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!**

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!

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."

Account Creation
Join the campaign and create your own personal fundraising page.

Greenpeace
You will automatically join this team after signup
Remove this, I'll join a team later.

E-MAIL
Enter your e-mail...

PASSWORD
Enter your password...
Must be at least 6 characters in length.

PASSWORD CONFIRMATION
Enter a password confirmation...

CREATE MY ACCOUNT

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.

Upload a photo from your computer

Enter your first name

Enter your last name

Enter **PEN/Faulkner** here

Finish Your Profile 1

et 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 fundaising 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.

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.

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CONTINUE >

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!)

Write your personal fundraising appeal here.

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.

Finish Your Profile	✓
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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.
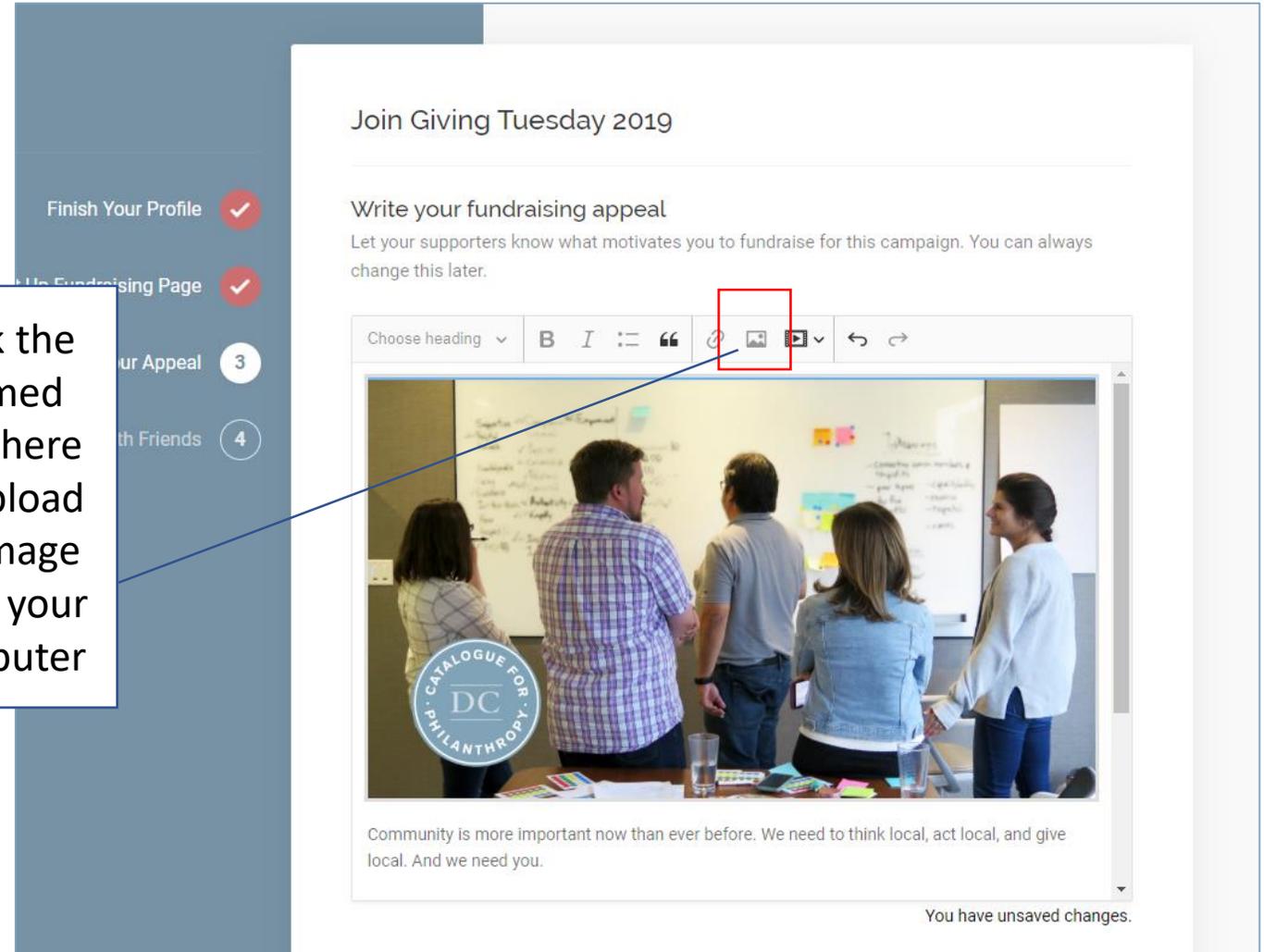
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CONTINUE ›

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

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

Join Giving Tuesday 2019

Finish Your Profile ✓

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our Appeal 3

th Friends 4

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

Choose heading ⌄   B   I   ≔   "   ⌀   ▨   ▣⌄   ↶   ↷

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

You have unsaved changes.

©2019 Catalogue for Philanthropy: Greater Washington

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.

Click here to share your page via email.

Click here to share your page on Facebook.

Click here to share your page on Twitter.

When you are finished, click here.

Join Giving Tuesday 2019

Spread the Word

Sharing your fundraising page is the best way to get more donations. Check out your options below.

✉ SHARE BY E-MAIL

f SHARE ON FACEBOOK   💬 SHARE ON MESSENGER

🐦 SHARE ON TWITTER

📌 PINTEREST   in LINKEDIN

Back

ALL DONE, TO THE DASHBOARD ›

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.

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

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