



# RACER BIRTHDAY

## FUNDRAISER

### 10 EASY STEPS

1. **Select** one or more Murray State University Foundation designations you would like to garner support for – a full list can be found online at <https://murraystate.edu/givenow>
2. **Submit** the online birthday fundraiser request form ([raceralumni.com/birthdayrequest](http://raceralumni.com/birthdayrequest)) to have a personalized giving link be sent to you – this link will provide a custom giving form built around your chosen designation(s) for your friends and family to use, allowing an easy and seamless process for donations to be received
3. **Create** a communication/social media plan outlining what you will post (captions, graphics, etc.) and when (dates/times)
4. **Download** the Racer Birthday Fundraising tool kit from Murray State University's Office of Development website (<https://murraystate.edu/giving/guide.aspx>)
5. **Choose** which elements included in the kit you will want to use to advertise your Racer Birthday fundraiser
6. **Post** your chosen photos/elements from our tool kit on the day of your birthday across your social media platforms, along with the personalized giving from link provided from the Office of Development
7. **Ask** friends and family to share your content across their social media platforms
8. **Interact** with your friends and family throughout all of your social media platforms
9. **Thank** your friends and family for their support at the end of the day
10. **Request** a donor report from the Office of Development by email ([cbarnes12@murraystate.edu](mailto:cbarnes12@murraystate.edu)) to view the success of your Racer Birthday fundraiser



#### Contact Information:

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