



Fundraising for the Virtual Vermont Adaptive Charity Challenge - How to Get Started

LOG IN TO YOUR PERSONAL FUNDRAISING PAGE

Goto <https://www.classy.org/event/vermont-adaptive-charity-challenge/e322738> and get to your page and admin section by clicking on where it says “LOGIN” in the top right corner of the web page. Enter your email and the password you created during registration.

PERSONALIZE YOUR FUNDRAISING PAGE

Click on the “MANAGE” button in the top center of the page. Here you can add a personal photo and customize the “Your Story” section. Telling your story will help connect your donors to your goal. Also, remember to set your fundraising goal! Your goal has been set to \$150 as a default, but make sure you go in and change that if you have higher aspirations (we hope you do!).



You can manage your entire fundraising “site” from this admin section. Email potential donors (friends, family, coworkers), promote your page and share it on your social channels. There are icons right on the admin page for you to share on Facebook, Twitter and LinkedIn. Or you can copy the URL to your page and share it manually or in an email. Take a look around, there are loads of things you can do in the admin.

FUNDRAISING PAGE EXAMPLES:

Having trouble figuring out what to write? Need some inspiration? Click through to read a view examples of folks currently participating and fundraising:

Soph Charron

<https://www.classy.org/fundraiser/3211738>

Team DJBea

<https://www.classy.org/fundraiser/3157250>

Wally Caven

<https://www.classy.org/fundraiser/3168718>

FUNDRAISING TIPS

- Set a fundraising goal on your personal page and let your potential donors know what it is. If you reach your goal, consider increasing it and keep fundraising! Every penny counts!
- It generally takes around 5 communications to get a potential donor to make a donation. Here are some ideas:
 - Write a personal email to friends and family.
 - Post your fundraising page on Facebook.
 - Update friends & family on your progress by posting your bike rides, runs, walks or whatever on your Facebook page or other social media channel.
 - Tag Vermont Adaptive and use the hashtags!
Facebook: @vtadaptive // **Instagram:** @vermontadaptive // **Twitter:** @vtadaptive #sportsforeverybody #vtadaptive #charitychallenge #vermontadaptivecharitychallenge
 - Share one of Vermont Adaptive's videos or Facebook posts. You can find great videos on the Vermont Adaptive YouTube Channel
<https://www.youtube.com/user/VermontAdaptiveSport>
 - Share your story! Why do you love Vermont Adaptive?
- If you are a volunteer, family member or friend of a Vermont Adaptive athlete let your supporters know. Telling a personal story about someone you know who has benefited from adaptive sports is a great way for people to relate to you and your cause.
- Don't be afraid to ask. Many people feel uncomfortable asking for help, especially when money

is involved. But remember, you're not asking for money for your personal use—you're supporting an organization that is important to you! Friends and family will be happy to learn about something you are passionate about.

THANK YOUR DONORS

Saying thank you matters. Send a quick email, text or call to let your donors know how much you appreciate their support. Publicly thanking donors on Facebook is quick and easy AND it will encourage others to donate.

SHARE YOUR JOURNEY

Share your journey with your friends and family. Post photos, videos and updates as you bike, walk, run or roll your way to your goal. Don't forget to tag Vermont Adaptive!