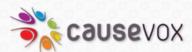
Getting Started

With Personal Fundraising *causevox



Let's get started

Welcome to CauseVox! We're the platform that powers your nonprofit's online fundraising site. This guide helps you start off on the right foot. Here's an overview of what we'll cover.

Contents of this guide

Overview of your page

A quick tour of your fundraising page and what it features

7 Habits of Fundraisers

Fundraising tips from successful fundraisers

How to setup your page

Seven easy steps to setup up your fundraising page

Additional Resources

Links to tips, techniques, and other resources

Sharing your page

Content that you can use to help spread your page

Fundraising talk

Advocate - A nonprofit's supporter that creates a fundraising page to help her nonprofit raise funds (that's you!)

Appeal - Your message to your friends, family, and colleagues on why you are fundraising and why they should donate.

Embed - Putting content (text, video, slideshows) into your fundraising page.

Fundraising Page - A fundraising page is a webpage on your nonprofit's fundraising site that is just about you and your fundraising progress.

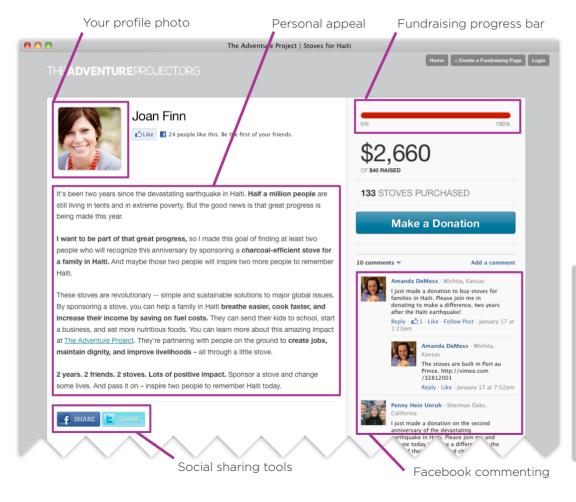
Social Media - Tools that help you connect with friends, such as Facebook and Twitter.

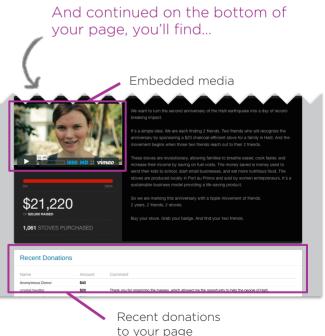
URL - A webpage link (ex. http://
my.nonprofit.org/you)



Overview of your page

Let's take a quick tour so you know what bells and whistles are automatically built in for you.





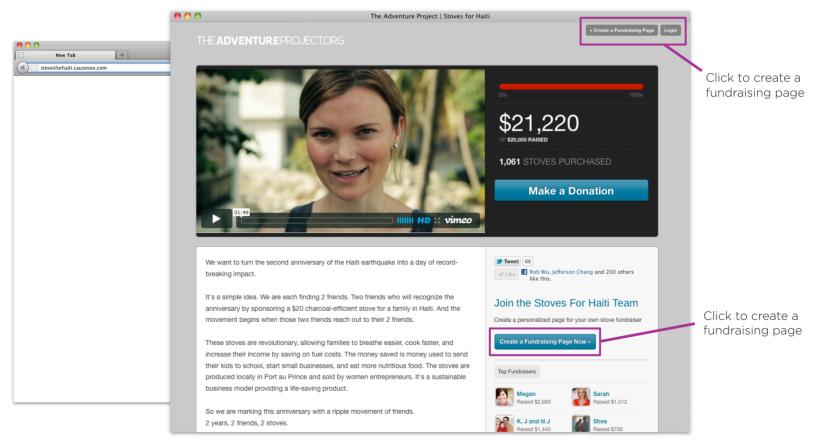


How to setup your page

It's easy to setup and customize your page. Just follow seven simple steps.

1 Visit your nonprofit's fundraising site

Click "Create a fundraising page" or "Login" (if you have an account)





Want to watch this on video?
Click here: http://bit.lv/pagesetup

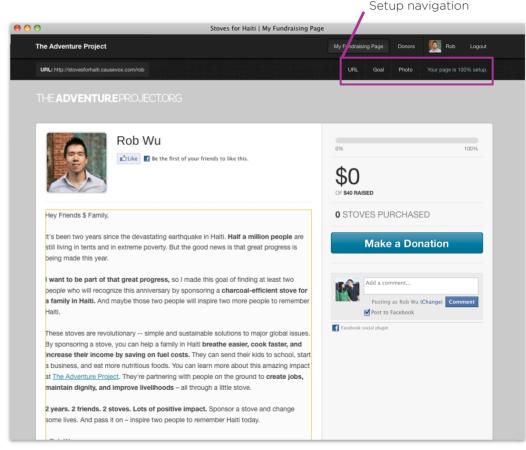
It's easy to setup and customize your page. Just follow seven simple steps.

- 3 Choose your URL

 Pick a URL that is personalized and easy to remember.
- 4 Set a goal

 Follow the recommended goal or set one of your own.
- 5 Upload a photo

 This shows up on your page and on the main site's supporter wall.
- You can start from scratch or use the sample text provided. Embed photos, Flickr slideshows, and Youtube/Vimeo videos too!
- 7 Start fundraising
 Share your page with your
 friends, family, and colleagues!



A setup wizard guides you through these steps



Sharing via email

A personalized email is the best way to get your friends and family to donate to your campaign. Below are examples of three critical emails that you should send out.

Initial solicitation email

Subject Line: I need your help!

Hey Jeff,

It was great grabbing lunch with you last week!

Did you know that 1/3 of the rural water wells in India are broken? I've joined a campaign to raise funds to help train well mechanics so they can provide clean water for over 5000 people each.

Please support me by visiting my fundraising at http://tapwater.causevox.com/jess. I just made a \$100 donation and need your help to reach my \$1500 goal. You can help by donating, sharing, and creating your own page too!

Together, we can create a world where water is readily accessible to all. Thanks so much!

- Jessica

Reminder email

Subject Line: I still need your help!

Hey Jeff,

Jane, John, and many others have helped raise \$1000 out of my \$1500 goal so far!

You still have 5 days to help provide clean water to thousands of people. We could really use your support. Join me by visiting my fundraising at http://tapwater.causevox.com.

Thanks much!

- Jessica

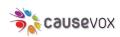
Thank you email

Subject Line: Thank you!!

Hey Jeff,

Thank you so much for supporting my campaign! You're awesome. We're making a huge difference together!

- Jessica



Sharing via social media

Social media and other less "direct" methods are great for raising awareness of your fundraising page. Here are a few examples that you can follow.

Social Media Sharing



Did you know that 1/3 of the rural water wells in India are broken? Join me to raise funds to help train well mechanics so they can provide clean water for over 5000 people each.

http://tapwater.causevox.com/jess



Together we can provide clean water to thousands of people. Support me today! http://tapwater.causevox.com/jess

Email Signature Sharing



Jessica Williams jwilliams@causevox.com

Help me raise funds for clean water: http://tapwater.causevox.com/jess.



7 Habits of Effective Fundraisers

We combed through the thousands of individuals that used our platform and examined what and how much they raised. Seven themes stood out out of the most successful ones, and we distilled into seven habits for you to follow.

Personalize your fundraising

Effective fundraisers use their personalities to promote their campaign as well as stories. Your relationships with your friends, family and coworkers are compelling enough reasons for them to give to your cause.

Use multiple ways to raise awareness

Reach out to your personal network of friends, family, and co-workers. A personalized email is the best way to get donations. Social media is helpful to reach new audiences, too.

Keep up the human connections

Helping other people connect with the cause and need by focusing on being human. Meet people face-to-face to help them understand your passion for and commitment to the cause. 4 Anyone can make a difference

Show that even small contributions will amount to big, tangible results. Let donors know exactly where their money is going and how much of a difference it makes.

5 Your cause is worth the effort

Getting donations for a cause isn't easy. You'll have to persevere through some dry spells and be assured that your efforts matter (because they really do!).

Remind others to contribute

Update and share progress with friends and family. This is an opportunity to remind others of your fundraising progress and how they can help.

7 Be appreciative

Always thank your donors and supporters! They want to be recognized and your appreciation goes a long way.



Additional resources

Whether it's your first time fundraising or whether you're a pro, fundraising doesn't come easy. Check out a few additional resources that we've developed to help you make fundraising easier.

Fundraising Tips: CauseVox Blog

Weekly fundraising tips published on http://www.causevox.com/blog that feature the latest fundraising techniques, trends, and insights.

CauseVox Twitter

Keep up to date on fundraising tips and product updates at http://www.twitter.com/causevox.

CauseVox Facebook page

Keep up to date on fundraising tips and product updates at http://www.facebook.com/causevox.

Technical Support Center

Visit our technical support center at http://support.causevox.com. We're here to help.

