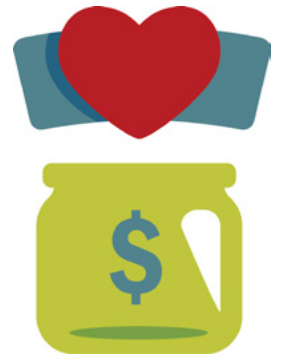


5 Tips for a Terrific Team Fundraising Page

Once you register your team on the registration site, your next step is to set up your team's fundraising page. Your team's page will be frequently visited in the weeks leading up to your walk. You want to motivate family and friends to join your team and/or make a donation; in order to maximize that opportunity, we recommend making your team's page the very best it can be. Here are five easy steps to creating a terrific team fundraising page:



1 Add a photo

Your loved one with Down syndrome is awesome! Show off his/her super smile with a photo to personalize your page. Your friends and loved ones never tire of seeing that sweet face, and for those who are just meeting them, a photo allows them to put a face with the cause. Now you can also connect an Instagram account to your team or personal profile page to share up to 20 additional pictures of your loved one with Down syndrome. Check out our *How to Manage Your Team Fundraising Page* under the HELP tab for directions to connect your Instagram account!

2 Share your story

Your team fundraising page is established with a default statement about the event, but only you can share your personal story. When someone can make a personal connection to your story, they may be more inclined to join your team or make a donation. Your page could explain why you participate in the walk, how many years you have had a team, how your family and/or child have enjoyed services provided by the organization, what milestones your child has reached in the last year, or information about upcoming team events.

3 Set a goal

Having a goal helps motivate your team to raise more money. Be certain to share this goal and keep everyone updated as you post to your social media outlets (ex: "Only \$200 to go before Team Alex reaches our goal! Please keep sharing our team page!").

4 Customize your team page's URL

When you set up your team page, the URL will be automatically created using your team name. You can also edit the URL by logging into your dashboard. This is a great feature, and it allows you to have an easily recognizable and memorable URL. Each time you share your fundraising page via Facebook, Twitter or email, your URL will be included in the post, providing an opportunity for many people to see your team's page.

5 Invite friends and family to share your page



You want the world to see all the wonderful support your loved one with Down syndrome receives from team members and donors. If your team members help share your page via Facebook, Twitter, email or text, in addition to your own posts, then traffic to your page will increase, which in turn increases your team's totals.

As you are sharing your team's fundraising page far and wide using social and email tools, you will be attracting visitors to your page, and you want to make the best impression possible. By following these recommendations, you are on your way to creating a terrific fundraising page!