



NO ONE GETS THERE ALONE  
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**ELEVATE**  
NEW YORK  
**GIVING**  
TUESDAY

## GIVINGTUESDAY SUCCESS GUIDE

Thank you for choosing to support Elevate New York ensure a more equitable playing field for our young leaders.

This quick guide will help you register for GivingTuesday and navigate your own fundraising page to reach your goal.

**[WWW.FUNDRAZR.COM/ELEVATENEWYORK](http://WWW.FUNDRAZR.COM/ELEVATENEWYORK)**

**[WWW.ELEVATENEWYORK.ORG](http://WWW.ELEVATENEWYORK.ORG)**



@ELEVATENY

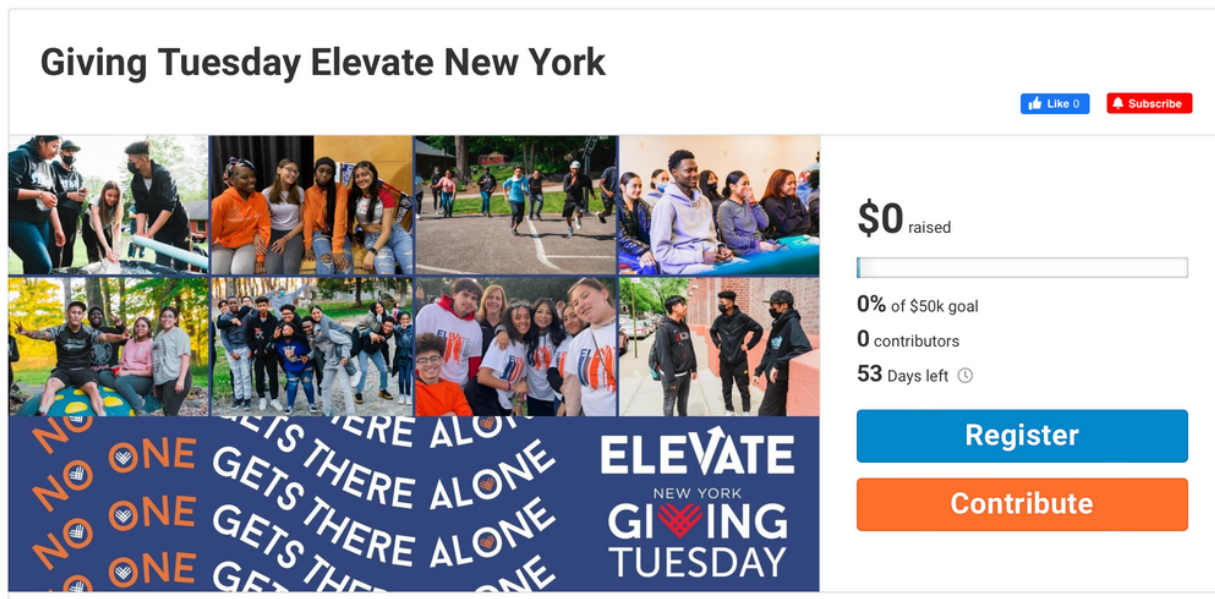


@ELEVATENEWYORK

# REGISTERING

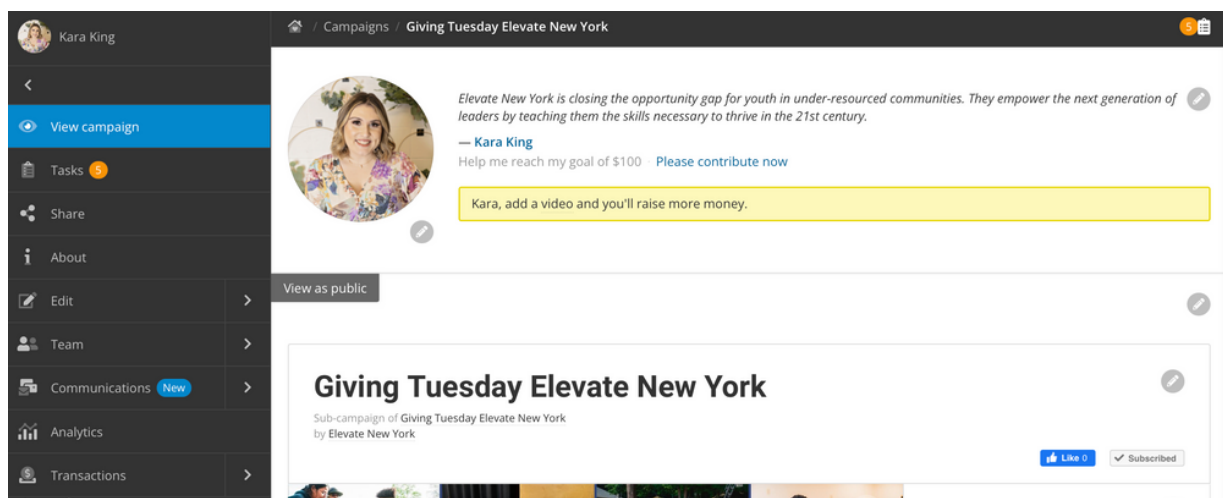
You will register on Elevate New York's main campaign by clicking the register button. Continue through the entire registration.

If you have questions/concerns, reach out to Gilda Gomez at [ggomez@elevatenewyork.org](mailto:ggomez@elevatenewyork.org) or contact Fundrazr at [support@fundrazr.com](mailto:support@fundrazr.com).



# YOUR PERSONAL CAMPAIGN PAGE

When you have finished the registration process, you will see your new campaign in editing view. This is your personal fundraising page (or "sub-campaign"). If you are not ready to view your page, you can always get back to it through the user options on the top-right hand side of the page, by clicking "Campaigns".



# PERSONAL ENDORSEMENT MESSAGE

This message appears on the top of your campaign. If you have a team sharing one campaign, each team member can customize their own message, and as long as they share the link when logged into their FundRazr account, their message will be the one that shows to their visitors.



*Elevate New York is closing the opportunity gap for youth in under-resourced communities. They empower the next generation of leaders by teaching them the skills necessary to thrive in the 21st century.*

— Kara King

Help me reach my goal of \$100 · [Please contribute now](#)

Kara, add a video and you'll raise more money.

Customize this message to welcome your visitors to the page and show them why you are helping raise money for Elevate New York. Recording a video is the best way to appeal for donations! It does not have to be professionally done - a candid video from your phone is encouraged!

Here are some suggestions for what to write and/or say in your message:

- Welcome the visitor to your page
- Explain why you chose to fundraise
- Make your call to action: ask directly for support to your campaign to help you reach your goal. Guide them towards the donate button on your campaign.

Here are some helpful suggestions for what to say about GivingTuesday:

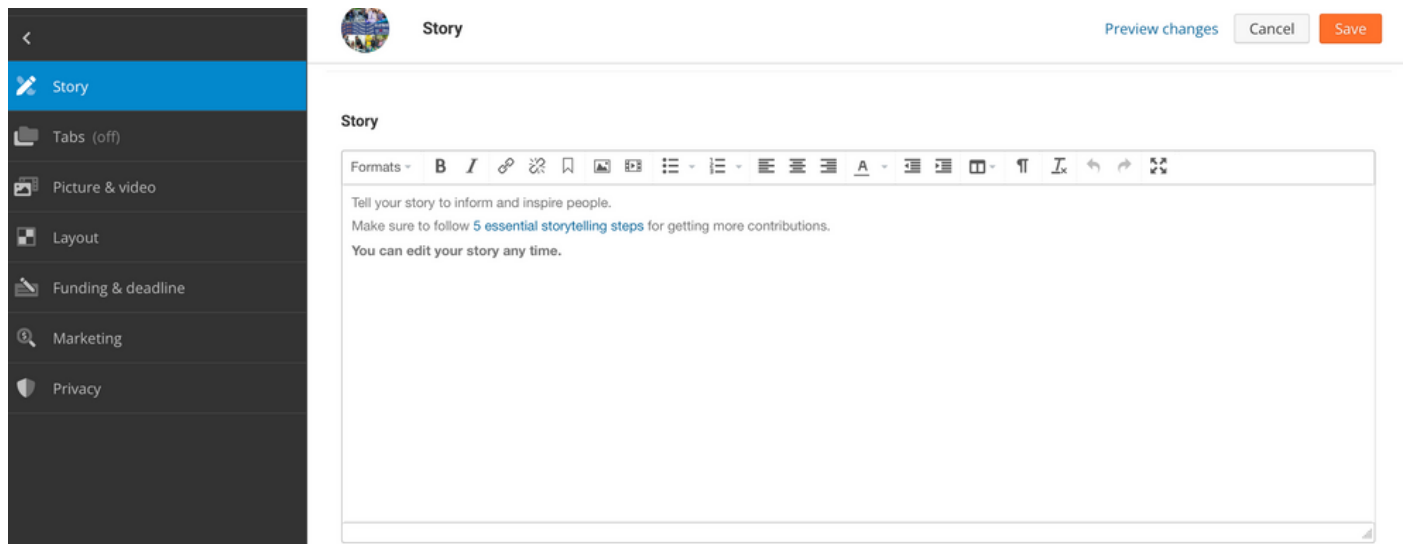
- GivingTuesday reimagines a world built upon shared humanity and generosity.
- This GivingTuesday I am supporting Elevate New York to ensure a more equitable playing field for young leaders from the South Bronx.
- Elevate New York's mission is building long-term, life-changing relationships with youth, equipping them to thrive and contribute to their community.



# YOUR PERSONAL CAMPAIGN PAGE

Your sub-campaign story will be pre-populated with a message from Elevate New York, which you will not be able to edit.

You do, however, have space for your own story!



Your story is your place to elaborate on your personal message. Success in online fundraising comes from the emotional appeal - when donors feel connected to you and your 'why' behind your decision to fundraise, they are significantly more likely to contribute.

Here are some ideas for your story:

- What inspired you to fundraise?
- What do you feel when you think about Elevate New York and our community?
- Do you have a special connection to Elevate New York? Are you an alumni or do you know an alumni?
- Don't forget the call to action! Remember, you are asking for both donations AND for your visitors to share the campaign with their communities to help spread the word.
- Pictures and videos say more than words. You should certainly upload both into your media gallery, but choose some favorites for the story.

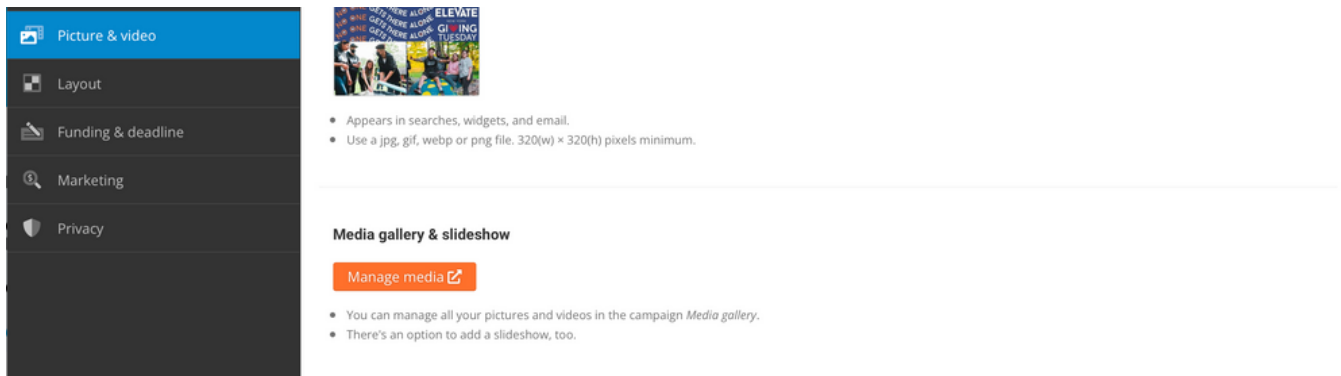
**NEED HELP NAVIGATING THE STORY EDITOR?**  
**[CHECK OUT THE ARTICLE ON OUR HELP CENTER.](#)**

# YOUR PERSONAL CAMPAIGN PAGE

Your media gallery will already be populated with pictures and videos from Elevate New York, but you can add your own as well!

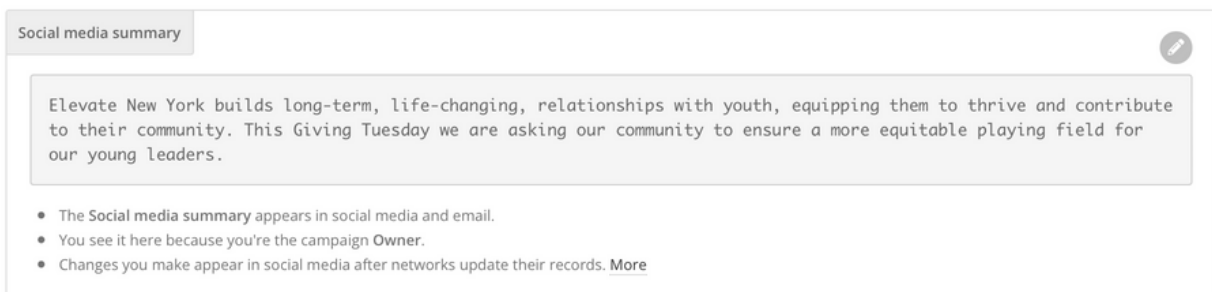
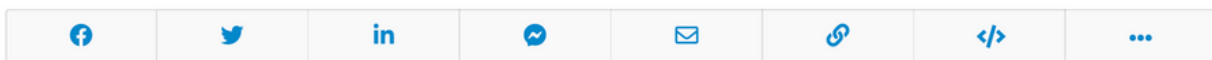
Match the tone and feel of the master campaign. Change the cover photo itself to something relevant to you/your team.

**NEED HELP NAVIGATING THE MEDIA GALLERY?**  
**[CHECK OUT THE ARTICLE ON OUR HELP CENTER.](#)**



## SHARING YOUR CAMPAIGN

Share early and share often! This share bar is how you will get the word out to your network about your campaign. Plus, your network can use the same buttons to help you share to their networks as well!



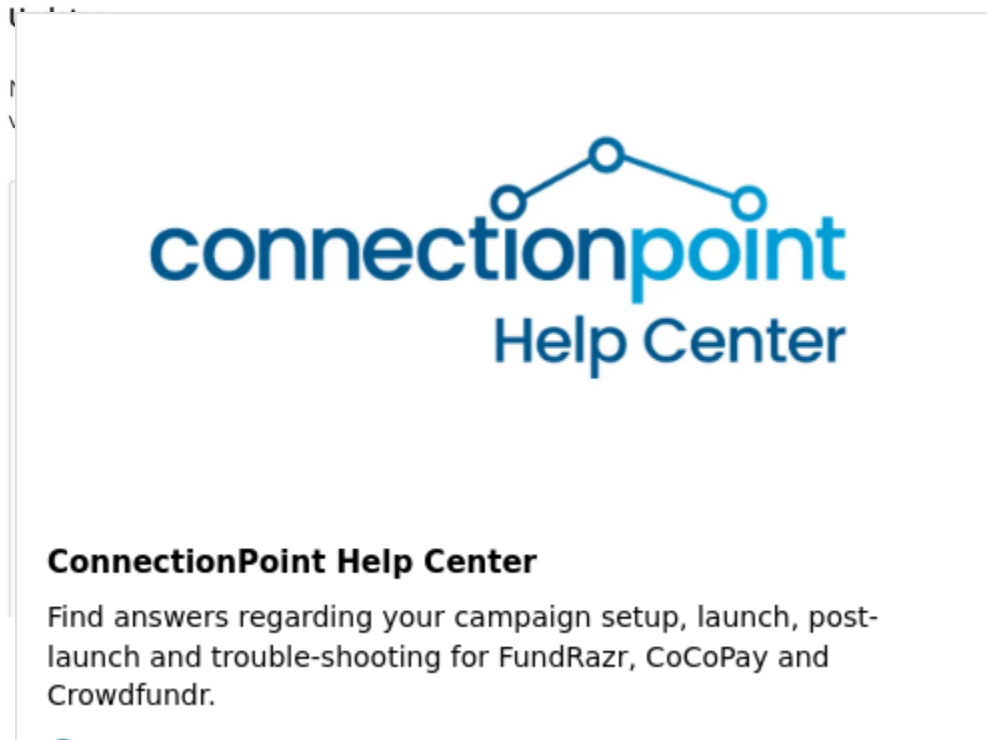
Your social media summary is what will appear as the uneditable message in your post. Anyone sharing your campaign will be able to write their own message on the post, but this way you can ensure the most important and accurate information is shared. Quick messages like this should focus on one simple call to action: click on the post!

# UPDATING YOUR CAMPAIGN

Updating keeps your community engaged with your campaign and can inspire further support. Update with anything relevant to the campaign.

A few suggestions for updates:

- Give shout-outs to those who have donated to your campaign.
- Share quotes and facts from Elevate New York's instagram (@elevateny) or facebook (@elevatenewyork) page.
- Share more about what GivingTuesday and what the spirit of giving means to you. Are you passionate about giving back to your community? Tell your supporters why!



Now you know how to create a fantastic campaign and share it with your network, so go forth and fundraise! We are always here for you if you need anything.

**HERE ARE A LIST OF RESOURCES YOU MIGHT FIND HELPFUL:**

[HELP CENTER](#)

[BLOG](#)

[FUNDRAISER HUB MAIN PAGE](#)