

Email, Facebook and Tweet

Your way to your fundraising goal!

The easiest way to ask for donations is to let your fingers do the talking - here are some great tips!



Email

Using your Fundraising Page:

Email is one of the easiest ways to promote your Tour of Long Beach Fundraising Page and ask for donations. Your Active Fundraising Dashboard comes equipped with customizable emails you can use to ask for donations and thank donors.

1. Sign in to your Active.com account and click on Dashboard and click on Manage Fundraising Campaign and the Mail Center
2. Import your address book or manually enter your contacts
3. Type your customized text and you are done!

Tip: It is best to choose a subject line that includes your name or our organization's name, instead of "Give Now" or "Donate to Me". This will help prevent your email from being marked as spam. Also, avoid using special characters like !, \$, or ALL CAPS subject lines.

Adding to your personal email:

Most email programs (gmail, aol, earthlink) allow you to create a signature line that will be included in all of your emails. Consider setting one up on your personal email with a link to your fundraising page.

Example:

Sincerely,
Judy Smith

I'm riding to support pediatric cancer research at Miller Children's Hospital Long Beach. Please consider supporting my efforts at <<insert your personal fundraising link here>>!

Facebook and Twitter



Use the social media icons on the bottom left of your fundraising page to share. Use Twitter and #2015TourofLongBeach to link people to your fundraising page and the event.

Once you have registered ... post!

Example: I'm riding 100 miles to support pediatric cancer research at the Tour of Long Beach event on Saturday, May 9 - should be tons of fun! Join my team!

Once someone donated to your page ... post!

Example: Thanks to the Crawford Family for their support of me and Miller Children's Hospital Long Beach ... who wants to join them in their generosity!

When someone from Facebook donated ... post!

Example: Shout out to **John Lawrence!** Thank you for donating to the 2015 Tour of Long Beach!

Tip: Tag the person in the post so it shows up on their timeline along with yours.

When you hold a fundraiser ... post!

Example: Come on out to **The Pizzeria** tonight - the amazing staff is donating 10% of their proceeds to Miller Children's Hospital Long Beach. Can't make it? Donate directly to my fundraising page!

Tip: Tag the venue in the post so it shows up on their page along with yours.

Tip: Create a Facebook event for your fundraiser and invite all of your friends to attend.

When you are bored ... post!

Example: Today I've challenged myself to get 10 donations to my Tour of Long Beach page supporting pediatric cancer research - don't let me fail friends!

General Tips:

- › Ask your Facebook friends to share your posts on their websites - you will be amazed how far your reach can go.
- › Post pictures of you training for the ride or your kids pointing to your fundraising page.
- › **SHARE YOUR STORY - this is your greatest resource to help people understand why they should support you and your hospital!**
- › Post photos from the event during and after the event (on Instagram too!)

