



Peer-to-Peer Fundraising

How to Start a Fundraiser as an Individual

1. Select the "**Become a Fundraiser**" button and click on the fundraise as an individual option
2. Create an account and password
3. Set up your donation goal, headline, and custom URL
4. Click the box that allows FGT to contact you in the future to stay up to date with what is happening
 - a. Yay! Your page has been created, but there is still more customization to do.
5. Click the "*Manage*" button to adjust the following page content
 - a. Your profile picture, name, headline, fundraising end date, goal, and URL
 - b. You can allow comments and donations to appear on your page as well as send encouragement emails
 - c. Click "*Story*" to personalize the story of your page and add photos
 - i. You can also add updates to your page as well
 - d. Click "*Emails*" to set up email templates that ask for donations and thank those who have already given
 - e. Make sure to *save* all changes at the bottom of the fundraising page
 - f. To return to your fundraising page, click "*View*" in the upper right corner
6. Tips for Success:
 - a. Share your page with at least 5 - 10 people via email or social media
 - b. Choose an individual photo 320px by 320 px in JPG, GIF, or PNG format
 - c. Add any photos or stories from your experience or connection to Family Giving Tree
 - d. Make the call to action simple
 - i. Give today to support something I care about for my birthday!
 - ii. Donate to help support me toward my goal!
 - iii. Support us to help celebrate our special day!
 - iv. In lieu of gifts, please make a donation to Family Giving Tree.
 - e. Share regular updates to your supporters on your progress via email
 - f. Thank your supporters in the donor feed at the bottom of the page

To start a fundraiser go to fgt.org/peer-to-peer-fundraising/



Family Giving Tree™