

Getting Started

With Personal Fundraising



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.

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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.

Your profile photo

Personal appeal

Fundraising progress bar

Social sharing tools

Facebook commenting

THEADVENTUREPROJECT.ORG

Home + Create a Fundraising Page Login

Joan Finn
Like 24 people like this. Be the first of your friends.

It's been two years since the devastating earthquake in Haiti. **Half a million people** are still living in tents and in extreme poverty. But the good news is that great progress is being made this year.

I want to be part of that great progress, so I made this goal of finding at least two people who will recognize this anniversary by sponsoring a **charcoal-efficient stove for a family in Haiti**. And maybe those two people will inspire two more people to remember Haiti.

These stoves are revolutionary -- simple and sustainable solutions to major global issues. By sponsoring a stove, you can help a family in Haiti **breathe easier, cook faster, and increase their income by saving on fuel costs**. They can send their kids to school, start a business, and eat more nutritious foods. You can learn more about this amazing impact at [The Adventure Project](#). They're partnering with people on the ground to **create jobs, maintain dignity, and improve livelihoods** -- all through a little stove.

2 years. 2 friends. 2 stoves. Lots of positive impact. Sponsor a stove and change some lives. And pass it on -- inspire two people to remember Haiti today.

10 comments Add a comment

Amanda DeMoss - Wichita, Kansas
I just made a donation to buy stoves for families in Haiti. Please join me in donating to make a difference, two years after the Haiti earthquake!
Reply · Like · Follow Post · January 17 at 1:23pm

Amanda DeMoss - Wichita, Kansas
The stoves are built in Port au Prince. <http://vimeo.com/32812001>
Reply · Like · January 17 at 7:02pm

Penny Hein Unruh - Sherman Oaks, California
I just made a donation on the second anniversary of the devastating earthquake in Haiti. Please join me and donate today to make a difference. The stoves are built in Port au Prince and...

And continued on the bottom of your page, you'll find...

Embedded media

Recent Donations

Name	Amount	Comment
Anonymous Donor	\$40	
Crystal Butler	\$20	Thank you for organizing the masses, which allowed me the opportunity to help the people of Haiti.

Recent donations to your page

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

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

The screenshot shows a web browser window displaying the website for 'The Adventure Project | Stoves for Haiti'. The browser's address bar shows 'stovesforhaiti.causevox.com'. The website features a video player with a woman's face, a progress bar at 0%, and a fundraising goal of \$21,220 out of \$20,000. Below the video, there is a 'Make a Donation' button. On the right side, there is a 'Join the Stoves For Haiti Team' section with a 'Create a Fundraising Page Now' button. A purple box highlights this button, and a pink arrow points to it with the text 'Click to create a fundraising page'. Another purple box highlights the 'Create a Fundraising Page' and 'Login' buttons in the top right corner, with a pink arrow pointing to it and the text 'Click to create a fundraising page'. The bottom right corner of the page shows a list of 'Top Fundraisers' with names and amounts raised.

Click to create a fundraising page

Click to create a fundraising page

How to setup your page

Want to watch this on video?
Click here: <http://bit.ly/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.

6 Write an appeal

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!

The screenshot shows a web browser window displaying the 'Stoves for Haiti | My Fundraising Page' setup wizard. The page title is 'THE ADVENTUREPROJECT.ORG'. The user is identified as 'Rob Wu'. The URL is set to 'http://stovesforhaiti.causevox.com/rob'. The goal is set to '\$0 OF \$40 RAISED'. The page shows a progress bar at 0% and a 'Make a Donation' button. The appeal text reads: 'Hey Friends \$ Family, It's been two years since the devastating earthquake in Haiti. Half a million people are still living in tents and in extreme poverty. But the good news is that great progress is being made this year. I want to be part of that great progress, so I made this goal of finding at least two people who will recognize this anniversary by sponsoring a charcoal-efficient stove for a family in Haiti. And maybe those two people will inspire two more people to remember Haiti. These stoves are revolutionary -- simple and sustainable solutions to major global issues. By sponsoring a stove, you can help a family in Haiti breathe easier, cook faster, and increase their income by saving on fuel costs. They can send their kids to school, start a business, and eat more nutritious foods. You can learn more about this amazing impact at The Adventure Project. They're partnering with people on the ground to create jobs, maintain dignity, and improve livelihoods - all through a little stove. 2 years. 2 friends. 2 stoves. Lots of positive impact. Sponsor a stove and change some lives. And pass it on - inspire two people to remember Haiti today.' The page also features a 'Facebook social plugin' and a 'Post to Facebook' button.

Setup navigation

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.

1 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.

2 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.

3 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!).

6 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.