Small steps 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
   In order to fuel United Way's work to help communities reach their full potential, we need you to reach yours. Set your fundraising goal high and consider making a self-pledge to start raising money today.

3. Add contacts to your address book
   Upload contacts that you would like to email from your personal address book.

4. Send an email
   Choose a sample template, personalize your message and send out emails to your friends, family and colleagues about your participation in UP 2019 and ask them to support your fundraising goals.

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 at this year’s event.

November 2 & 3
Climb the CN Tower