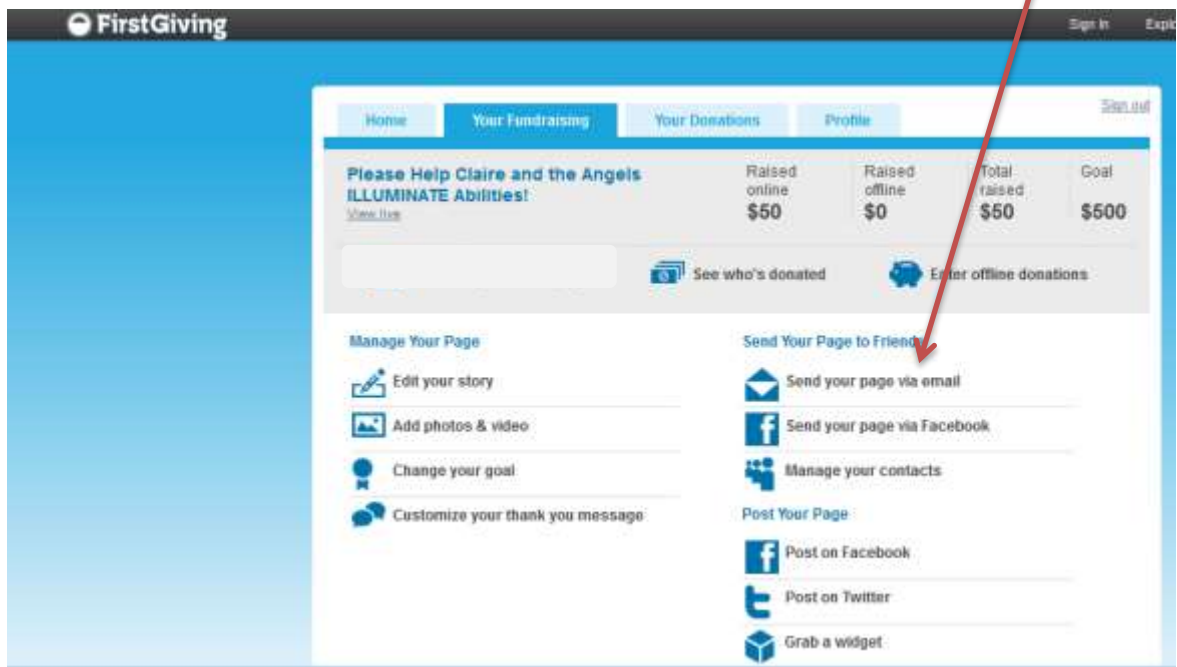
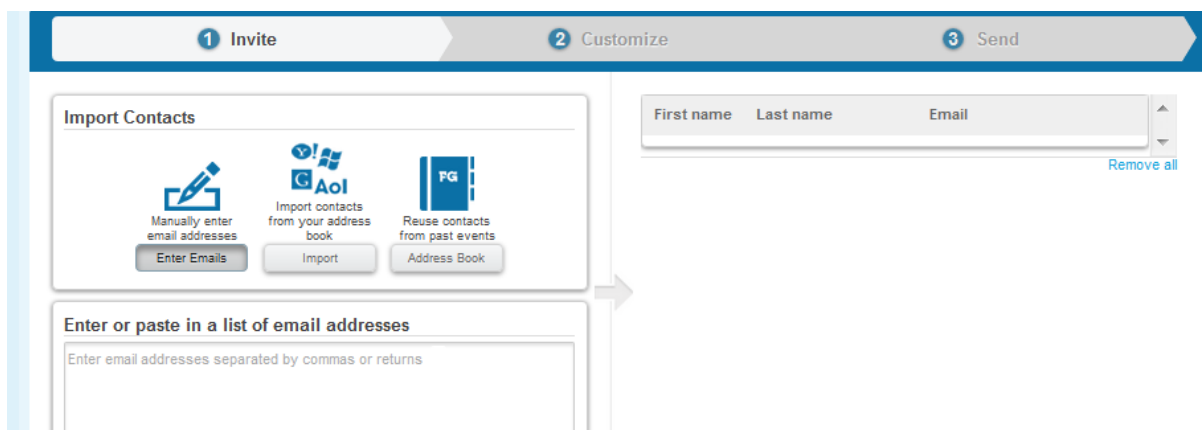


## Promoting your FirstGiving page through email

1. Start on Your Fundraising dashboard and select “Send your page via email”



2. Enter your contacts' email addresses\* one-by-one or upload from your email client (\*AoS does not use your FirstGiving contacts in any other way)



### 3. Customize your request email and your thank you email

The screenshot shows a three-step process: 1. Invite, 2. Customize, and 3. Send. In the 'Customize' step, the left sidebar shows an 'Email recipient' section with an 'edit recipients' link and a 'Choose message template' dropdown set to 'Ask for donations'. Below this is a 'Personalize your message with custom fields' section with a 'click to add' button and a list of fields: [Donor First Name], [Donor Last Name], [Page Address], and [NonProfit Name]. The main preview area shows an email template for 'ANGELS ON STAGE' with the following text: 'Hello [Donor First Name], I'm raising money for [NonProfit Name]. I would like to ask you to support the cause and make a donation to my fundraising page: [Page Title]. All donations are secure and sent directly to [NonProfit Name] by FirstGiving, who will email you a printable record of your donation. Please share my page with any of your friends and family that may be inspired to donate as well. Thank you for your support!'. Red arrows point from the field list to the corresponding placeholders in the email text. A separate arrow points from the 'Ask for donations' dropdown to the text 'Easily automate sections of your email if you like'. Another arrow points from the 'Thank you' text in the email preview to the text 'Customize your email message and your thank you message'. A final arrow points from the 'Send' button in the bottom right to the text 'Select Thank you template to edit or send your thank you message'.

Easily automate sections of your email if you like

Customize your email message and your thank you message

Select Thank you template to edit or send your thank you message

### 4. At the bottom of the email or thank you page, click "Send" or go back and "Invite more people"

The screenshot shows the bottom of the page with a blue bar containing a 'Send' button and a link 'send a test email to this'. Below this is a grey bar with an 'Invite more people' button. A red arrow points from the 'Send' button to the text 'Your contacts can easily opt out of future emails.' Another red arrow points from the 'Invite more people' button to the text 'Your contacts can easily opt out of future emails.' A third red arrow points from the 'Send' button to the text 'Your contacts can easily opt out of future emails.' A fourth red arrow points from the 'Send' button to the text 'Your contacts can easily opt out of future emails.' The text 'Your contacts can easily opt out of future emails.' is positioned above a blue box containing a link: 'If you do not want to receive emails from this person, click here: [Link]'. Below this is the address '34 Faneuil Street, 3rd Floor - Boston, MA 02210' and the 'FirstGiving' logo.

Your contacts can easily opt out of future emails.

Invite more people

Send

## Sample email and thank you content

Use these samples as inspiration or copy and paste into your own messages. Be sure to customize for best results.

### **Donation request:**

I'm excited to tell you about a terrific program that **my child** is part of called Angels on Stage. Through rich theatre arts experiences, **my child** is learning new skills while building friendships, independence, confidence, and self-esteem.

Angels on Stage will perform in February and April this year. We hope you can join us to see **my child** as an Angel on Stage on February 22, April 11, 12, or 13.

Please visit our page on FirstGiving to learn more about Angels on Stage and how **my child** is growing in this great program.

### **Thank you:**

Thank you for supporting **my child** and Angels on Stage. Your donation will help ILLUMINATE Abilities this season. Please plan to join us February 22, April 11, 12, or 13, when the Angels illuminate their abilities on stage!!

Thank you!