

## **RAISE MONEY FOR YOUR FAVORITE NONPROFIT!**

We've made it easy for you to raise money for VOYCE on #GiveSTLDay!

Create a Personal Campaign Page and you can rally your circles to support your cause.

### **WHAT IS A PERSONAL CAMPAIGN PAGE?**

Personal Campaign Pages provide a way for you to raise money on behalf of VOYCE. This feature allows you to create a custom web page with pictures, video, and a personal appeal from you. Once the page is set up, you can share it with your friends and family by posting on social media, sending emails with a link to your personal page on [givestlday.org](http://givestlday.org) and asking them to help you reach your goal by making a donation. Personal Campaign Pages make it easy to help your favorite nonprofits garner more support than what you alone can give.

### **PUMP UP THE FUN**

A Personal Campaign Page can help you raise excitement and have more fun with the giving day.

#### **Here are a few ideas:**

- Your kids choose their favorite charity and you challenge yourselves to see how much of a difference your family can make.
- It's your birthday is in May and you prefer donations to charity rather than presents.
- In gratitude, you want to raise money for the organization that assisted your family in a time of need.

### **HOW DO I SET IT UP?**

To set up a Personal Campaign Page, you'll need to create a Give STL Day Donor Profile. You can then set up a page to promote.

#### **All you need to do is:**

1. Log in to, or create, your Give STL Day donor profile.
2. Search for the nonprofit you want to support. Click on the "Create Campaign Page" button.
3. Enter the information you want on your Personal Campaign Page (i.e. a picture of you, a video about the nonprofit you're supporting, a personal message asking your friends and family to donate, etc.).
4. Create a custom URL for your Personal Campaign Page.
5. Set your fundraising goal.
6. Submit your page to the nonprofit for approval.

7. The nonprofit will review the information and either approve the page or contact you with any questions or concerns they might have.

8. Once the nonprofit approves your campaign, you'll get an email notifying you that your campaign page is now live. Next, you'll want to tell others about it by sending the custom URL to your page in an email or by sharing it on social media.

#### **IS THERE A LIMIT TO THE AMOUNT I CAN RAISE THROUGH A GIVE STL DAY CAMPAIGN PAGE?**

While you have the ability to set any goal you want, we encourage you to set a goal that is feasible within 24 hours through your networks. Successful campaigns in the past have ranged from \$100-\$2,000.

#### **WHEN WILL MY CAMPAIGN PAGE END?**

Your personal campaign page will end at midnight on May 11.

#### **WILL I BE NOTIFIED WHEN SOMEONE MAKES A DONATION THROUGH MY PERSONAL CAMPAIGN PAGE?**

Yes. You will be sent an email that tells you that a donation has been made and who made the donation unless they have chosen to give anonymously. Keep the spirit of generosity going by thanking the donor right away. You may also want to ask them to share the Personal Campaign Page with their friends!

#### **IF SOMEONE SCHEDULES A DONATION THROUGH MY CAMPAIGN PAGE, WILL I SEE IT?**

Scheduled donations are processed on May 11. Any donations scheduled for a personal campaign page will show on your campaign page progress bar and will be totaled under "scheduled" donations. Once the donation is processed, it will be reflected in the amount raised. If a scheduled donation is cancelled or does not process on May 11, the amount scheduled will be removed from the progress bar.

#### **HOW WILL THE DONATIONS I RAISE THROUGH A CAMPAIGN PAGE GET TO THE NONPROFIT?**

When people donate from the campaign page you set up, they are donating to the nonprofit that you are raising money for and not directly to you. When someone clicks to donate on your page, they will be directed to the donation page for the designated charity and will complete their donation through the normal checkout process. As with all other donations, the St. Louis Community Foundation will compile the donations and distribute checks to participating nonprofits after the event. You will receive no financial compensation for your fundraising efforts, but you will reap all the rewards that come from giving back to your community.

#### **HOW CAN I ACKNOWLEDGE MONEY THAT HAS BEEN RAISED FOR THE NONPROFIT BUT NOT ONLINE?**

All donations for Give STL Day must be given via the online platform. Gifts made via checks and cash are great, but will not be considered as part of the Give STL Day event.

#### **HOW CAN I SEE WHO IS FUNDRAISING FOR A NONPROFIT?**

If a nonprofit has a campaign team, you can click on the “Our Campaign Pages” link located on the nonprofit’s profile. To see a list of Campaign Pages for all organizations, you can select the “All Campaign Pages” button under the Nonprofit search bar.