



Create a Personal Fundraising Page for Giving Tuesday 2020

We are very excited that we now have the capability for people to create personal fundraising pages for the Michigan Audubon programs they feel passionate about! The process is simple and a sure way for people to feel like they are directly involved with making this world a better place for the birds they love.

How To Create Your Page

To create a fundraiser for Giving Tuesday 2020 on Dec. 1, you can start by clicking [here](#) and selecting Create Account. You will then be asked to provide your name and email address, as well as create a username and password. Once your account is created, we encourage you to add a photo and personalize your story, which will be visible on your page and will help inspire your supporters. Reading about what birds and conservation mean to you will have significant appeal to your family and friends, so set a fundraising goal that they can help you achieve. Starting with a simple \$20 ask to 10 friends is a winning formula for reaching a \$200 goal! The rest of the template is taken care of for you, including a description of the event with links to the Michigan Audubon website. Check out Development Manager Sarah Pooler's [page](#) to see what your page can look like.

A few things to note about your fundraising page:

- The Giving Tuesday donation form will be active through 4 p.m. on Dec. 4. If anyone tries to donate to your page after that, it will not work.
- Donors will be able to credit you as a fundraiser even on the general [Giving Tuesday donation form](#) once your fundraising page is created.
- You can also [view all fundraisers](#) and the progress they are making. Do you like a little friendly competition? Encourage others to fundraise for Giving Tuesday and visit or share this page to see how your fundraising efforts are faring in comparison to others.

Sharing Your Fundraising Page

We encourage you to share your unique fundraising page before, during, and after the event. If you meet your fundraising goal faster than you expected, consider raising it. We hope to raise \$5,000 on Giving Tuesday, and donations of every size will help us get there.

Having Technical Difficulties?

If you have issues creating your fundraising page, accessing it, etc., please contact Communications & Marketing Coordinator Molly Keenan at mkeenan@michiganaudubon.org or 517-580-7364.

Fundraising Tips and Sample Social Media Posts

Suggestions for fundraising success:

- **Set a goal.** Make it ambitious but achievable, and give updates on your progress.
- **Donors need not be bird-enthusiasts.** Share your passion, and don't leave anyone out. People who care about you will care about your experience and your message.
- **Make it personal.** You can edit your fundraising page to include a unique story and impactful photograph.
- **Start early.** Plan your outreach, and don't limit it to social media because you might be missing some likely donors. Email is also a great way to share the link to your fundraising page.
- **Show immediate and repeated gratitude.** You can thank your donors directly and publicly online (just remember to respect any gifts made with anonymity). A handwritten note at the end of the campaign is the icing on the gratitude cake!

Sample Social Post 1

Birds matter. That's why Michigan Audubon is restoring grassland, prairie, woodland, and wetland habitats across the nearly 4,000 acres it protects and preserves.

That matters to me. It should matter to all of us.

Please donate to my fundraiser today at (insert personal link to P2P fundraising page)

#ConserveMIBirds

Sample Social Post 2

What's at the top of your gratitude list? Can you imagine having 29% less of it? There is so much to care about and defend in today's ever-changing world, but I hope you will make a little room on your list for nature. Bird populations in North America are in steep decline, and only people can reverse that trend. Please donate to my Giving Tuesday fundraiser supporting Michigan Audubon today. (Insert personal link to P2P fundraising page)

#ConserveMIBirds

Sample Social Post 3

Look who arrived at my feeder today! This adorable _____ may not know that I am devoting Giving Tuesday to raising funds for Michigan Audubon, but it relies on the food sources I can provide and the shelter of my brush pile. You can make a difference for birds, too. Donate today, and learn more about creating bird-friendly spaces at home and in your community.

#ConserveMIBirds