



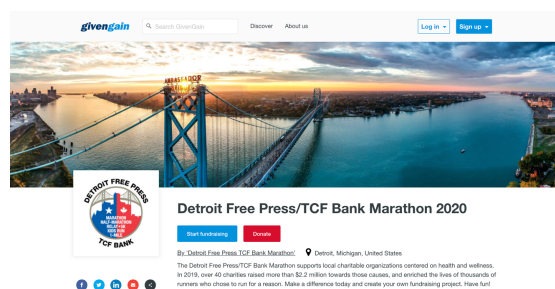
JOIN THE DETROIT FREE PRESS/TCF BANK MARATHON & RAISE FUNDS FOR OUR CHARITY

How to set up your online fundraising project in 30 seconds!

1

Visit the Detroit Free Press/TCF Bank Marathon 2020's fundraising event page on GivenGain, or use the Search option to locate the event page.

www.givengain.com/e/detroit-free-press-tcf-bank-marathon/



2

Click on "Start fundraising" to register a fundraising project with your Facebook login details or an email address.

Start fundraising

3

When logged in, search for **The Salvation Army Eastern Michigan Division** and click on "SELECT".

SELECT

4

Complete the project steps where needed, adding a profile picture, a project video/image, fundraising target and a personalized project story. Then make it live!

Looks good, make it live

Tip: Why not make the 1st donation to get your fundraising going?

5

Share your fundraising project link with friends, family and colleagues via e-mail and social media, asking them for donations.

Got a question about setting up your fundraising project? Contact GivenGain at fundraising@givengain.com for assistance.

Copy link to share

Share on Facebook

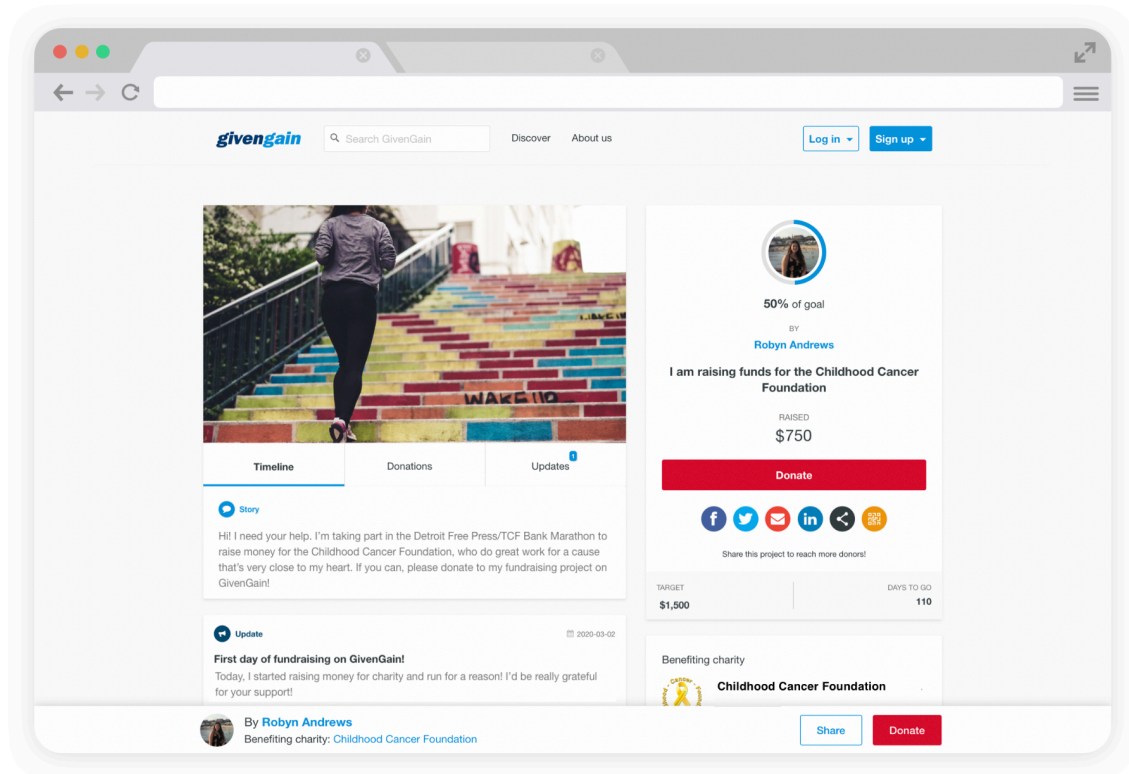
Share on Twitter

Share by e-mail

Share on LinkedIn

Good luck!

This is what a fundraising project page looks like:



Tips for successful fundraising

TELL YOUR STORY

Communication is key and passion is power. Tell your visitors why you are fundraising and what direct positive impact their support will have. Better yet, say it in a YouTube video!

SHARE YOUR PROJECT LINK

Pick 10 of your closest family members and friends and send them an iMessage. Now pick your 5 favorite colleagues and send them an e-mail. Lastly, think where you have social followers, and share your message on Instagram, Facebook, Twitter or Snapchat.

THANK YOUR DONORS

A simple personal thank-you message will make donors in your circles feel appreciated and encourage them to spread the word (and maybe even donate again).

PROVIDE REGULAR UPDATES AND KEEP ASKING

People feel more connected if they can see your fundraising progress and all the effort you're putting in. Post regular updates to your GivenGain page and click to share them on social media too!

MOBILIZE YOUR NETWORK

As the saying goes, "1 plus 1 equals 11". Raise the visibility of your project by asking your network to spread the word about it!