

GET UP



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How to kick-start your fundraising

- 1. Create your personal fundraising page**

Customize your personal page with a story about why you are raising funds for United Way. You can also add a photo! Studies show that participants raise 54% more funds when they personalize their page and use the online tools available to encourage donations.
- 2. Set your fundraising goal**

Every dollar you raise will help United Way's network of 300 frontline agencies continue to do its work making sure our neighbours have food, housing, mental health support and so much more. Set your fundraising goal high and make a self-pledge to start raising money today.
- 3. Add contacts to your address book**

Upload contacts—family, friends, colleagues—that you would like to email asking for a donation so you can hit your fundraising goal.
- 4. Send an email**

Choose a sample template, personalize your message and send out emails to everyone in your address book asking them to support your GetUP campaign by making a pledge.
- 5. Thank your donors**

Don't forget to thank your donors and show your appreciation for their support. It's never too late to ask them to join you in getting UP for community.