



## The Birthday Club: How to set up a fundraiser



Thank you for fundraising for Easterseals in celebration of your child's birthday!  
Here are quick and easy steps to help you get started.

### 1. Tell Your Story

1. [Click here](#) to access Easterseals DuPage & Fox Valley's GiveGab fundraising site.
2. Click "FUNDRAISE" and create your custom login information or sign in using Facebook.
  - **Keep your login info. handy** because you'll need it again to launch your fundraiser.
3. Check your inbox for a link to "GET STARTED"
4. Access the GiveGab Toolkit and start with "Tell Your Story"

#### **TIPS:**

- This is where you will share in your own words, your child's progress, what Easterseals means to you and why others should contribute. **You can do this in one paragraph or several – whatever works for you! You can replace the auto-filled text, or add to it.**
    - Ask for support in your own words, or use ours:
      - Please make a donation to Easterseals DuPage & Fox Valley in celebration of (child's name) birthday. It's quick and easy, but will leave a lasting impact on families like ours. Thanks for your support!
5. Upload a photo.

Having trouble? Email [kmoreland@eastersealsdfvr.org](mailto:kmoreland@eastersealsdfvr.org) with the text and photo you'd like to use and we'll get you all set up!

6. Set a Goal. Consider a goal that plays on your child's birthdate or age. \$100 minimum encouraged.  
i.e. **Help me raise \$225 for Susie's birthday on 2/25!**  
**Our family is raising \$300 in honor of John's 3<sup>rd</sup> birthday!**



## **2. Launch Your Fundraiser**

1. You can fundraise all month long, for one week, or on a single day – your choice!
2. Consider making a donation of any size to start things off.
3. Invite others to join you!

Use the GiveGab toolkit to:

- Email your contacts. GiveGab can connect to your email contact list, making it easy to select addresses and send!
- Share across social media channels with a post encouraging your friends and followers to contribute. Consider a video or photo of your child sharing their excitement about their birthday.

### **TIPS:**

It helps to keep people updated on your progress throughout the day, and to post a few reminders that will help you reach your goal.

Thank your friends publicly on Facebook as donations come in and try recording a thank you message from your child.

## **3. Celebrate!**

Celebrate your success and feel good about the dollars raised in your child's honor. Have a wonderful birthday celebration!

## **Thank you!**

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