

# 5 Easy Steps

## to Get the Most Out of Your Fundraising Page

# 1

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### Make the First Donation

Show your support by putting your money where your mission is. As a result, your network will be more likely to donate.

# 2

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### Personalize your Page

On your page, you can setup a fundraising goal, add a photo, tell your story, and create a custom link.

# 3

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### Share your Page

Send it using the "messages" tab at the top of your page to send custom formatted emails. Post your page on social media.

# 4

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### Utilize the Page Resources

Incentives: for example, for a \$100 donation, you post a video of yourself doing a silly dance on social media

Milestones: for example, celebrate a "half-way" or "almost there" mark

# 5

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### Get Creative

Seek out other fundraising ideas on and offline! For starters, we have a Fundraising Ideas Page under "resources".

EMAIL [MWEBER2@PENNSTATEHEALTH.PSU.EDU](mailto:MWEBER2@PENNSTATEHEALTH.PSU.EDU)  
WITH QUESTIONS



PennState Health