



## Team Fundraising for William's Warriors

This exciting new feature to this year's Chalk the Walk allows individuals, groups, or businesses to create their own fundraising page for William's Warriors. Pages can be personalized to suit the goal of the individual, group, or business. Links to the personalized page will appear as a "Team" on the main Event page for the 4th Annual William's Chalk the Walk. Some potential approaches include:

- An individual or group set personal fundraising goals
- Individual or group have people sponsor their Chalk Box Art
- A business fundraises among employees and customers
- A business advertises a "Give Back" offer, rewarding people who donate with a code or coupon for the business.

To see an example : <https://demo.givebutter.com/fundraise>

The screenshot shows the Givebutter website interface. At the top, there's a navigation bar with 'Products', 'Solutions', 'Community', 'Pricing', and a 'Dashboard' button. The main content area features a 'Personalized Pages on Givebutter' section. It includes a sub-header 'Why use Personalized Pages?' and a list of three reasons: 1. Increase buy-in from your members/fundraisers, 2. Dramatically boost donor conversion rates, and 3. Foster positive friendly competition. Below this, there's a 'Related Articles' section with three links: 'How do I join an existing team or fundraiser as a team member?', 'How do I add team members?', and 'Where can I find my campaign link? How do member links work?'. The central part of the screenshot shows a sample personalized page for 'Max's Story', which includes a 'Team Members' section with avatars, a 'Max's Story' section with a video player, and a 'Story' section with text. A 'Personalized Pages' button is visible at the bottom of the sample page.

## Interested in starting your own Team?

See the step by step guide :

<https://help.givebutter.com/en/articles/3270211-team-member-onboarding-guide>

Visit the Give Butter Campaign for William's Warrior and simply click on the "Fundraising Button" to begin!

<https://givebutter.com/ms3yzB/margaretschultz>

*Thank you for being a hero in the fight against pediatric cancer!*

*For more information visit*

[www.williamswarriors.org](http://www.williamswarriors.org)

