

## STAFF

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“ We want to give people a safe and easy way to give back through charitable donations. Recently, we have taken that mission statement and made it genuinely radical: We want to help change the world – one donation at a time.”

– Drew Myers,  
president and CEO

“ ...e-Partners in Giving tugged at my heart strings a little. I am proud to be a part of this company because I am confident that the service we provide will help increase charitable giving and draw attention to all of the causes around the world that need donations to keep them going.”

– Stefanie Lewis,  
director of giving

## SHARING YOUR DONATION PAGE

NEVER

STOP

GIVING BACK

**e•PARTNERS IN GIVING**

**Will people just show up & make a donation?**

**Unfortunately not.**

**You HAVE to spread the word...**

- Enhance your page

*This is the quickest and simplest thing you can do – even if it's just adding why the non-profit was selected. Remember: If you paint an accurate picture that tugs at people's heartstrings – they will give back.*

- Simply tell people about the Donation Page

*Good old-fashioned word of mouth still works beautifully in a world infiltrated by text messages, computers, and e-mail.*

- E-mail Blast: Forward the URL

*You can send this directly from the Donation Page OR you can copy the URL into your e-mail program and send it to a group of people in your address book.*

- Utilize other social media outlets

*Whether it's Facebook or Twitter – there are countless number of options to share the Donation Page to “friends” and/or “followers.” You can paste the URL directly into these tools and let the word spread virally.*

- Do you blog?

*This is probably the best way to tell your story – since you're not limited to number of words or characters AND you can incorporate photos and video. After writing a heart-felt blog post, attach a Donation Page link to the bottom of the page.*

- Provide updates & write thank you notes

*After people make a donation, they're now invested in the process and want to know how much money was raised. Important: They also want to be appreciated.*