

WALK to CURE ARTHRITIS®

SUCCESS IN ONLINE FUNDRAISING

Online fundraising is the easiest and fastest way to raise money to support the work of the Arthritis Foundation and meet your goal!

Did you know?

- Walkers who use email fundraising tools raise a minimum of 2 times more money than those who don't?
- The average gift made online is higher than other donations
- You help spread awareness about arthritis with every email that you send
- The people who raise the most money send an average of 15 emails
- Participants who make their fundraising page personal raise 3 times as much as those who don't

HELP CONQUER ARTHRITIS WITH THE TOUCH OF A BUTTON!

Easy Steps to Success

1. Personalize your webpage with a photo and your message
2. Donate to yourself
3. Upload your contacts - family, friends, colleagues, neighbors
4. Use the templates provided in your participant center to send emails
5. Share on social media
6. Say, "Thank you!"

Ways to \$150



- Donate **\$20** to yourself to kick-start your fundraising
- Send an email to colleagues, clients, friends and family members and raise **\$50**
- Post a link to your fundraising page on social media and raise **\$50**
- Ask your dentist, vet, or doctor to support you and raise **\$30**



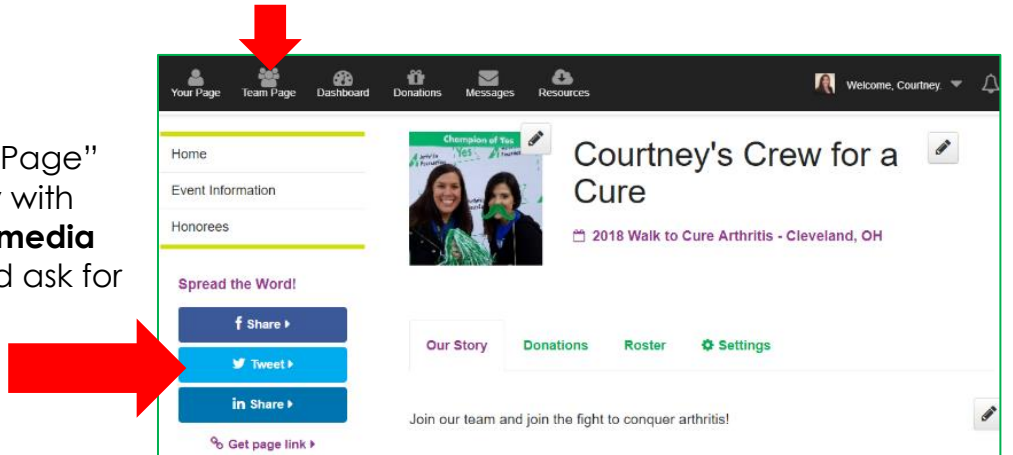
How to Fundraise Online

After you've registered, log into walktocurearthritis.org/Cleveland

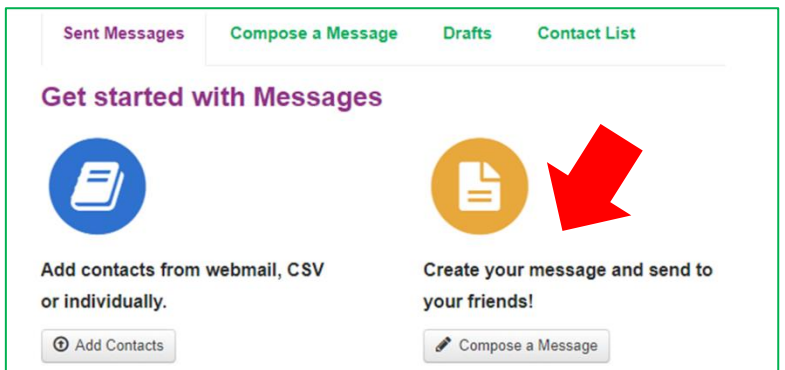
1. Click **"Your Page"** in the navigation bar to update photos and text on your personal page, see donations and thank donors. If you are a Team Captain, click on **"Team Page"** to change and customize the team page.



2. "Your Page" and "Team Page" make social sharing easy with just one click. Use **social media** to recruit teammates and ask for donations!



3. Click **"Messages"** in the navigation bar to send emails to recruit team members and ask for donations. Click **"Compose a Message"** to choose a template and upload contacts. Customizing the message is encouraged so people know why you're personally supporting the cause!



4. Find links to download the **Walk to Cure Arthritis mobile app** and more by clicking "Dashboard" from the toolbar. Here, a special Facebook feature allows you to schedule future Facebook posts – *set it and forget it!* These great tools make it easy for you to maximize your fundraising potential!

