HOW TO CREATE YOUR OWN CNY STAIR CLIMB FUNDRAISING PAGE

1. JOIN THE MOVEMENT
2. FUNDRAISE AS AN INDIVIDUAL
3. JOIN A TEAM
-OR-
4. CREATE A TEAM

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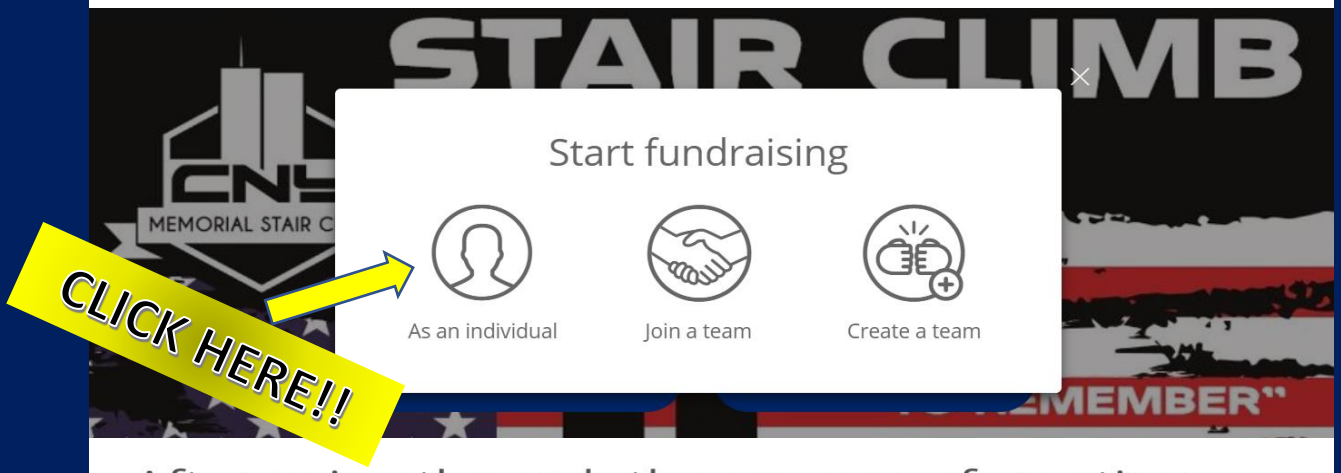
1. JOIN THE MOVEMENT

Signing up to create your personal fundraising page is the first step in raising funds for your chosen organization. In order to accomplish this, you will first need to click the **Join the Movement** button on the Campaign Landing Page.

2. FUNDRAISE AS AN INDIVIDUAL

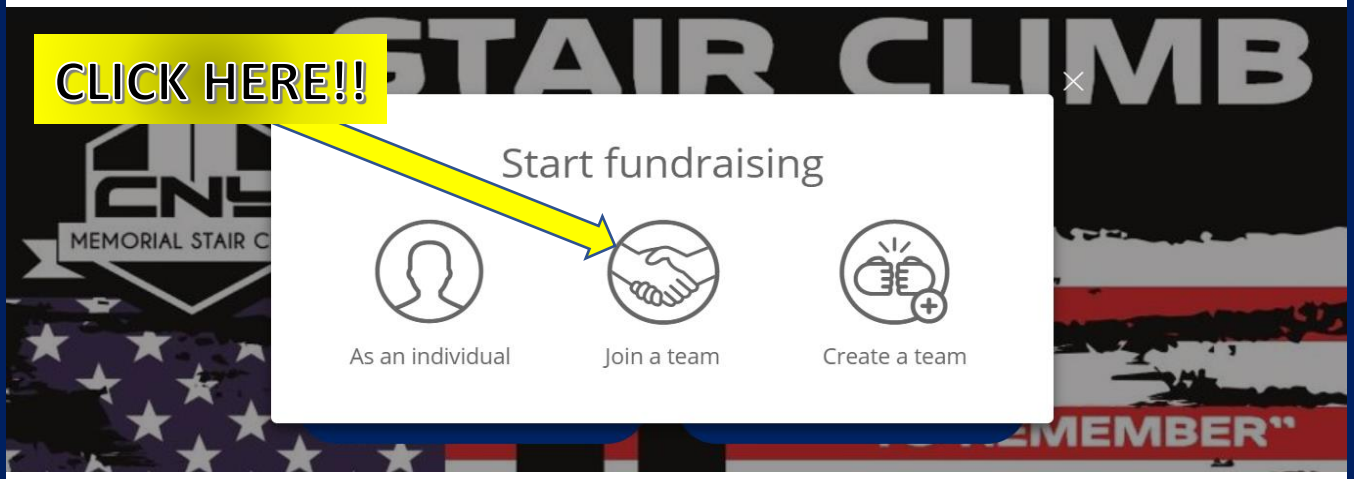
If you choose to fundraise as an individual, and forget to join or create your team, don't worry! You will still have the option to join or create a team once you have you have created your personal fundraising page.



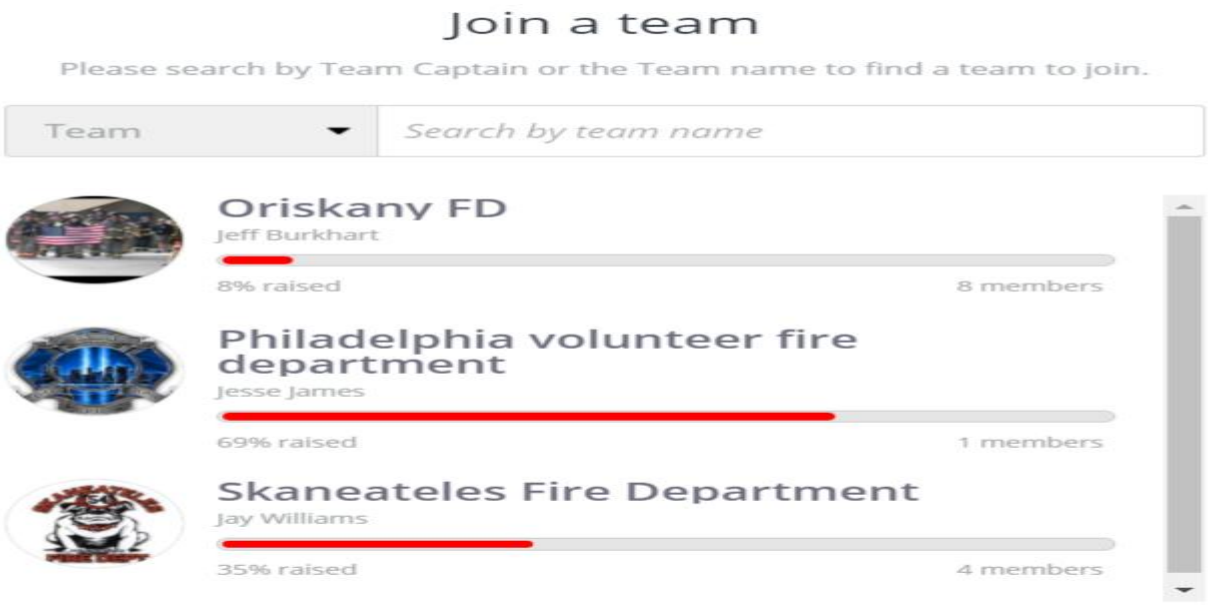
After going through the process of creating your individual page by naming your page, setting a fundraising goal, and uploading a photo, you will be taken to your fundraising page.

3. JOIN A TEAM

If someone you know has already created a team, you can join forces with them by selecting the **Join a Team** option after clicking the **Join The Movement** button on the campaign landing page.

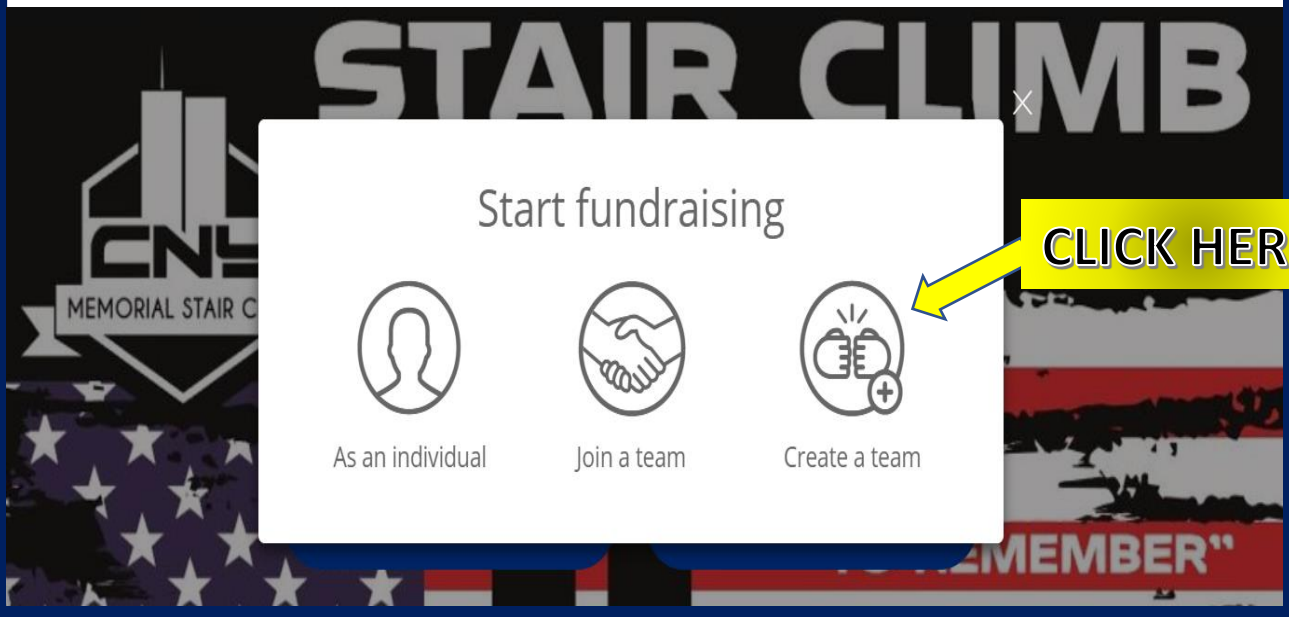


You will then have the option of entering the name of the team you are looking for in the search bar, or browsing through the list of established teams, to find the team you are looking to join. Simply click on the name of the team you wish to join to become a team member.

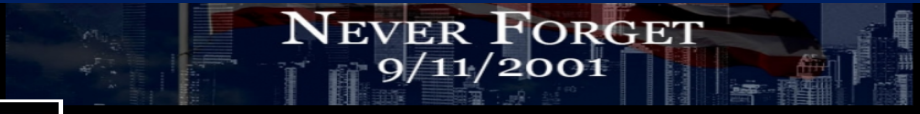


4. CREATE A TEAM

Are you the ringleader of this operation? If so, you are probably looking to create a team and have your friends and family join up. You can create a team directly from the Campaign Landing Page by clicking the **Join The Movement** button, and selecting the **Create a Team** option in the pop-up. You will then be prompted to name your team, set a fundraising goal, and write a team mission statement. You will then be ready to recruit team members in order to start fundraising!



AT THE COMPLETION OF THE "CREATE A TEAM" PHASE YOU WILL BE BROUGHT TO YOUR TEAM PAGE! SEE BELOW FOR EXAMPLE...



DONATE

$5,503 Raised $500

Campaign

Team Page

Captain
Kathleen Greene

Share

Bernardsville Fire Company

7 Bernardsville Firefighters will participate in climbing 110 floors in honor of the 423 first responders who lost their lives on 9/11. Please help us honor the fallen.

LEADERS MEMBERS 2

MOST DONORS MOST RAISED MOST ACTIVITY WEEKLY WINNER

ONCE YOU ARE DONE... MAKE SURE YOU SHARE YOUR PAGE WITH FRIENDS & FAMILY!

FUNDRAISING TIP SHEET

1. GET THE BALL ROLLING

Nobody likes to be first. That's why it's always a good idea to get your fundraising off to a good start by making the first contribution. This will make others more likely to get involved.

2. ADD YOUR **WHY** TO THE EMAIL

We've put together an email template you can use right from your fundraising page. The most important thing you can add to this message is **why you are fundraising**. Let your family and friends know why this matters to you, that's what they care about most!

3. START WITH YOUR CLOSE CONTACTS

It's always best to start by emailing your close contacts because they are the most likely to donate. Try sending some quick personal messages to your inner circle to build up some momentum. Then use the email template you customized to reach all of your other contacts.

4. NOW MOVE TO SOCIAL MEDIA

Once you've sent your first batch of emails out, it's time to turn to social media.

One of the best strategies to use on both Facebook and Twitter is tagging and thanking people that have already donated while you are asking for new donations. This spreads your message further and lets the people you are asking know that people are already getting behind you.

5. REENGAGE WITH EMAIL

Don't hesitate to send a few follow up emails. Emails are easy to overlook and people often open them up quickly and then forget to go back to them. Use email to keep people up to date with your progress as you hit different milestones (50% raised, 75% raised, etc.) and ask supporters to help you hit the next milestone.

6. CONTINUE THANKING AND UPDATING SOCIAL MEDIA

As more of your network gets behind you, keep thanking them on social media and make sure you continue to share your progress towards your goal.

Fundraising often takes a little creativity and persistence, but it's vitally important to our mission and you can do it. Know that your effort will make a big difference! **THANK YOU!**