



## Give STL Day Fundraising Campaigns

### WHAT IS A FUNDRAISING CAMPAIGN?

Fundraising campaigns are a new way for you to show support for the causes you care about during Give STL Day on May 7, 2020! Create your own fundraising campaign, set a fundraising goal, and then encourage your network of family, friends, and colleagues to support your favorite organization by sharing your campaign's URL via email, social media, and more!

### KEEP THESE DATES IN MIND:

- **Monday, January 13:** Give STL Day Registration Opens; Fundraising campaign creation opens
- **Monday, April 6:** Early Giving begins
- **Wednesday, May 6:** This is the last day you can submit a fundraising campaign
- **Thursday, May 7:** Give STL Day! Donations will begin displaying on your campaign's page, and you can encourage your networks to give until you reach your goal...and beyond!

## HOW TO CREATE A FUNDRAISING CAMPAIGN

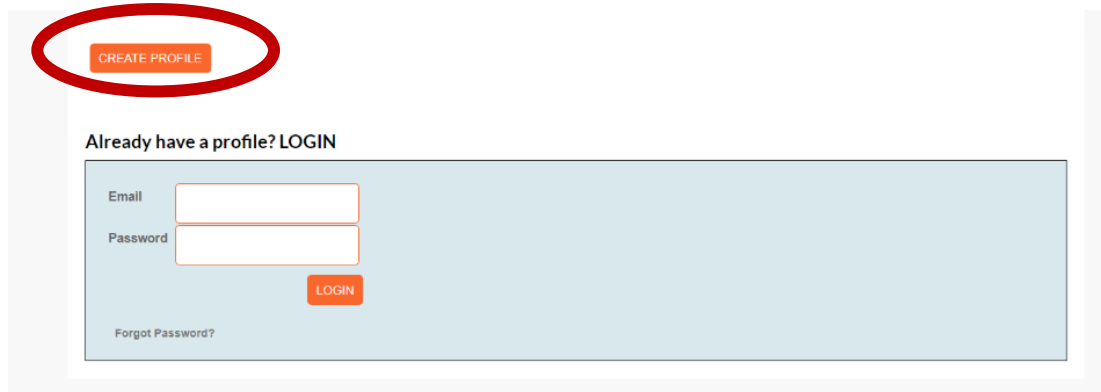
### STEP 1: CHOOSE AN ORGANIZATION TO SUPPORT

Find your favorite nonprofit at [www.givestlday.org](http://www.givestlday.org) using the website's search function and click the "Create a Campaign" button. If you cannot find your favorite nonprofit, they have not registered for participation in Give STL Day. Check back at a later date or contact the nonprofit to confirm participation.

The screenshot shows the Give STL Day website interface. At the top, there is a navigation bar with the Give STL Day logo on the left and a search bar on the right. Below the navigation bar, the profile for the APA Adoption Center of Missouri is displayed. The profile includes the organization's logo, contact information (phone number: 314-645-4610 ext. 132), and social media links. A description of the organization is provided: "The Animal Protective Association/APA Adoption Center of Missouri is a non-profit organization dedicated to bringing people and pets together, advancing humane education and creating programs beneficial to the human/animal bond." Below the description, there are several images of animals. At the bottom of the profile, there is a section for "Campaigns for this nonprofit" with a "Show All" link. One campaign is visible, titled "Give to the APA!" by Jennifer Meyers, with a goal of \$250 and a progress bar showing \$0 raised. A "Create a personal campaign for this nonprofit" button is also present.

## STEP 2: LOGIN OR CREATE A PROFILE

In order to create a fundraising campaign, the donor must create a donor profile. In the upper right corner of the website, select Login and select Donor. To create a profile, click the orange “Create Profile” button. Enter your first name, last name, email and create a password. Select the orange “Create Profile” button when finished.



A screenshot of a website's login and registration interface. At the top left, there is an orange button labeled "CREATE PROFILE" which is circled in red. Below it, the text "Already have a profile? LOGIN" is displayed. The main form area has a light blue background and contains two input fields: "Email" and "Password". Below the "Password" field is an orange "LOGIN" button. At the bottom left of the form area, there is a link that says "Forgot Password?".

*Please create your account!*

\* First Name

\* Last Name

\* Email

\* Password

\* Confirm Password

\* Required field



At the bottom of the registration form, there are two orange buttons: "CREATE PROFILE" and "CANCEL". Both buttons are circled in red.

## STEP 3: FILL OUT YOUR CAMPAIGN

Create or log in to your Donor account and complete the required information to create a campaign. Set a fundraising goal and tell audiences why this organization is important to you!

## My Account

Account Details | My Donations | Scheduled Gifts | Payment Profiles | **My Campaigns**

\* Required field

[Publish My Campaign](#) | [Save & Return](#) | [Cancel](#)

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### Campaign Details

\* Organization ⓘ  
2000 Feet

\* Title ⓘ

\* URL Link ⓘ The URL you enter can take up to 2 hours after being approved by the nonprofit to display publicly  
https://www.givestday.org/

Summary ⓘ

Campaign Page Photo ⓘ  
No file is currently uploaded.  
[Upload File](#)

Personal Appeal ⓘ

Campaign Video (URL) ⓘ

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### Campaign Goal

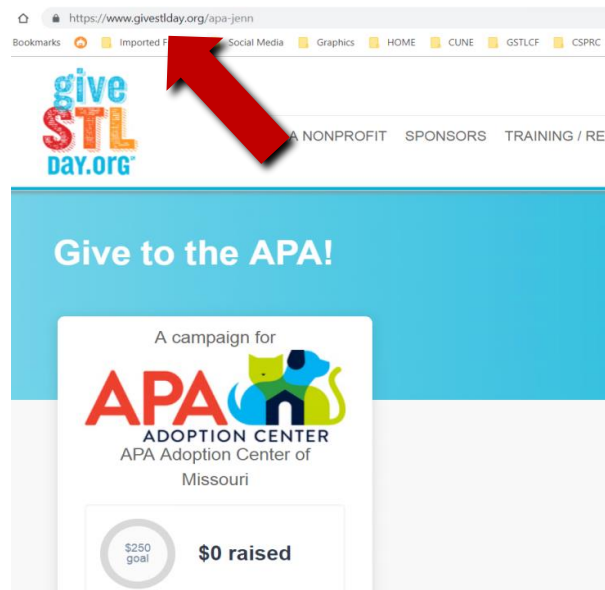
\* Goal (\$) ⓘ

\* This is for Gives Day ⓘ  
 Yes  No

[Publish My Campaign](#) | [Save & Return](#) | [Cancel](#)

## STEP 4: SUBMIT YOUR CAMPAIGN

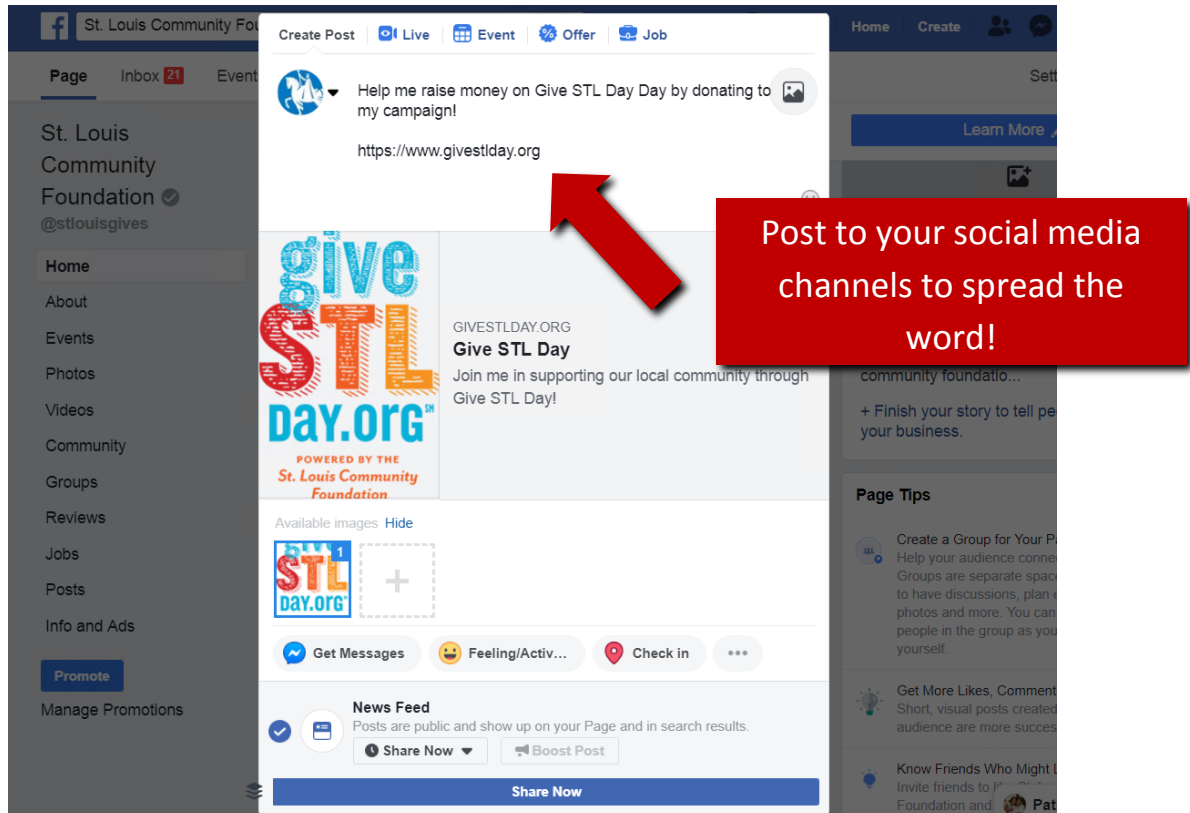
When you're ready, click the blue "Publish My Campaign" button, which will alert your chosen nonprofit to inform them that you have created a campaign on their behalf.



## STEP 5: SHARE YOUR CAMPAIGN TO HELP YOUR CAUSE!

Campaigns are only successful when they're shared! Copy your campaign's unique URL to share with your family, friends, and other contacts in emails and posts to social media.

Donations can be given during the early giving period, scheduled between April 6 and May 6 as well as on May 7.



Need some help crafting a successful message? You might try starting with something like this:

- For this year's Give STL Day, I'm supporting [insert organization name], because I care about its mission to [insert organization's mission]. This cause is close to me because [explain why you love this organization]. I am asking YOU to join me in giving to [organization's name] because their work strengthens our community—for good!
- Please be a part of the movement, and donate to my fundraising campaign, which you can find at [insert your campaign's unique URL]. Every gift can help [organization] win additional prizes, too!

**QUESTIONS?**

If you have questions about your favorite nonprofit's fundraising campaign strategy or technical aspects of building a fundraising campaign, please reach out to one of its team members.

If you can't find what you're looking for there, please email the Give STL Day team at [info@stlgives.org](mailto:info@stlgives.org).