

## CROWDRISE FUNDRAISING FAQs

### How do I join a team?

Joining a team is super easy. Find your team on the event page <https://www.crowdrise.com/AbilitySnowChallenge2017>. You can then join your team by clicking the SET UP YOUR FUNDRAISER button on the right side of the page. With a click of a button you'll have a fundraiser set up and can help raise more money than you ever thought possible for your team.

### Why is it so important to customize my fundraising page?

By customizing your fundraising page, you are creating a compelling story so that every person who lands on your page will want to give. Start by customizing the story section of your page. Make sure it talks about why you are fundraising, why you are so passionate about the NAC and what each donation means to you. This is the page your supporters are going to land on so you need to make sure they don't leave without donating. In addition to a great story, add pics and even a short video to help illustrate your cause.

### Why should I set a goal for my fundraiser?

We recommend setting a goal for your fundraiser and keeping everyone you know updated on how close you are to your goal. They'll want to help you get there if you give them a reason why it's so important to you. When you set a goal, you are more likely to want to reach that goal. You can help the NAC provide programs to over 4,000 individuals this year.

### Why should I connect my account to Facebook?

We highly recommend connecting your CrowdRise account to your Facebook account because it lets donors know that you are who you say you are. It's a fantastic form of identity verification and will make your donors much more comfortable donating to your cause. Fundraising campaigns that are connected to Facebook raise 100% more than campaigns that aren't. It's true.

### How do I get my friends to support my fundraiser?

If you ask your friends to support you, they will. Ask two or three times if you have to. Be relentless. It's for a good cause.

We recommend setting a goal for your fundraiser and keeping everyone you know updated on how close you are to your goal. They'll want to help you get there if you give them a reason why it's so important to you. Emailing a link from whatever email program you use every day will always work the best. It just does. In addition to emailing a link to your fundraiser, share it on all your social networks. To make it easy, you can go to the MANAGE CAMPAIGN tab on your fundraising page and click any of the social icons in the Ask For Donations section. Be sure to thank every donor as quickly as possible. It goes a long way.

### **When should I thank my donors?**

We recommend you thank your donors immediately after getting the notice that someone donated to your cause. Here's why...when you thank a donor fast, they'll feel appreciated and that goes a long, long way. They'll be more likely to give again which can make all the difference in your campaign. When you're logged in to your CrowdRise account, use the Thank You tool to immediately thank your supporters.