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.”
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**

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.

**Profile Photo and Name**
Your profile photo and name will be displayed on your fundraising pages.

**Additional Information**
The organization has asked for some additional information.

**Which catalogue nonprofit are you affiliated with?**
Greerpeace
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.”
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 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.
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.
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.
THANK YOU!

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