

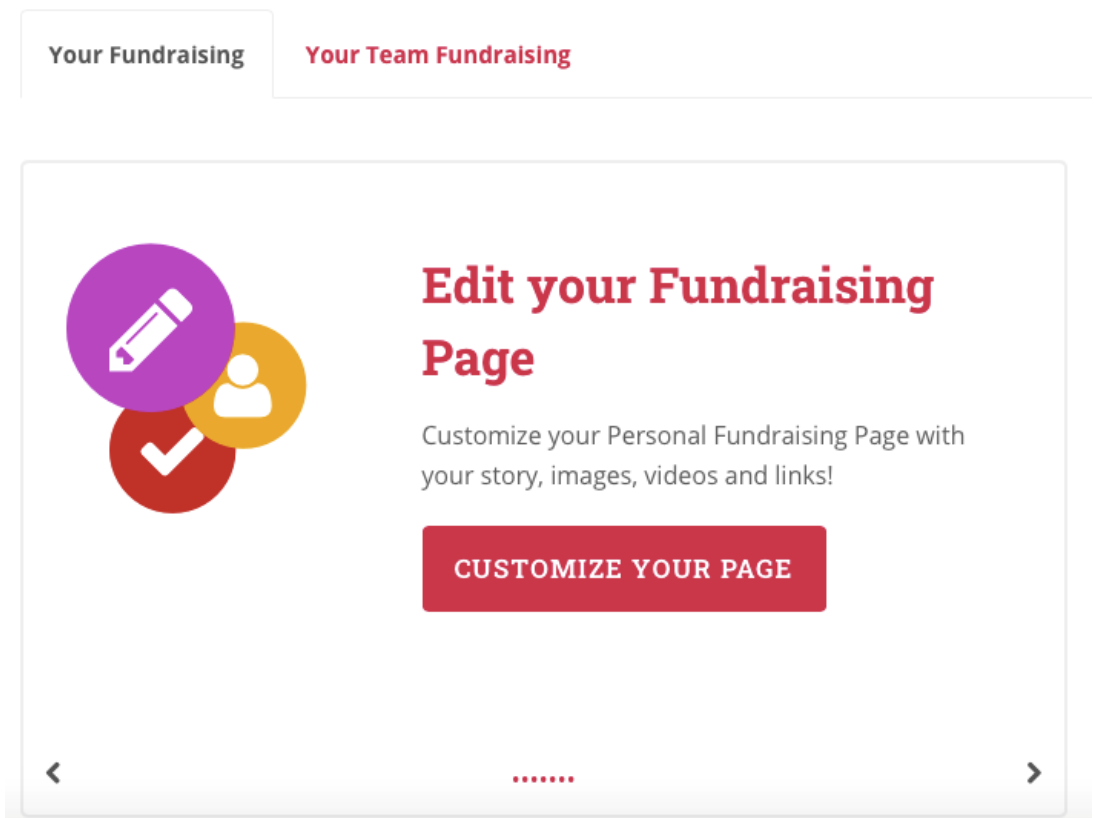


FOUR SIMPLE STEPS TO MAKE YOUR FUNDRAISING PAGE MORE EFFECTIVE

We've put together four simple steps to help you make your 35th Annual MIX 106.5 Radiothon benefiting Johns Hopkins Children's Center fundraising page more appealing to prospective donors. Take 15 minutes and follow these four steps to help tell people what you're doing (encouraging donations), why you're doing it (for the kids) and who you're doing it for (Hopkins Children's)!

STEP 1 – SAY CHEESE

Start with a picture – sounds simple, right? Nothing says “you” to prospective donors more than a picture of...well...YOU! Having a nice picture at the top of your page is more inviting to your friends and family members than our logo or a picture they aren't familiar with.



STEP 2 – THINK ABOUT YOUR GOAL

By default, Radiothon fundraising goals are set at \$100, but since you're taking the time to read this, you're obviously no default Radiothon supporter! The more your goal

means to you, the more it will matter to your donors. One Radiothon supporter set her goal as \$3,140 – \$10 for each day her niece spent in our NICU.

You don't need to have a personal connection to Hopkins Children's to set a good goal. Maybe you set a goal to raise \$20 for every healthy year of your own childhood or \$10 for each year Radiothon has been on the air (\$10 x 34 = \$340)!

A good goal will give you more interesting things to talk about when asking people to donate. It's also going to feel much more gratifying to you when you reach – and maybe even exceed – your goal!

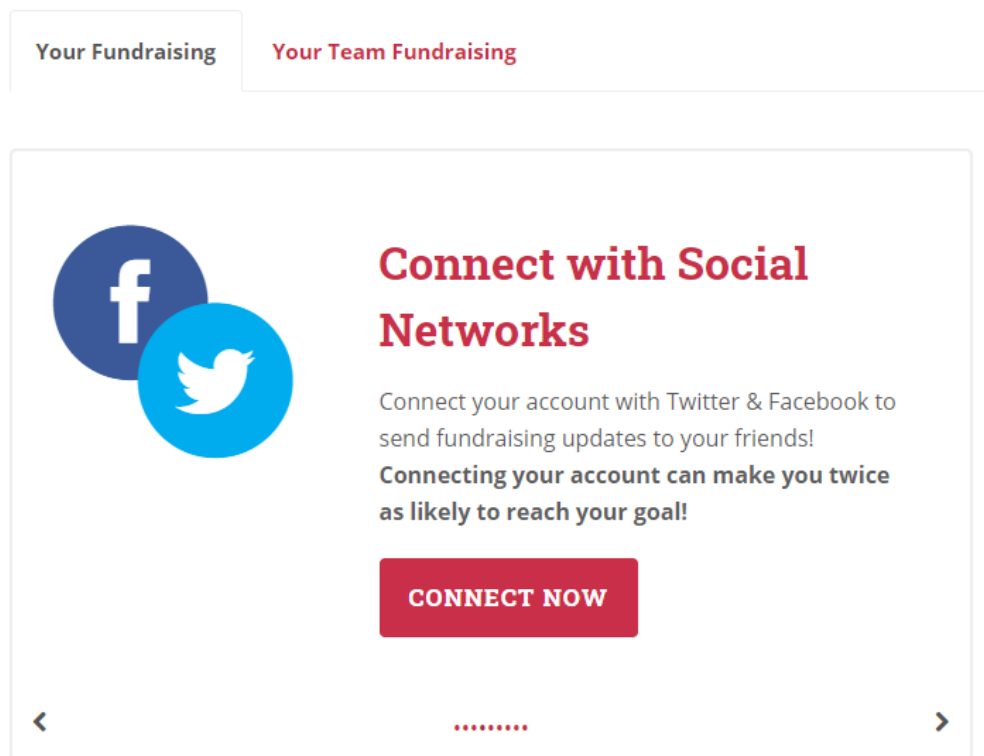
STEP 3 – TELL YOUR STORY

After you have added your picture and personal goal to your fundraising page, it's time to explain why you're raising funds for Johns Hopkins Children's Center through Radiothon. Our best advice is to keep it simple.

Have a personal story or connection to Hopkins Children's? Share it with your donors. Feel free to delete all of the default text and make this your page. You don't need to explain everything about Radiothon. Just explain who you are, what you're doing to raise money, and that 100% of the dollars you raise will stay local and help Maryland's kids. You may also want to explain your fundraising goal and tell your donors how much you'd appreciate their help reaching it.

STEP 4 – CREATE YOUR FACEBOOK FUNDRAISER AND PROMOTE ON YOUR SOCIAL CHANNELS

Did you know that most Facebook fundraisers raise at least \$150? And that connecting your account with Facebook and Twitter can make you twice as likely to reach your goal? Follow these instructions to get your [Facebook fundraiser up](#) and running and [use these tips and tricks](#) to help you successfully promote Radiothon and your fundraising page.



That's it – you've done it! If you followed the steps above, you've set yourself up for a successful Radiothon fundraising page. Now it's time to help Maryland's local kids!