



Virtual Fundraising - Tips Sheet

**Hiring for Hope Personal Fundraising/Event Coordination Pages - by FirstGiving
(www.firstgiving.com)**

How To Get To the Hiring for Hope FirstGiving Home Page

1. Using your **web browser** (such as internet Explorer) type in the following URL:
www.firstgiving.com/hiringforhope
2. **Our Website (www.hiringforhope.org)** - Go to the **Donate Hope** page of our website located in the top right hand corner of each page of our website. Then click on the **FirstGiving Button** and you will be taken directly to the Hiring for Hope FirstGiving Fundraising Home Page.
3. **FirstGiving website** (www.firstgiving.com) - Log onto www.firstgiving.com, click the button that says: "**Raise Money**", then type in **Hiring for Hope** into the search box. Click the link that says: "Hiring for Hope Inc. This will take you directly to the Hiring for Hope FirstGiving fundraising Home Page.
4. **Voices of Hope social networks** - Join any of our four online support communities called **Voices of Hope**. There are links to join these networks located on the Couples, Job Seekers, Friends/Family, and How Can I Help pages of our website. Once you are a member of one of the networks, click on the tab entitled "**Personal Fundraising**" and you will be taken directly to the **Hiring for Hope FirstGiving Fundraising Home Page**.

Following are a few things to keep in mind as you begin to create and promote your personal Hiring for Hope Fundraising Page.

1. Tell your story and keep it simple

Sometimes the most simple things are the most effective. Connect with your audience by telling them about your personal story. Try and be creative but also make your story real and compelling to your reader. Explain **why** you have chosen to raise money for Hiring for Hope, and make sure that you also outline **why** you believe that Hiring for Hope deserves your support. Make sure a potential supporter can discern how any donations that may make will be used to support our mission. You may also want to be prepared to field questions about this from your audience. for example, 1 in 6 couples are currently suffering from infertility. The cost for a couple to undergo fertility treatment in order to build their family is anywhere from \$500.00 - \$40,000.00. The **Who We Are** page of our website has a wealth of useful **statistical summary/incidence rates** that are associated with the causes we support.

As you are customizing the text for this section, you will also want to make sure that you keep a few of the following design strategies in mind:



- There is a maximum of 10,000 characters that you will be allowed to add in this area of your page.
- Use a basic font style, and don't mix more than two different fonts at a time on your page. Ideal fonts include: Verdana, Arial, Georgia, and Tahoma in a size 10 or 12. If you stick to these simple fonts, your text will be easy and quick to read, and will also be easy on your reader's eyes.
- Use dark text on a light background.

2. Add photos, video links(such as a YouTube link), and customize your URL

- A picture is worth a thousand words, and a video will communicate even more to your audience. Strengthen the connection that you make with your audience and make your page as compelling and engaging as possible by adding your own photographs and video. Consider adding a link to our **Brave Little Soul or Hiring for Hope Overview Videos**. The links to both of these can be found on our YouTube channel as well as on our website.
- Alternatively, you could also **create a video of you speaking** about your fundraising event. This will create an opportunity for you to be inspirational, humorous, imaginative, compelling, and give your supporters a good reason to pass your fundraising page on to their friends. If you decide to create your own video, we recommend uploading it to YouTube (www.youtube.com) in order to maximize your audience's viewing experience.
- If you decide to use photographic images of any kind, you may want to do so sparingly. Many computer users have images blocked by default on their computers. As a result, any images that you decide to use have the possibility of appearing as a big red X, or a blank box once they reach your intended audience. If you do decide to upload an image make sure that it is no more than 20x120 pixels and in jpg, png, or gif format.
- In addition to adding photos and videos that are all clearly labeled, make sure that you use a **personalized URL, and establish a specific, realistic, and attainable fundraising goal**.

3. Include the Hiring for Hope URL (www.hiringforhope.org)

You will want to ensure that you make it easy for your audience to learn more about Hiring for Hope, and also make sure that it is easy for them to support your fundraiser. It is important to realize that some individuals may experience difficulties donating through your page, or they may be technically challenged or uncomfortable about donating online. As a result, make sure that you add the Hiring for Hope URL (www.hiringforhope.org) to your fundraising page, follow-up emails, press releases, or any other notifications you may use to publicize your fundraiser. This will make it easy for people to access any information or resources that they may need. Hiring for Hope's hours of operation are from 8:30 a.m. to 5:00 p.m. Monday through Friday eastern time. Please note, we are an all volunteer organization but we will make every effort to respond to any phone calls and emails that are placed to us within 24 hours.

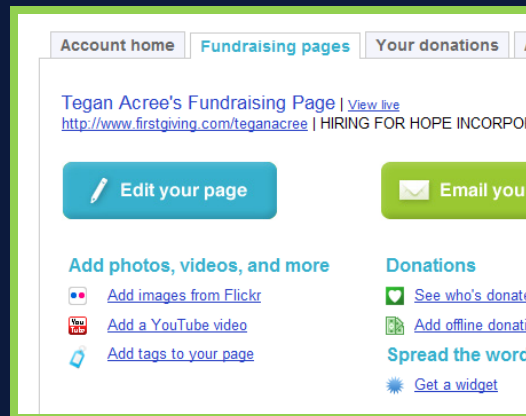
4. Promote and publicize your personal fundraising page using traditional methods

- A. **Customize your email message to meet a specific audience** - It is likely that you may not want to email the same message to everyone in your contact list. For example, you will probably want to communicate with your parents differently about your fundraiser than you will your boss or co-workers.

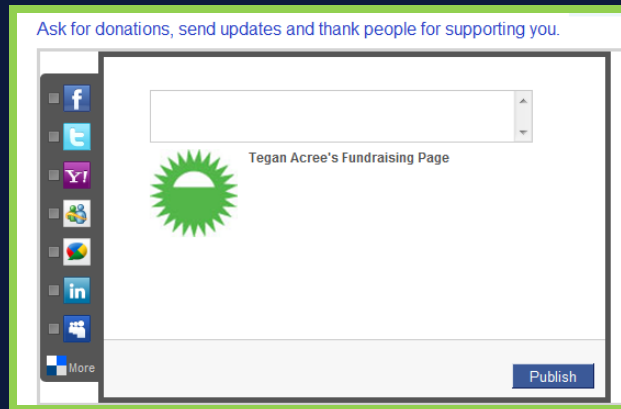
- B. **Email your family, close friends, and the most passionate supporters of our causes first** - Before sending an email to your entire address book, you may want to consider asking your closest friends and family to donate first. An empty page can be a little intimidating, so try to make sure that you capture a couple of donations before you contact your entire list of potential sponsors. Also, it is important to realize, that people tend to match the amounts already donated that are listed on your page, so try to target your most generous, supportive, and passionate supporters first!
- C. **Tell everyone you know** - Email your family, friends and colleagues with a link to your page, but don't forget other groups of potential supporters as well: former colleagues, school and college friends, fellow members of a church, your athletic team, co-workers, professional club or PTA — you may be surprised how many would like to sponsor you. **Encourage them all to pass on the message to anyone else who might like to support Hiring for Hope or be interested in using any of our free services.** Remember, the Internet is global and your fundraising page has no geographic limitations in the U.S.. So make the most of all your U.S.. based contacts, wherever they may be! **If you have an international supporter, they can donate online directly through our website by clicking the Donate Hope Button.**
- D. **Notify your contacts in different groups** - This will enable you with an opportunity to personalize your message and appeal to them and consequently increase your results.
- A. **Use your own email tool** - Because you are already familiar with your own email system, can set up groups, and send more emails at once than you can via your personal fundraising page, we recommend using your own email system to promote your page via email. In addition, consider that many of your potential supporters may feel more comfortable opening an email that comes from you personally from an email address that they already recognize, and likely have loaded into their own email address book. If this is the case, this will have the added benefit of mitigating any likelihood that your fundraising appeal will be interpreted as “spam or junk mail” when it arrives to your potential supporter.
- E. **Contact your local media** - Publicity in the local media can be an invaluable fundraising tool. A few lines in the local paper, or an appeal for sponsorship on your local radio station, can yield amazing results. Readers and listeners can simply visit your page and sponsor and/or support you directly or donate via the Hiring for Hope website as well. The best way to get some publicity is to send out a press release.
- F. **Put a notice up in your gym, church, college, children's school, neighborhood websites, etc.** - Don't just rely on email. A simple poster asking people to visit your fundraising page can reach people whose email address you don't have. You might also consider printing some flyers to hand out to people when you see them.
- G. **Ask to be on your company's website and/or intranet** - See if your company would be prepared to add your web address to its public website or private intranet or publish a story about your fundraising event in the company newsletter. Many companies like to promote the charitable and public-spirited efforts of their staff, and you could get a lot of extra donations from this. Some companies may even offer a "matched giving program" in which they offer to match any amounts that you raise. So this action could help you reach your target even faster. **Ask your company if they'll link to your page from their website or intranet.**

5. Publicize your fundraising page using social media/email tools

- A. **Put your First Giving Fundraising Page "widget" or "badge" in your email signature, blog, web pages, and social networking sites.** A widget or a badge is basically a mini version of your fundraising page. To implement this as part of your promotion strategy, simply log into your personal FirstGiving fundraising page, click the tab in your account that says "Fundraising Pages", click the link called "Get A Widget" , grab the code provided, then simply copy the text/code and paste it into your web page, email signature, and/or blog where you would like your widget to appear. The code for the widget associated with your FirstGiving personal fundraising page can be found by logging into your FirstGiving account and clicking on the tab entitled "Fundraising Pages" , then clicking on the hyperlink entitled "Get a Widget".



- B. **Publish your fundraising page to as many social media outlets as possible.** This can be an extremely quick, cost effective, and highly successful promotion tool. Essentially, it serves as an open invitation to all potential donors such as your friends, and friends of friends that you may be too timid to ask for donations. The code for the widget associated with your FirstGiving personal fundraising page can be found by logging into your FirstGiving account and clicking on the tab entitled "Fundraising Pages", scroll to the bottom of the page and type your message and then choose which social media pages you would like to communicate your message on. Following are some ways to leverage several of the main social media tools in your fundraising campaign:



1. **Facebook** - This is a great place to catch up with old friends and let them know that you are supporting Hiring for Hope. It's easy to post your FirstGiving page in your status update and equally as easy to add the FirstGiving application for free as a tab to your Facebook account. It's also a good idea to suggest to your friends that they become a "Hiring for Hope Facebook Liker" so that they can stay up to date with all the latest Hiring for Hope news and events. It is also an effective and fun way to publicize your fundraising event, gather supporters, recruit additional fundraisers, update your community on your progress toward your fundraising goals, and recognize and honor top fundraisers.
2. **Twitter** - Can be used as a quick and fun way to publicize your fundraising event, gather supporters, recruit additional fundraisers, update your community on your progress toward your fundraising goals, and recognize and honor top fundraisers. It is also very easy way for you to "tweet your fundraising page link" to your followers. The best way to get started on Twitter is to jump right in. Sign up for an account, and then be sure to include a link back to your FirstGiving nonprofit page when you're talking about fundraising and to your nonprofit's website when you're talking about your work. An example of a good "tweet" might be the following: "Kudos to this week's top fundraiser, Jane Smith: <http://www.firstgiving.com/pageURL> "
3. **Blog** - Use your blog to post periodic fundraising updates, recognize top fundraisers, and highlight your fundraising success stories. Be sure to link back to your FirstGiving Personal Fundraising Page as this will make it easier for a supporter to join your campaign by donating, fundraising and/or recruiting additional support.

6. Keep your page updated and send fun and humorous follow-up emails

Be persistent. It takes more than one round of emails to reach your target audience. Encourage people to re-visit your page by regularly updating it. Change your picture, post updates on your progress and, if you are taking part in a sporting event, keep a training diary. Let supporters know how much you've raised so far. An email update is interesting for those who've already supported you and a nudge for those who haven't. You know what it's like - people mean to donate, but sometimes they don't quite get round to it on the first request. Remember to thank the people who've already supported you, and to ask them to send your page to their contacts.

7. How to get donations from people you don't know

If you feel as though you have tapped into your network of family and friends for support, and you're still shy of your goal ask people you don't know for a donation. Following are some ways that you can **ask people you don't know to donate and get involved**:

- **Ask your supporters to spread the word:** When you ask your family and friends for donations, ask them to support you by spreading the word with their network of contacts as well.
- **Add your personal fundraising page link to a website:** This can be your own or a friend's website or blog, or your company's website.
- **Email signatures:** Include your fundraising page link in your email signatures.
- **Post a message in a forum:** Do this specifically on a forum you frequent, or one that's related to your cause or event.
- **Leverage other social networking services:** Do you use [Twitter](#), [Facebook](#), [MySpace](#), [LinkedIn](#), or other social media sites? If so, add your fundraising page link to your comment or profile..
- **Get it in the media:** Send your story and fundraising page to newspapers, magazines, radio, and TV stations by [writing a press release](#).

8. Keep fundraising after your event

Many donations will continue to come in after people have completed their fundraising event. So don't stop fundraising once you've crossed the finish line. Update your page and email your supporters with news of your success. Remind those who haven't yet donated to do so, and ask others to donate again in recognition of your achievement.

9. Thank your supporters

Make sure that you say thank you to your supporters! send an email, call them over the phone, send them a text, card, letter, or thank them through your social media pages, website, and/or blog.

Where can I find the code for the Hiring for Hope widgets?

The code for these are all located on the [How Can I Help](#) page of our website.

How do I install a "widget" or "badge" into my email signature?

To put a widget or badge into your email signature in Microsoft Outlook you need to copy the badge code and paste it into the code behind your signature. You may not be able to do this on work email accounts if there are strict security settings or if you're on a networked system like [Citrix](#).

- 1 -- Copy the HTML code defining the source location of the widget graphic
- 2 -- Open up Notepad (Located in Start\All Programs\Accessories\Notepad)
- 3 -- Paste the HTML code into Notepad
- 4 -- Identify the Folder in Outlook where Signature Files are Saved
 - Open Outlook
 - Click Tools\Options
 - Click the Mail Format Tab
 - Ensure that the Message Format Tab Composes in HTML format in Drop-Down Menu
 - Click the Signatures Tab Near the Bottom
 - If you're using Outlook 2007, you'll see an Insert Hyperlink Tab Icon (Ball&Chain Link)
 - Click it. The Window that automatically pops-up defines the path where you should save your notepad file
 - If you're using another version of Outlook or other email program, identify the location where Signatures are saved. This is where you will store your Notepad file
- 5 -- Click File\Save As on the Notepad program that houses the HTML
- 6 -- Save the file in the path identified in step 4

- 7 -- The filename extension must end in **.htm**
- 8 -- Change the save as type drop down from .txt to **All Files**
- 9 -- Click Save
- 10 -- Find the .htm file and click on it to view it in the browser (it should display graphically)
- 11 -- Right Click on the button and left click copy
- 12 -- Open Outlook\tools\options\mail format\signatures
- 13 -- Paste the button into the edit signature area and format as you would any other signature file
- 14 -- Click OK and you are in business

Need Assistance?

If you would like assistance creating your personal fundraising page, please feel free to contact our Online Fundraising Ambassador Audra Grossnickle at agrossnickle@hiringforhope.org and/or email the First Giving Help Support Team directly using any of the following contact information:

email: support@firstgiving.com
Call: 877-365-2949
Hours: Monday – Friday 9 a.m. – 5 p.m. EST

Resources used in creating this document:

1. Pinc Social Giving website www.pincgiving.com
2. FirstGiving Help Section of website www.firstgiving.com
3. JustGiving Help Section of their website www.justgiving.com
4. Network For Good Help Tools - www.networkforgood.com

www.hiringforhope.org