



How to Increase Donations & Customize your Local's Website

Ideas to Increase Donations

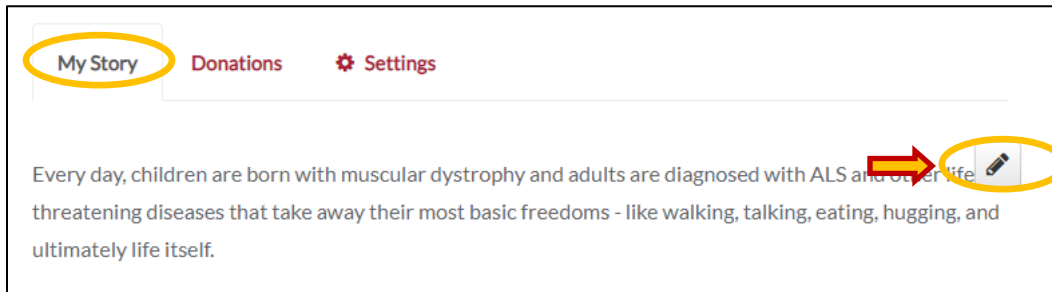
- **Ask everyone in your department/local to share** your website link on all their social media platforms. You won't be successful if you only share it on your local page or department pages.
- **Challenge another department/local** to help drive competition.
- If your department/local traditionally collects on duty, we recommend **working with department administration to endorse participation** for all department members.
- **Get your department/local PIO involved** and share the social media graphics, videos, and sample posts! Talk with your PIO about getting the word out on local media outlets.
- Ask your local e-board if they can help get things started and **make the first donation and challenge other members to do the same**. It is also good to ask local businesses to commit to the first donation. You can add their company logo to your Virtual Fill the Boot website as a thank you for their support.
- Think about people you know that have a large sphere of influence (aka **"influencers"**) and can help you spread the word about Virtual Fill the Boot. Reach out to them and ask them to help get the word out.
- Remember that the **#1 reason that people donate** to a cause is because someone they know asked them to do it. Everyone knows their local fire fighters, so you just need to ask. Also, keep in mind that it takes a donor an average of seeing something 3 times before they will act. **Don't be afraid to send reminders!** One idea is to have members to commit to share while they are on duty.
- **Share current total updates with your members versus your overall goal** to keep up excitement just as you would when you did a traditional Fill the Boot. (i.e. As of today, we have raised \$XXX, we have \$XXX left to hit our goal! We can do this!)

Customizing Your Website

- **Login** to your page using your email and password at mda.org/ftb.
- **Create a user-friendly (shorter) website link (URL)** – because you are going to share this link with the public, you may want to change the link to make it more user-friendly. Under the **"Settings"** tab, you can customize. Make sure to scroll down and save changes before exiting the page.



- **Personalize your Local's Page** – by clicking on **“View Your Page”** you can customize your page to your liking. Editable sections are denoted by the pencil icon. You can edit copy, change your goal, change your profile picture, add a video or sponsor logo and personalize donor incentives and fundraising milestones.
- We have created separate instructions to walk you through how to **create your own milestones or incentives** to encourage donors to support you and how to **do a live stream**. Please refer to the Virtual Fill the Boot tab on firefighters.mda.org.
- **Share Your Story** - share a little bit about why you Fill the Boot and support MDA. You can personalize your website with this message on the **“Our Story”** tab.



- **Add a sponsor/company logo to your website** – you can edit the **“Our Story”** tab to include logos. Type any text and add logos as you see fit. It is easiest to drag and drop logos from your desktop. When adding a logo, you can also add a hyperlink to each image if you'd like. Just left click on the image and select the **“insert link”** icon. Also, we would recommend that you put logos at the top of your story. When you have redesigned the page with sponsor logos just click **“Update Story”** to save changes.

