

# ACT NOW!

BECOME A  
FUNDRAISER AND  
MAKE A DIFFERENCE  
THIS HOLIDAY  
SEASON

# #ICHOOSETNP

LAUNCHING NOVEMBER 26, 2019



Choose empathy!  
Choose friendship!  
Choose The Nora Project!



## OUR GOALS

- Fundraisers: 40
- Donors: 720 (18 per fundraiser)
- Goal: \$100K

## THREE POINTERS

- **YOUR LIST:** Make a list of friends and family you plan to ask for support. Consider whether you'll tag them on social media or send a private email.
- **YOUR WHY:** Record a short video of why you #chooseTNP and get ready to post it on Giving Tuesday. Videos get the most interest online!
- **YOUR TIME:** Every Friday in December anyone who donates \$5 or more will be entered in a raffle to win great prizes! It's a perfect day to make a push for donors. So block 10 minutes each Friday to check your email for an update from us and to share the good word with your network.

## SETTING UP YOUR FUNDRAISING PAGE

Thank you for your interest in joining The Nora Project's 2019 #ichooseTNP Year-End Fundraising Campaign! We're so excited you're here, and we can't wait to see the impact you will have!

Here's a quick, five-step guide to creating your fundraising page, which you can share with family and friends on social media and beyond throughout the holiday season. It only takes 3 minutes to get started and your impact will last for generations!

1. Click [here](#) to start at our fundraising home page
2. Click the orange "Become a Fundraiser" button
3. Set your fundraising goal - choose something to challenge yourself!  
We suggest \$500, and remember every dollar counts!
4. A headline will be auto-populated, but feel free to personalize it!
5. Last step - A photo will be posted already - you can leave it as is, link to your Facebook photo, or upload one of your own

All fundraisers will kick off on #GivingTuesday. We have a super exciting day planned and will share all the details with everyone who's set up a page the Monday before Thanksgiving. In the meantime, to get yourself in the giving spirit, check out the tips to the left! Oh, and feel free to click the "Manage" button in the top right corner of your fundraising page to see all the cool tools and customization options available to you. And of course, let us know if you need any support getting up and running!

## MORE TIPS?

Choose empathy!  
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2019 Giving campaign  
[bit.ly/ichoosetnp](https://bit.ly/ichoosetnp)

- Complete the sentence, "I choose TNP because . . ." You'll be able to use this on your fundraising page and in social media and email appeals.
- Check with your employer to see if they support donation matching. Remember to ask your donors to do the same. A match makes each dollar go twice as far!
- Bookmark our Facebook Page, linked [here](#). We'll let you know about contests, matches, and we'll have great content for you to share from #GivingTuesday to #NYE!
- Remember, it's all about *engagement*. If anyone responds to your posts or emails, reply right away. The more engaged folks feel with the mission, the more likely they are to give!
- Encourage SHARES. Peer-to-peer campaigns work best when they're seen by lots of people! Giving is great and sharing is important too! Remind those in your network that they too can give their friends and family an opportunity to choose a more inclusive tomorrow by sharing your fundraising page!

**STAY TUNED FOR MORE UPDATES AND IDEAS!**