



Online Fundraising Tip Sheet

First of all, welcome to the **24 CLUB!** The purpose of the **24 CLUB** is to connect you with a community of people who are all striving towards the common goal of improving the lives of those living with spinal cord injury.

To help you reach that goal, we want to provide you with an easy and effective way to join in the mission of the Travis Roy Foundation. After setting up your personalized webpage, you can conduct a secure online fundraiser by inviting others to support you by donating on your behalf. Your donors will have the option to make a one-time or recurring donation and can also decide whether or not they would like to remain anonymous. You can log in to track the progress of your fundraiser or edit your page at any time.

Have a birthday, graduation, wedding, anniversary, race or celebration coming up? Or, would you like to honor someone else's special event? Create your personalized page and ask family and friends to make a meaningful gift to the Travis Roy Foundation on your behalf.

Want to recognize someone important in your life or keep alive the memory of a loved one? Create your personalized page and pay tribute to that special person.

To help you get started, we have put together some tips and suggestions. Good luck with your fundraising efforts and be sure to email us at info@travisroyfoundation.org with any questions. We appreciate your support and we are always happy to help!

Don't forget to visit our website www.travisroyfoundation.org for more information about the Travis Roy Foundation.



Making Your Donor Page

- Begin by personalizing your fundraising page with basic information. We've provided several tips along with examples to help you get started.
- Once you are done customizing your fundraising page, just click the "share" button located on the right. Import your contacts from your electronic address books or type in the email address of individuals to whom you would like to send your notification and hit send.

1. Personalize your page and tell your story

What do I need to create my page?

1. A valid e-mail address to register
2. The content that you wish to include on the page
3. Any photos you would like to include

How do I begin?

Go to the 24 CLUB page and click on the "REGISTER" button. Follow the easy, step-by-step process to create your page, along with your very own personalized url link directly to the page.

What should I put on my page?

The site was designed to give you the opportunity to express your reasons for supporting the TRF. Your page will feature a text section, your profile photo, other photos/video you'd like to include, donation box and links.

Here are some suggestions for the text section:

- Highlight the adaptive equipment you would like to raise funds for.
- Mark a special event--like a birthday, wedding, graduation, holiday or anniversary--and explain why your friends should make gifts to the TRF via your page.
- Dedicate your page fund to a loved one and share why they are special.
- Keep alive the memory of someone dear to you because of the impact they've had on your life.

Keep it simple! More often than not, the simplest tactics are the most effective. You will be able to connect most effectively with your family and friends by personalizing your fundraising page and relating your own individual story. Explain why *you* have chosen to raise money for the Travis Roy Foundation, and outline *why* you believe that the Travis Roy Foundation deserves your support. Try to be creative and make your story real.

2. Add personal photos and video links

Use visuals to help potential supporters relate to your cause. A picture is worth a thousand words, and a video will communicate even more to your audience. Make your page as compelling and engaging as possible by adding your own photograph or video. One word of caution: use visuals as an aid, but keep the bulk of your message as text because some people have images blocked on their computers, which could result in a blank box in place of your picture. If you do decide to use a header image, keep it under 100 pixels. The maximum size that may be used is 512 kb, or 220 x 350.

You can also include TRF images of adaptive equipment. Go to the Adaptive Equipment Photo Gallery ([link here](#)). Once you've selected the photo you'd like to use, right click on the image and choose "Save Picture As". Save the image to a location on your computer that is easy to find so you can upload it to your personal fundraising page.

3. Include a link to the Travis Roy Foundation

Make it easy for your audience to learn about the Travis Roy Foundation. Somewhere on your page, include a link to the website so people who are interested can find out more about the mission and activities of the Foundation. www.travisroyfoundation.org

4. Promote and publicize your donations page

Customize your message to meet a specific audience! Separate your contacts into groups based on your relationship and change your message accordingly. After all, you probably want to communicate differently about your fundraiser with your parents than with your boss or co-workers. This way, you can target each group individually and will likely get better results.

Use the "**Share**" function provided in the top left corner of your donation page to electronically email people about your fundraising initiative. The "**Share**" button lets you import contacts from your personal email account, choose the individuals that you would like to communicate with and notify them all. You also have the option of sending fundraising emails directly from your personal account.

a) Email your family and close friends first

Before sending an e-mail to your entire address book, you may want to consider asking your closest friends and family to donate first. An empty page can be a little intimidating, so try to make sure that you capture a couple of donations before you contact your entire list of potential sponsors. It is important to realize that people will tend to match the amounts already donated and listed on your page, so try to target your most generous, supportive and passionate supporters first!

b) Tell everyone you know

Email your family, friends and colleagues with a link to your page, but don't forget other groups of potential supporters as well: former colleagues, school and college friends, fellow members of a church, your athletic team, co-workers, professional club or PTA. You may be surprised how many would like to sponsor you. Encourage them all to pass on the message to anyone else who might like to support the Travis Roy Foundation.

c) Use your own email as well as the functionality provided on the donation page.

Because you are already familiar with your own email system, you can set up groups and you will be able to send more emails at once than you can via your sponsorship page. Some of your potential supporters may feel more comfortable opening an email that comes from you personally through an email address they recognize.

d) Publicize your fundraising page in all of your social media pages and blog

Sites like Facebook and Twitter are great ways to raise awareness about your fundraising efforts and the cause you support. An occasional status update with a link to your fundraising page can reach a wider network of people than your address book alone.

e) Keep your page updated and send fun and humorous follow-up e-mails

Be persistent. It will probably take more than one round of emails to reach your target. Encourage people to revisit your page by updating it regularly. Change your picture and post updates on your progress. Let supporters know how much you've raised. Give them challenges – for example if you raise \$250 by the end of the day, you will post your high school yearbook picture. An email update will keep those who have already supported you interested and will be a nudge for those who haven't. You know how it is - sometimes you mean to donate, but don't quite get round to it on the first request.

f) Don't forget to thank your supporters!

Make sure that you say thank you to your donors. Send an email, call them on the phone or send them a text, card or letter thanking them for their support.

Writing Your Fundraising Emails

Below are a few sample fundraiser invitation templates to help you get started. You can customize them by adding personal details and describing your reasons for supporting the Travis Roy Foundation.

If possible, it's best to send these emails directly from your personal account.

Letter 1

Dear Friend,

I have recently created an online fundraising page on behalf of the Travis Roy Foundation **24 CLUB**. I have chosen to fundraise for the Travis Roy Foundation because (insert your reason here).

You can visit my personalized fundraising page (insert unique URL here) to make a tax-deductible donation, and you can learn more about this amazing organization at www.travisroyfoundation.org.

Thanks,
(your name here)

Letter 2

Dear Friend,

As you know, I am involved with the Travis Roy Foundation (www.travisroyfoundation.org), and believe strongly in what they do and how they help to provide independence for so many with spinal cord injuries. I've set up an online fundraising page to accept donations and raise funds for the Travis Roy Foundation **24 CLUB**.

I am honored to raise funds on this charity's behalf. Please visit my fundraising page at (insert personalized URL here) to make a tax-deductible donation and read about this cause and why I am supporting it. I am committed to the Foundation and I ask you to join me in supporting this. Please know that every donation does make a difference!

Many thanks,
(your name here)

Letter 3

Dear Friend,

I recently visited my friend (insert friend's name here) online fundraising page and am inspired to help them with their fundraising goal. I am emailing you because I thought that you would be interested in helping to support this fundraising campaign and cause. My friend is raising funds for a charity called the Travis Roy Foundation **24 CLUB** (www.travisroyfoundation.org).

Please take a minute to visit my friends fundraising page at (insert personalized pledge page here) and read about the organization and their personal connection.

Many thanks,
(your name here)