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.
- **Work with department administration to endorse participation** If your department/local traditionally collects on duty.
- **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.
- **Make the first donation and challenge other members to do the same!** Ask your local e-board if they can help get things started and 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.
- **The #1 reason 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](http://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.