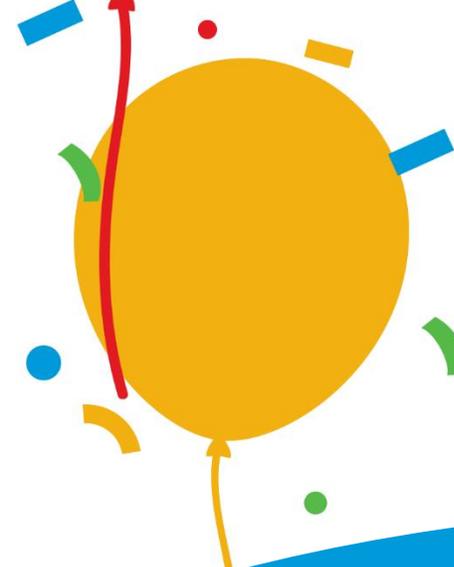




Dallas Children's Advocacy Center

PROVIDING JUSTICE • RESTORING HOPE



FUNdraising Pages Toolkit for DCAC Superfans

Thank You!

Dear DCAC Supporter,

Thank you for your ongoing support of DCAC! Your generous support makes a meaningful difference to our children, as we continue to change lives every day.

Communities Foundation of Texas' North Texas Giving Day gives us a chance to introduce our organization to a new audience and raise funds to keep our mission going. This year we are asking you to join us by creating a FUNdraising page on DCAC's behalf to share with your networks about why our organization is important to you.

For 2019, we have a goal of raising \$50,000 during North Texas Giving Day. Will you help us reach that goal? Creating a FUNdraising page is quick, easy, and can make a huge impact on our organization. For more information on how to sign up and what you can do to make your FUNdraising page successful view this FUNdraiser Toolkit. We hope that you will join us so that we can make a bigger impact on our North Texas community!

Sincerely,



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How to Get Involved

North Texas Giving Day is not a party without you!
FUNdraising pages are easy, fun and super rewarding.

Beginning August 1, you can create a FUNdraising page on behalf of DCAC! Help make this our best North Texas Giving Day yet! This exciting feature allows you to highlight an organization (DCAC), close to your heart and helps us reach our fundraising goal. With your personal FUNdraising page, you can make North Texas Giving Day even bigger, help raise more dollars, and touch more lives during this 18-hour giving extravaganza! What a great way to help SAVE JANE! Create a FUNdraising page and watch how you will make an impact on our North Texas region.

KEY DATES:

- **August 1:** First day to create FUNdraising pages!
- **September 9:** Scheduled giving opens. Encourage FUNdraisers to promote their pages to their networks!
- **September 18:** Last day to create any FUNdraising Page.
- **September 19:** North Texas Giving Day!!

How to Create a FUNdraising Page

It's quick and easy to create a FUNdraising page. Follow these simple steps below:

Step 1: Create a FUNdraising page for DCAC by going to our page <https://www.northtexasgivingday.org/DallasCAC> and click "FUNDRAISE"



Step 2: If you already have a donor account, sign in. If you do not have a donor account, you can create a new one by simply clicking the green "Create Profile" button.

Step 3: Fill out the required information to create a FUNdraising page and submit your campaign for approval.

Step 4: Start planning how you will promote your FUNdraising page that will start accepting donations on September 9.

Spread the Word

Now that you have set up your FUNdraising page, it's time to share it with your network! North Texas Giving Day makes it easy for you to share why you give and are passionate for Dallas Children's Advocacy Center!

How you can promote DCAC:

- Share us through social media and use #DCAC, #SAVEJANE and #NTxGivingDay
- Send an email to you network(s), use the #NTxGivingDay email signature
- Let people know why you give by using #WhyIGive, #DCAC, #SAVEJANE and #NTxGivingDay



facebook.com/NorthTexasGivingDay
@NorthTexasGivingDay



Instagram.com/dallascac
@Dallascac



Twitter.com/dallascac
@Dallascac

#SAVEJANE #NTxGivingDay

Sample Facebook & Twitter Posts

Before Giving Day

- Save Jane and Save the date! September 19 is #NTxGivingDay!
- Approximately 7 million people live in North Texas and together we can help #SAVEJANE on #NTxGivingDay!

Scheduled Giving (September 9- September 18)

- Did you know that you can schedule your #NTxGivingDay donation? Do it today!
<https://www.northtexasgivingday.org/DallasCAC>
- Make a difference and help #SAVEJANE schedule your donation today!
<https://www.northtexasgivingday.org/DallasCAC>

North Texas Giving Day (September 19)

- Help SAVE JANE by donating today! <https://www.northtexasgivingday.org/DallasCAC>
- Today is #NTxGivingDay! Donate \$20 as DCAC responds to every report of child abuse made every 20 minutes in Dallas County: <https://www.northtexasgivingday.org/DallasCAC>
- Join me in helping #SAVEJANE and donate TODAY on #NTxGivingDay!
- Help DCAC get to the top of the #NTxGivingDay leaderboard! Donate here today:
<https://www.northtexasgivingday.org/DallasCAC>
- Your gift matters! Let's help SAVE JANE and show the world how North Texas Gives back! Donate today!

FUNdraising Page Tips and Tricks

Not sure how to make your FUNdraising Page a success? Here are some simple tips and tricks to help you promote your page and activate your network.

1. **Share a compelling personal story:**

This is your “WHY”. Share why you chose to FUNraise for DCAC. Was it in honor or in memory of someone special, because DCAC impacted you, a family member or friend, or is it simply because you are passionate about our mission and the important work we do?

2. **Be the first donor to your page:**

Show your commitment to DCAC and FUNdraising by being the first to donate to your page.

3. **Reach out directly**

Start by sharing your FUNdraising page with family members or friends. This will help build momentum and give your campaign exposure. This will also help you build confidence to reach out to broader circles. (TIP: **Personalize your outreach by using nicknames or terms of endearment or including something relevant to that person.** (ex: Uncle Bobby, Grandma, etc.))

4. **Share socially:**

Be sure to share your page with your social networks (Facebook, Instagram, Twitter and LinkedIn). You never know who shares your passion that might follow you on social media. **Don't forget to include the URL link to your direct FUNdraising page.**

5. **Provide updates throughout the campaign:**

Share milestones with your supporters (ex: “We’re halfway to our goal! Help me close the gap!”) and encourage them to invite family and friends to join them in support.

6. **ALWAYS thank your supporters**

Anytime someone contributes to your campaign it is so important to thank them, regardless of how much they gave. This makes your supporters feel seen and appreciated, and more likely to lend a hand in supporting your effort.

* You can see who has donated to your campaign and their email address by logging into your donor profile, selecting the tab labeled “My FUNdraising Pages”, clicking the FUNdraising page name and clicking “See Donors to your FUNdraiser”.

When posting on social media don't forget to include the hashtags

#SAVEJANE

&

#NTxGivingDay