

Set up your ONLINE fundraising page from your sign up confirmation email:

Why is this important?

- ❖ If you don't ask, someone can't give. You never know until you ask who may want to support the cause.
- ❖ Set a Goal: We suggest \$500.00 because that is one person helped, so we feel it's a great number.

Instructions for setting up your fundraising pledge page:

1. Log in by following the instructions from the link sent in your sign up confirmation email.
*Check your spam/junk inbox, if you did not receive this email.
2. Grab a photo of you or something to pique the donor's interest.
3. Add your human-interest story of why you are taking part in the Snow Run and what it would mean to you for others to support you.
4. You can add this to help others know what PRR is:

PRR Mission Statement: Pink Ribbon Riders provide direct financial assistance to both men and women diagnosed with breast cancer.

Already have your fundraising page:

- ❖ Send the email to everyone you know. It's ok to ask them to share it as well.
- ❖ Post this link up on your Facebook page and ask others to share. You never know who has a connection to the cause and might want to help.
- ❖ Post it on Instagram with a cool story or photo of you.
- ❖ Log in whenever you want to track your progress. Share your progress with your donors, they too will want to see you reach your goal as they believe in you.
- ❖ Share organization information with them. Example: copy one of the thank you notes from a patient that has been helped. You can find this on our Facebook page under notes or on our website page.

Benefits of online fundraising:

*Everyone that donates to you will automatically receive a receipt for their records if the donation is \$100.00 or more.

*Track your fundraising progress in your campaign headquarters.

Have questions:

*Email us at info@pinkribbonriders.com