



## Peer-to-Peer Fundraising

### How to Start a Fundraiser as a Team

- 1) Select "**Become a Fundraiser**" and click on the "**Create a Team**" option.
  - Create an *account* and *password* if you do not already have one
  - Next create a *Team Name* and select a *fundraising goal*
  - Set a *Team Page headline* and set your *URL*
  - Make sure to click the box that allows FGT to contact you in the future to stay up to date with what is happening.
  - Now click *Create Team*
  - Choose a *team photo* that best describes your team
  
- 2) Click the "**Manage**" button to adjust the following page content:
  - Your profile picture, name, headline, fundraising end date, goal, and URL
  - You can allow comments and donations to appear on your page as well as send encouragement emails
  - Click "*Story*" to personalize the story of your page and add photos
  - You can also add updates to your page as well
  - Click "*Emails*" to set up email templates that ask for donations and thank those who have already given
  - Make sure to *save* all changes at the bottom of the fundraising page!
  - To return to your fundraising page click "*View*" in the upper right corner
  
- 3) Tips for Success:
  - Share your page with at least 5 - 10 people via email or social media and ask them to join your team
  - Choose an individual photo 320px by 320 px in JPG, GIF, or PNG format
  - Add any photos or stories from your experience or connection to Family Giving Tree
  - Make the calls to action simple: "*Give today to support me as I work towards my goal!*"
  - Share regular updates with your supporters on your progress via email
  - Shout out to teammates and lift them up as they work towards the common goal
  - Thank your supporters in the donor feed at the bottom of the page

To start a fundraiser go to [fgt.org/peer-to-peer-fundraising/](https://fgt.org/peer-to-peer-fundraising/)



Family Giving Tree™