



## How to be a Fundraiser Champion!

Thank you for helping us spread the word about our first national Family Promise Giving Day. As a fundraiser champion you will rally support and bring awareness to the issue of families experiencing homelessness. You can do this by either 1) simply sharing the [Family Promise of Cobb County Giving Day](#) page via email, text, or social media shares OR 2) creating your own personal fundraising page. Either way, you will be raising awareness and funds by sharing your passion for FPCC with family, friends, and community members.

Even though Giving Day is Friday, the 25th, 'Advanced Giving' opens Friday, October 11th. Offline (check or cash) donations will also be accepted.

To simply share the Family Promise of Cobb County Giving Day page without creating a personal fundraising page, click [here](#) to find some sample emails to send to family, friends, and community members. Share posts about Giving Day from our [Family Promise Cobb County](#) Facebook page. Share <https://www.fpgives.org/organizations/family-promise-of-cobb-county> on your Facebook page and write something about why you are supporting FP Cobb County.

To customize and use the tools provided with creating your own personal fundraising page follow these 5 steps:

### 1. Create your own peer-to-peer personal fundraising page

- Go to <https://www.fpgives.org/organizations/family-promise-of-cobb-county>.
- Select the “**Fundraise**” button to the right of the “Donate” button.
- You will need to create an account by entering your first and last name, your email, and a password. Upon successful completion, you will receive an email from GiveGab. This email will contain a link to your personal fundraising page and a link to your Fundraising Toolkit allowing you to customize your page. You can also get to your Fundraising Toolkit to customize your page by clicking the blue ‘**Manage Fundraiser**’ button on your personal fundraising page.

### 2. ‘Tell Your Story’ - customize your personal fundraising page

Select the ‘Tell Your Story’ tab and complete the following sections (the article, [How do I use the Fundraising Toolkit](#), shows sample screens of what each step looks like):

- Explain your connection to FPCC and why you’re a passionate supporter or leave the default story as is.
- Set a monetary fundraising goal.

- Add an optional personal image (photo or video) of you volunteering or attending an event (don't forget to click save).

3. 'Reach Out' - send emails from your Fundraiser Toolkit page leading up to, on, and after Family Promise Giving Day

- Select the '**Reach Out**' tab.
- To enter email addresses for your supporters, select the "**Send Email**" button. Enter in emails for the individuals you want to contact (you can enter multiple email addresses).
- To import your contacts in order to email a larger group, click on the "Import Contacts" button.
- Once you've selected your method for entering your contacts, you'll be prompted to create your message. There is a pre-written message you can edit. This messaging feature is in plain text, so there aren't any additional formatting options.
- For sample email templates, [click here](#).

4. 'Share Socially' - Share your personal fundraising page through social media

- Select the '**Share Socially**' tab.
- Facebook and Twitter buttons are available for easier posting.
- You'll also find your personal fundraising page's unique URL to share on additional social media platforms.

Another way to reach your peers is to share Family Promise of Cobb County's Facebook, Twitter or Instagram posts to your social media account. You can share posts on Facebook, retweet on Twitter, and Repost with Instagram. When using hashtags, include #FPGives19, #FPCobbCounty

5. 'Give Thanks' - thank your peers who donated through your personal fundraising page

Donors will receive an automatic thank you message from Family Promise of Cobb County. You also have the opportunity to show personalized gratitude to your as well by sending them a personal email through your Fundraising Toolkit, thank them in person, or send them a handwritten note.

- To thank them through your fundraising toolkit, select the '**Give Thanks**' tab. A full list of all donors who gave through your page will appear.
- Select the donors you want to thank.
- Select the '**Thank Selected Donors**' button to create your plain text email.
- Once you're done, mark the donors you have thanked. This allows you to keep track of who you've thanked.

Have questions? Contact:

<p>Rhonda Robinson 678-206-9489 <a href="mailto:robinson@familypromisecobbcounty.org">robinson@familypromisecobbcounty.org</a></p>	<p>Eileen Hilburn 404-664-3543 <a href="mailto:ehilburn@familypromisecobbcounty.org">ehilburn@familypromisecobbcounty.org</a></p>
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