on, send me a message of encouragement (I'll need them!), share my fundraising page, and/or donate today to help me reach my goal? #GiveBack #GiveHope

INSPIRATION

Philanthropy is not about giving, but about solving problems – Naveen Jain
What problems will you solve today? #GiveBack

[Check out Community Action's Facebook feed to share stories & statistics, too!](#)

THANK YOUR SUPPORTERS

[@Person](#) thank you for donating to Community Action, and for supporting me! ([Personalize and add emojis](#))

RESOURCES

Consider sharing Abbey Baeslack Tebb's story (or another heart story):

- <https://www.youtube.com/watch?v=pTiMugglWTc>
- https://www.youtube.com/watch?v=ySgID6WouuY&list=PLvG_qfOIUcuezfZ1de_KZyz1hi_jR4oDvR

