



Setting up a Price Center Champion Webpage

Welcome to Champions for The Price Center!

It takes a special person to reach out to family, friends and colleagues to introduce them to how we **empower individuals with intellectual and developmental disabilities to thrive!** We appreciate your willingness to help raise awareness and funds so that **all** our individuals can thrive!

A. Ideas for setting up personal fundraising webpages:

- a. Giving Tuesday
- b. To celebrate an occasion:
 - o Birthday
 - o Wedding
 - o Anniversary
- c. Raise funds in honor or memory of friends and relatives
- d. Take on a challenge (i.e.: a fitness challenge like running or biking a certain number of miles for The Price Center or offer to shave a moustache or cut your hair if you reach your goal) or create a virtual event like a walk, run, bake sale, lemonade sale, yard sale, etc. or simply tell why you are involved with The Price Center and why you want to help.
- e. October is Disability Awareness month

B. To create a personal fundraising webpage go to our website:

www.thepricecenter.org and click on the “**Become a Champion Fundraiser**” webpage where you can create your customized personal fundraising webpage.

- a. Set a goal
- b. Share why The Price Center is important to you-Make it personal!
- c. Share your story
 - i. If you are a family member share a picture and how The Price Center has helped your family member
 - ii. If you are a friend of The Price Center tell what inspired you to become involved and support the Price Center

- iii. If you are a staff member tell what inspired you to work here and why you like your job. You could share a story with the permission of the individual's guardian
- d. Tell why you are helping to raise funds
- e. Invite people to join you in supporting The Price Center

C. Who will you reach out to?

- a. Family
- b. Friends
- c. Linked In contacts
- d. Facebook Friends and other social media contacts
- e. Place of worship
- f. Teams
- g. Book Groups

D. Share on social media

E. Send follow ups and reminders

Action Plan for a Successful Fundraiser

Step 1: Send a personal email to 10 of your closest friends and family.

- You know what they'll respond to, so make it personal!
- As you make progress toward your goal, people become more and more likely to donate. By asking your closest friends and working outward to contacts who are less likely to give, you'll maximize your chances of reaching your goal.

Step 2: Email your other contacts that you feel comfortable sending a message to.

- Send an email that explains why The Price Center is important to you. Ask them to make a gift, share the link to your fundraising page and thank your contacts for their time and support.

Step 3: Promote your fundraiser frequently on social media.

- Tag your friends on Facebook who have already donated and thank them for their support. This will promote your fundraiser on their news feed and show

that you're making progress toward your goal (remember success fuels success!).

- Don't just post "ask!" Share inspiring stories or stats that you'll find on The Price Center's [Facebook](#), [Twitter](#), [LinkedIn](#) and [YouTube](#) pages.
 - **Facebook**
 - Become a fan of The Price Center on [Facebook](#)
 - Update your status at least two times per week with information about why you care about The Price center and what they can do to support you!
 - Always include the link to your Personal Fundraising Page to make donating simple!
 - Create a Facebook Event to help advertise for any events that you are planning. People can RSVP directly on the event page and/or share the information with their friends.
 - Update your profile to include your Personal Fundraising Page link.
 - **Twitter**
 - Follow The Price Center on [Twitter](#)
 - Tweet about your fundraising progress, let followers know you are seeking donations.
 - Always include the link to your Personal Fundraising Page in tweets.
 - Update your profile to include your Personal Fundraising Page link.

Step 4: Follow up with people who didn't respond initially.

- Set personal goals (like \$200 by week 2 and \$400 by week 4) to create urgency with your "asks" and give yourself a reason to follow up.
- Share progress toward each goal and ask for help getting over the next hurdle. Don't be afraid to send follow up emails!

Step 5: Thank your supporters!

- Make a personal thank you call
- Send a thank you email
- Post a thank you email and tag them on Facebook
- Post a thank you on Twitter
- Post a thank you message on your fundraising webpage

