
SOWA FUNDRAISING PAGES

Beginning in 2018, each Area will have their own page for fundraising, and within those pages, teams and individuals may build their own pages with customized goals, stories, and pictures. Each of these individual and/or team pages contribute to the overall Area goal for the season, while keeping track of the individuals' or teams' goals.

You can view all Area fundraising pages here: <http://specialolympicswashington.org/donate/support-athletes-area/>

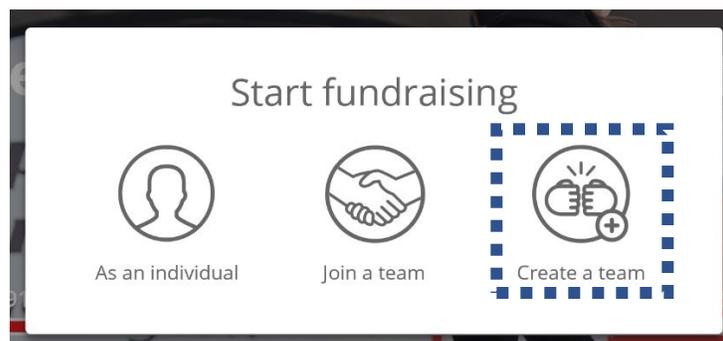
How to Build A Team Fundraising Page

It's easy to build your own team page – simply click on **“Become a Fundraiser”** and follow the prompts to create a team!

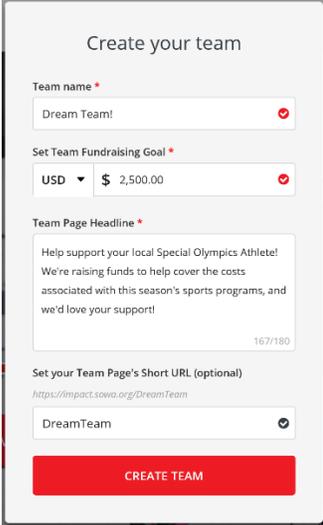
1. Click on **“Become a Fundraiser”**



2. Either create an account, or log in if you already have a classy account.
3. Click on **“Create a team”**

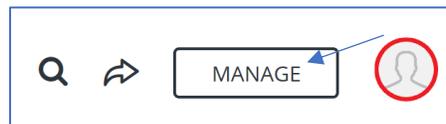


4. Provide the name of your program, what your goal is for the season, and a headline you'd like to give your team. **The team fundraising goal should be, at a minimum, the amount you've budgeted for the season across all sports. For example, if your program participates in Swimming and Soccer, add up both the anticipated expenses for these programs to come up with your goal for the season.**



5. The rest is simply choosing a team photo and completing your (team captain) information. Once complete, you'll be taken to your team's fundraising page.

- If you would like to make any changes, simply click on **"Manage"** at the top of your page:



- From the manage view, you'll be able to edit your story, post updates to your donors, send thank you emails, etc.
6. Now that your team page is all set up, it's time to get the word out! Use the share links on your page to get the message out via Facebook, Twitter, Email, etc.

- This also the time to **invite our athletes to create their own page under your team/program page**. Share the link to the main team page with our athletes, then have them click on **"Join Team"** to build their own page. This will allow them to share their own page with friends and family and will help them track both online and offline donations made to their campaign.



- **Share often!** Everyone gets busy, so it's good to continue sharing your fundraising page at least once a week (twice weekly would be even better!), so that your campaign remains in the forefront of peoples' minds.



- **Feature an athlete!** Featuring an athlete is an excellent way for donors to connect their contributions with the cause they are supporting. When donors can make a connection with how their funds are making a difference, they will often donate more, and more often.