



PEN/FAULKNER

Giving Tuesday Guide

We Need Your Help

Giving Tuesday is a global day of giving that happens every year just after Thanksgiving. **We need your help** to earn support for PEN/Faulkner!

There are **two ways you can pitch in:**

- 1) Make a contribution.
- 2) Join our fundraising team and encourage others to support us.

Make a Contribution

If you'd like to make a contribution, visit
www.givelikealocal.org/team/penfaulkner.

We've got some great incentives this year,
including signed copies of our 2019 PEN/Faulkner
Award finalists!

Join Our Team

Joining our team is the best way to have a big impact. You will **expand our circles of support** tremendously.

And it's easy, too! You just [sign up on our Give Like a Local page](#), set a goal for yourself, and start sharing your page with others.

The rest of this presentation will walk you through the steps to **join our team!**

Join Our Team – Getting Started

STEP ONE

To create a personal fundraising page in support of PEN/Faulkner for Giving Tuesday, click this URL (or copy it into your browser):

<https://www.givelikealocal.org/team/penfaulkner>

Then click on “Join Team” to start the process!

givelikealocal.org/team/greenpeace

HOME SEARCH LOGIN

#GIVING TUESDAY #GIVING TUESDAY #GIVING TUESDAY #GIVING TUESDAY #GIVING TUESDAY

Greenpeace /team/greenpeace

About Members Updates

Click “Join Team”

There was Black Friday, Cyber Monday (with a total of \$2 billion success) and now there is Giving Tuesday- a noble departure from rampant consumerism of disposable items. However, the world around us gives no matter the season. Here are our picks for the best reasons to give back to the environment this holiday season.

- 1.) **Fresh air.** Most of us can walk outside and take a deep breath of clean air. We know **clean, renewable energy is possible** and an efficient method to preserve that clean air.
- 2.) **Lush forests full of diverse ecosystems providing clean air and water, soil, climate control and rich wildlife.** From the massive Amazon to the Indonesian rainforest,

0%
\$0
OF \$10,000 RAISED
0
DONORS
56 DAYS
REMAINING

JOIN TEAM

SHARE

Join Our Team – Creating Your Account

STEP TWO

Enter your account info.

Make sure you **don't click** "Remove this, I'll join a team later."

Enter the email address you want to use here.

Next, create a password for your account.

Then confirm the password you just entered.

Then click "Create My Account."

The screenshot shows the 'Account Creation' page for Greenpeace. At the top, it says 'Join the campaign and create your own personal fundraising page.' Below this is a Greenpeace logo and a message: 'You will automatically join this team after signup. Remove this, I'll join a team later.' There are four input fields: 'E-MAIL' (placeholder: 'Enter your e-mail...'), 'PASSWORD' (placeholder: 'Enter your password...', note: 'Must be at least 6 characters in length.'), 'PASSWORD CONFIRMATION' (placeholder: 'Enter a password confirmation...'), and a red 'CREATE MY ACCOUNT' button. At the bottom, it says 'Already have an account? [Log in >](#)'.

Join Our Team – Creating a Personal Profile

STEP THREE

Personalize your page:

- Add a photo of yourself to make the page personal.
- Enter your first and last name.
- Enter **PEN/Faulkner** to connect your personal page to our team page.

Finish Your Profile 1

Set Up Fundraising Page 2

Write Your Appeal 3

Share With Friends 4

Profile Photo and Name

Your profile photo and name will be displayed on your fundraising pages.

PROFILE PHOTO

UPLOAD DELETE

JPEG, GIF or PNG, 5 MB max size.

FIRST NAME

Laura

LAST NAME

Rosenbaum

Additional Information

The organization has asked for some additional information.

WHICH CATALOGUE NONPROFIT ARE YOU AFFILIATED WITH?

Greenpeace

Join Our Team – Creating a Personal Fundraising Page

STEP FOUR

Next, set up your own fundraising page:

- Enter your display name. This is what people you share the page with will see.
- Pick a URL for your page. Hint: you can just use your name!
- Set a fundraising goal. This is the amount you'd like to try to raise toward PEN/Faulkner's overall \$10,000 goal.

The screenshot shows a web form titled "Set up your fundraising page" with the instruction "Fill out your fundraising page details below. You can always change this later." The form includes a progress indicator on the left with steps 1, 2, 3, and 4. Step 2 is currently active. The form fields are: "DISPLAY NAME" (filled with "Laura Rosenbaum"), "PAGE URL" (filled with "/ laura-rosenbaum"), "FUNDING GOAL" (filled with "USD" and "500"), and "END DATE" (filled with "Dec 4, 2019 5:00 AM"). A "Back" link is at the bottom left, and a "CONTINUE >" button is at the bottom right. Callout boxes provide instructions for each field: 1. "Your display name is whatever you entered as your first and last name on the previous step." 2. "You can use your name for the page URL." 3. "Set your personal fundraising goal here." 4. "When finished with this page, click 'Continue.'"

Your display name is whatever you entered as your first and last name on the previous step.

You can use your name for the page URL.

Set your personal fundraising goal here.

When finished with this page, click "Continue."

Set up your fundraising page
Fill out your fundraising page details below. You can always change this later.

DISPLAY NAME
Laura Rosenbaum

Your name is displayed by default on your fundraising page. Setting this will override it for names that don't fit the first name/last name format (ex. The Wu Family).

PAGE URL
/ laura-rosenbaum

Your fundraising page URL will be at www.givelikealocal.org/laura-rosenbaum. We recommend setting it to something easy to remember like your name.

FUNDING GOAL
USD 500

Set a goal for how much you want to raise. We recommend that you set a goal for 500 USD.

END DATE
Dec 4, 2019 5:00 AM

Specify the end date in UTC.

[Back](#) [CONTINUE >](#)

Join Our Team – Making the Appeal

STEP FIVE

Next, tell your friends and family why you want them to support PEN/Faulkner. Use your answers to these questions as inspiration:

- Why should someone care about the work we do?
- Why should they give to PEN/Faulkner?
- What is Giving Tuesday and why does it matter?

Be sure to include a clear call-to-action and some urgency! (Let us know if you want help with language!)

Finish Your Profile ✓

Set Up Fundraising Page ✓

Write Your Appeal 3

Share With Friends 4

Join Giving Tuesday 2019

Write your fundraising appeal

Let your supporters know what motivates you to fundraise for this campaign. You can always change this later.

Normal **B** *I*

Community is more important now than ever before. We need to think local, act local, and give local. And we need you.

The holiday season is just around the corner, and we invite you to kick it off with us on Giving Tuesday! Giving Tuesday is a global day of giving back. On the Tuesday following Thanksgiving, people around the world will come together to celebrate generosity and make an impact. This year, we want to hit our goal to ensure we can continue to make a difference in our community.

That's why this Giving Tuesday, we're inviting you to help us continue to serve our local community. You can donate directly, or set up your own fundraising page and reach out to your network.

Your support makes a big impact.

Back CONTINUE >

Write your personal fundraising appeal here.

Join Our Team – Making the Appeal

STEP FIVE—optional

You can customize your appeal in several ways, if you like:

- Use bold or italic text.
- Make bulleted lists!
- Add a link to our website, www.penfaulkner.org.

Don't be afraid to play around with these settings to make the page feel like your own!

Other features here allow you to insert an image, a video, links to other webpages, and more

- ✓
- ✓
- 3
- 4

Join Giving Tuesday 2019

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Your support makes a big impact.

Back

CONTINUE >

Join Our Team – Making the Appeal

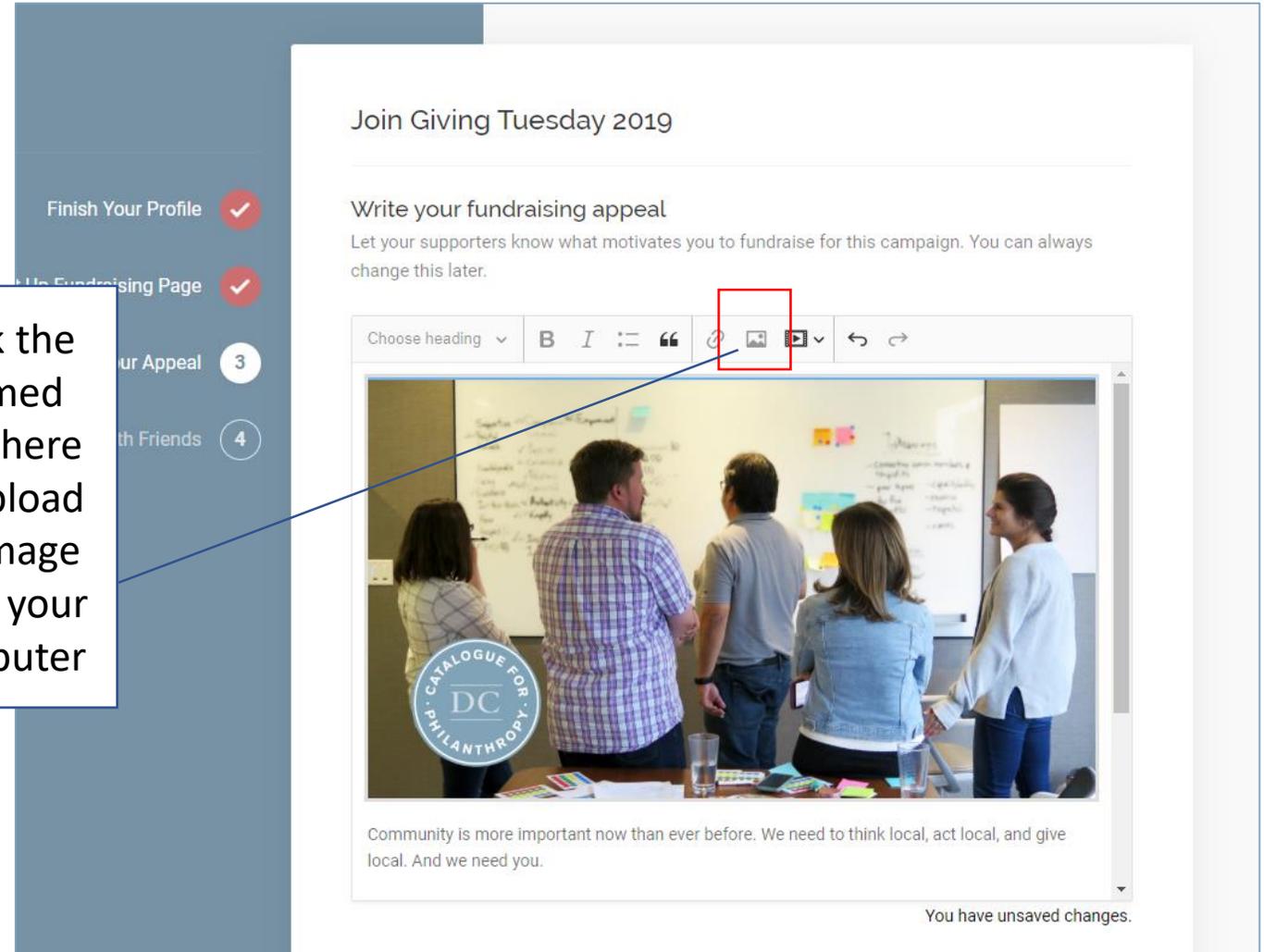
STEP FIVE—optional

You can also add an image of you volunteering or working at PEN/Faulkner!

Pictures are always good, because they allow people to connect with PEN/Faulkner on a human basis.

When you're finished, don't forget to click "Save" at the bottom of the page!

Click the framed icon here to upload an image from your computer



The screenshot shows a web interface for creating a fundraising appeal. On the left, a sidebar lists steps: 'Finish Your Profile' (checked), 'Set Up Fundraising Page' (checked), 'Write Your Appeal' (3), and 'Share with Friends' (4). The main content area is titled 'Join Giving Tuesday 2019' and contains the heading 'Write your fundraising appeal' and a subtext: 'Let your supporters know what motivates you to fundraise for this campaign. You can always change this later.' Below this is a rich text editor toolbar with icons for heading, bold, italic, list, quote, link, image, video, undo, and redo. A red box highlights the image icon. Below the toolbar is a large image of a group of people in a meeting room. A circular logo for 'CATALOGUE FOR DC PHILANTHROPY' is overlaid on the bottom left of the image. Below the image is the text: 'Community is more important now than ever before. We need to think local, act local, and give local. And we need you.' At the bottom right, it says 'You have unsaved changes.'

Join Our Team – Sharing Your Page

YOU'RE DONE!

Now you're ready to share your page with the world:

- It's up to you how you want to spread the word.
- If you share on Facebook or Twitter, be sure to tag @penfaulkner when you do!

You don't have to share your page immediately. If you click "All Done, to the Dashboard," you can continue editing your page and share the link later.

The screenshot shows a web interface for 'Join Giving Tuesday 2019'. On the left, a sidebar contains navigation items: 'Your Profile' (checked), 'Join Giving Page' (checked), 'Your Appeal' (checked), and 'With Friends' (4). The main content area is titled 'Join Giving Tuesday 2019' and includes a 'Spread the Word' section with the text: 'Sharing your fundraising page is the best way to get more donations. Check out your options below.' Below this text are several sharing buttons: 'SHARE BY E-MAIL', 'SHARE ON FACEBOOK', 'SHARE ON MESSENGER', 'SHARE ON TWITTER', 'PINTEREST', and 'LINKEDIN'. At the bottom of the main content area is a 'Back' link and a red button labeled 'ALL DONE, TO THE DASHBOARD >'. Five callout boxes with blue borders and white backgrounds point to these elements: 1. 'Click here to share your page via email.' points to the 'SHARE BY E-MAIL' button. 2. 'Click here to share your page on Facebook.' points to the 'SHARE ON FACEBOOK' button. 3. 'Click here to share your page on Twitter.' points to the 'SHARE ON TWITTER' button. 4. 'When you are finished, click here.' points to the 'ALL DONE, TO THE DASHBOARD >' button. 5. A fifth callout box, 'Click here to share your page via email.', is also present but its line is not clearly visible in the image.

Join Our Team – Your Dashboard

YOUR DASHBOARD

You now have a fundraising dashboard you can view at any time at your custom URL:

www.givelikealocal.org/YOURNAME

If you want to edit your page at any time, you can do it here by clicking on your photo in the upper right.

HOME SEARCH

This is your fundraising page. [Edit Page](#)

Click on your photo to edit your page at any time.

0%
\$0
OF \$500 RAISED
0
DONORS
43 DAYS
REMAINING
SHARE

My Appeal 0 Updates 0 Donors

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THANK YOU!

WE ARE SO GRATEFUL!

If you have any questions, don't hesitate to reach out! Thank you for agreeing to share PEN/Faulkner's message.

Giving Tuesday Love

