Peer-to-Peer fundraising campaigns are a great way to **share the impact** an organization has had on your life and **promote their fundraising efforts** during The Big Payback. Gifts made through a fundraising campaign work just like gifts made through the organization's main page and are **eligible for prizes** throughout the day.

To create a fundraising campaign:

1. Go to TheBigPayback.org and sign in as a Fundraiser. If you don't already have an account with our software NeonOne, you will need to create one.

2. Search for your Agape Animal Rescue and click on the **START A FUNDRAISER** button.

3. Create and publish your campaign. Your campaign will go live immediately, but we will review it just to make sure everything looks good! A few things to keep in mind when building your campaign page:

Personalize your Fundraising Page

Fundraiser Title

Lauren & Dottie are Community Canine Gra

Set a Goal
How much do you want to raise?

$ | 250 | .00

Hero Image
Replace the image at the top of your fundraiser page with a personal photo

Drop file here or
Click To Select File

Hero Image
Replace the image at the top of your fundraiser page with a personal photo

Discard image
Select A Different File

556.63 KB
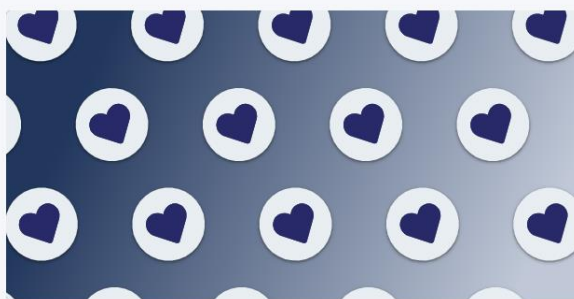
Fundraiser Story
Tell your audience why this cause is important to you

B I ≔ ≔

Type your story here....

Save as Draft   **Save and Publish**

- Images must be JPG or PNG files that are no larger than 1MB. The dimensions should be no larger than 680x385. If you need help getting your image to fit, or would like us to put it in a template, please email lauren@agaperescue.org
- While entering your fundraising campaign details, the right side of the page will simultaneously display exactly how it will look online. For example, if you upload a photo, you will instantly see how it will appear on the website.
- When you click "Save and Publish" upon completing your fundraising page, an email will be sent to you containing your fundraising page URL. Copy and paste this URL into emails and social media posts to encourage friends, family and colleagues to donate!

4. At any time, you may return to your Neon Raise account to edit and publish (or unpublish, then edit and re-publish) your fundraising page; or create additional fundraising pages.To access your Neon Raise account, click the link in the email that was sent to you **OR** type app.neonraise.com into your browser.

For more information, please see the **Engage Your Donors** guide on the Toolkits page.

If you have questions about this process, please email thebigpayback@cfmt.org or lauren@agaperescue.org. If you have questions about the status of a campaign you submitted, please contact the organization directly. The Support Team at NeonOne is also available to you! When you are signed into Neon Raise, simply click the Support button in the lower right corner of the screen.

You've created your campaign. Now what?

1) *Donate to your own campaign.* Research shows that people who self-donate to their fundraiser will raise substantially more overall than those who don't. It creates a sense of, "I did it, you can, too!" Even $10 or $20 demonstrates your investment in the cause.

2) *Make the ask!* Email your family, friends and extended network. Post on your social media profiles. And be sure to include the unique URL link that you made when creating your page. That makes it easy for people to click a link and jump directly to your campaign page.

3) *Ask for specific donation amounts.* If you ask people to donate $50, you are more likely to get $50 donations than $10 or $20 donations. You could also consider breaking up your goal into bite-sized chunks. If your goal is $250, you could ask 10 people to donate $25.

4) *Update your network on your fundraising progress.* Regular updates keep people actively involved in your journey.

5) *Have fun!* If you treat it like fun and keep levity in your communications, you're much more likely to be successful. You are supporting a great cause that you are excited about, so let is show!

6) *Remember to thank your donors and supporters.* Pay it forward by recognizing those that helped you reach your goal.

Every effort you made to share your story and serve as an ambassador for your organization's mission is raising critical funding and building awareness for the importance of their work. Thank you for choosing to lead by example. We hope you'll continue to spread the fun of philanthropy for years to come.