

## Personalize Your DoJiggy Fundraising Page

### Why create a personal fundraising page?

Most potential donors you contact will be people you personally know—friends, relatives, co-workers, and others within your network. Often their decision to donate is because they are supporting YOU, rather than supporting the cause. For this reason, directing them to a personal page is key. You want to explain why you have chosen to participate in the fundraising campaign, what the event or charity means to you, and how their contribution can help you and the organization achieve your goals.

When you register and create your personal fundraising page, the event administrator will likely have basic event information already on the page, such as:

- Name of event & Charity/Organization/School hosting the event
- Event location, date and time
- Reason for the event and fundraising initiative

The page also includes a fundraising thermometer with the default goal for event participants. You can raise this goal and raise more money for your cause. A Donate Now button is included right on your fundraising page, so that your network can donate and you will receive the credit. Administrators can also upload a downloadable pledge form for off-line and check donations.

What you need to do is customize this page to make it personal. This is your chance to tell your story!

### What to include on a personal fundraising page

- Provide more explanation about the cause for the fundraiser, who will benefit from the funds raised and the reason you are participating
- Upload at least one personal photo. Show them your smiling face!
- If you have or can create a video to post to YouTube, you can also include this.
- Include your mission statement: why are you doing this?
- What are your goals? How much are you hoping to raise?