



active NETWORK

Fundraising for MDAC with Active Giving!

Customer Support: 1-888-543-7223 X4 • givingsupport@active.com

www.activegiving.com

Going online is one of the fastest and most convenient ways to fundraise for an organization! You will find some helpful tips on this help sheet that will boost your fundraising campaign success!

E-mail is free. With no production, materials or postage expenses, you can easily and affordably communicate more information, more often.

E-mail is fast. Time-sensitive information including updates pertaining to events and breaking news can be received within minutes, not days or weeks.

E-mail generates an immediate response. By providing links within your e-mail, you give potential supporters the opportunity to register or donate right then and there. You can see the results of your efforts instantly.

E-mail expands your reach. Grow your database by sending information to your constituents and encouraging them to forward the message onto their own friends and family.

HTML Fun!

This is a great way to spice up the text on your Fundraising Page! Html coding can be found anywhere on the web however here are a few of the most commonly used codes:

To create a line break: `
`

To create a paragraph break: `<p>`

To create italics: `<i>Enter Text</i>`

To create bold text: `Enter Bold Text`

Personalize your fundraising page! • Customize your color scheme □ Add a photo of yourself □ Create a welcome message, update it often • Send E-mail updates to contributors, they love to hear from you! • Pick a template that suits you best •

Stay Positive & Have Fun!