

HOW TO CREATE YOUR OWN CNY STAIR CLIMB FUNDRAISING PAGE

1. JOIN THE MOVEMENT
 2. FUNDRAISE AS AN INDIVIDUAL
 3. JOIN A TEAM
- OR-
4. CREATE A TEAM



1. JOIN THE MOVEMENT

Signing up to create your personal fundraising page is the first step in raising funds for your chosen organization. In order to accomplish this, you will first need to click the **Join the Movement** button on the Campaign Landing Page.

A screenshot of the fundraising page for the 4th Annual CNY Memorial Stair Climb. The background is a red banner with a blue and white American flag pattern. On the left is the CNY Memorial Stair Climb logo. On the right, the text reads: '4th ANNUAL CNY MEMORIAL STAIR CLIMB' in large, bold, white letters, followed by 'A CLIMB TO REMEMBER' in smaller white letters. Below this, it says: 'AN EVENT TO PAY TRIBUTE TO THOSE FIRST RESPONDERS WHO GAVE THE ULTIMATE SACRIFICE TRYING TO SAVE OCCUPANTS OF THE WTC ON 9/11/01'. At the bottom left, it shows '\$1,817 Raised' next to a yellow progress bar. At the bottom right, it shows '\$11,000 Goal'. Below the progress bar are two blue buttons: 'START MY FUNDRAISING PAGE' and 'DONATE TO HONOR THE FALLEN'. A yellow arrow points from the bottom left towards the 'START MY FUNDRAISING PAGE' button.

CLICK HERE!!

2. FUNDRAISE AS AN INDIVIDUAL

If you choose to fundraise as an individual, and forget to join or create your team, don't worry! You will still have the option to join or create a team once you have you have created your personal fundraising page.

CLICK HERE!!

The screenshot shows a fundraising page titled "4th ANNUAL CNY MEMORIAL STAIR CLIMB". A white modal window titled "Start fundraising" is overlaid on the page. It contains three options: "As an individual" (with a person icon), "Join a team" (with a handshake icon), and "Create a team" (with a hand holding a plus sign icon). A yellow arrow points from the text "CLICK HERE!!" to the "As an individual" option. Below the modal, there are two blue buttons: "START MY FUNDRAISING PAGE" and "DONATE TO HONOR THE FALLEN". A progress bar at the bottom shows a goal of \$11,000 and a current amount of \$1,817.

After going through the process of creating your individual page by naming your page, setting a fundraising goal, and uploading a photo, you will be taken to your fundraising page.

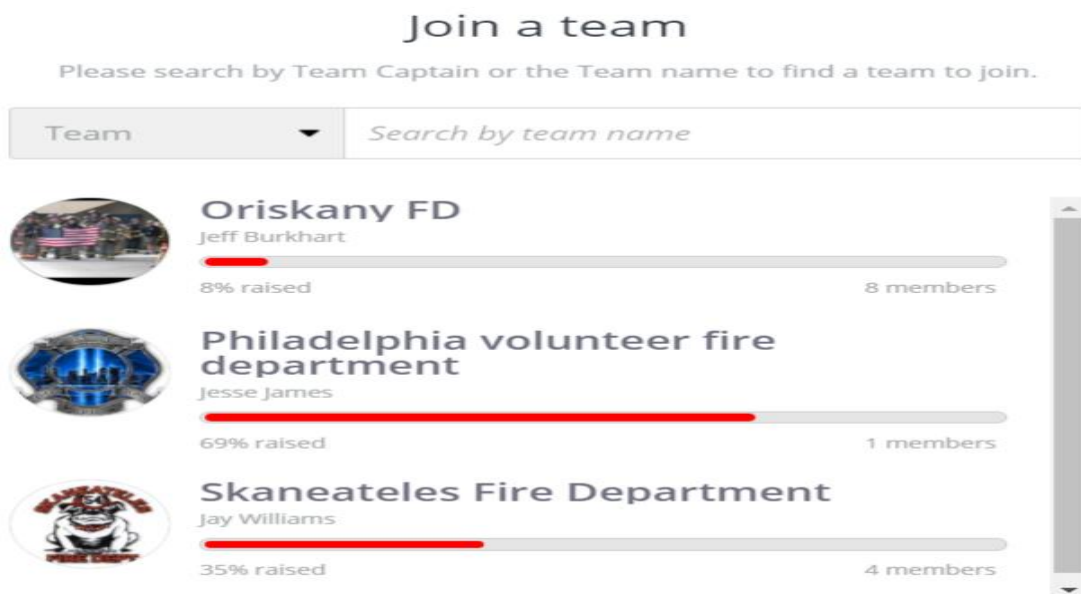
The screenshot shows a completed fundraising page for the "2018 CNY 9/11 Memorial Stair Climb". The page features a banner image of the New York City skyline at night with the text "Remember the Heroes September 11, 2001". The page is titled "Fundraiser" and includes a "Share" button with social media icons for Facebook, Twitter, and Email. The fundraising progress is shown as "\$0 Raised" out of a "\$500" goal, with a red "DONATE" button. The page title is "Help me to Honor The Fallen". Below the main content, there is a "Campaign" section with a small image of the stair climb and the text "2018 CNY 9/11 Memorial Stair Climb" and "\$1,817 / \$11,000". The page has tabs for "STORY" and "UPDATES 0". The main content area contains the text "Thanks for visiting my fundraising page!".

3. JOIN A TEAM

If someone you know has already created a team, you can join forces with them by selecting the **Join a Team** option after clicking the **Join The Movement** button on the campaign landing page.



You will then have the option of entering the name of the team you are looking for in the search bar, or browsing through the list of established teams, to find the team you are looking to join. Simply click on the name of the team you wish to join to become a team member.



4. CREATE A TEAM

Are you the ringleader of this operation? If so, you are probably looking to create a team and have your friends and family join up. You can create a team directly from the Campaign Landing Page by clicking the **Join The Movement** button, and selecting the **Create a Team** option in the pop-up. You will then be prompted to name your team, set a fundraising goal, and write a team mission statement. You will then be ready to recruit team members in order to start fundraising!



ONCE YOU ARE DONE... MAKE SURE YOU SHARE YOUR PAGE WITH FRIENDS & FAMILY!

FUNDRAISING TIP SHEET

1. GET THE BALL ROLLING



Nobody likes to be first. That's why it's always a good idea to get your fundraising off to a good start by making the first contribution. This will make others more likely to get involved.

2. ADD YOUR WHY TO THE EMAIL



We've put together an email template you can use right from your fundraising page. The most important thing you can add to this message is **why you are fundraising**. Let your family and friends know why this matters to you, that's what they care about most!

3. START WITH YOUR CLOSE CONTACTS



It's always best to start by emailing your close contacts because they are the most likely to donate. Try sending some quick personal messages to your inner circle to build up some momentum. Then use the email template you customized to reach all of your other contacts.

4. NOW MOVE TO SOCIAL MEDIA



Once you've sent your first batch of emails out, it's time to turn to social media.

One of the best strategies to use on both Facebook and Twitter is tagging and thanking people that have already donated while you are asking for new donations. This spreads your message further and lets the people you are asking know that people are already getting behind you.

5. REENGAGE WITH EMAIL



Don't hesitate to send a few follow up emails. Emails are easy to overlook and people often open them up quickly and then forget to go back to them. Use email to keep people up to date with your progress as you hit different milestones (50% raised, 75% raised, etc.) and ask supporters to help you hit the next milestone.

6. CONTINUE THANKING AND UPDATING SOCIAL MEDIA



As more of your network gets behind you, keep thanking them on social media and make sure you continue to share your progress towards your goal.

Fundraising often takes a little creativity and persistence, but it's vitally important to our mission and you can do it. Know that your effort will make a big difference! **THANK YOU!**