

# United Way CLIMB UP

## STEP UP FOR A STRONGER COMMUNITY



### How to kick-start your fundraising

- 1. Create your personal fundraising page**

Customize your Personal Page with a story about why you are raising funds for United Way. Don't forget to add a photo! Fundraisers with pictures raise 14% more per photo!
- 2. Set your fundraising goal**

In order to fuel United Way's work to help communities reach their full potential, we need you to reach yours. Set your fundraising goal high and consider making a self-pledge to start raising money today. Fundraisers who showcase their target on their profile page raise 46% more!
- 3. Create a team**

You can also ask your contacts to take on the ClimbUP challenge with you. People who are part of a team typically raise 10% more.
- 4. Send an email**

Choose a sample template, personalize your message and send out emails to your friends, family and colleagues about your participation in ClimbUP and ask them to support your fundraising goals. It's that easy!
- 5. Thank your donors**

Be sure to thank your donors and show your appreciation for their support. You can also ask them to join you at this year's event.